



## NEWS RELEASE

### **COLORS ON PARADE TO BE FEATURED AT 2017 WOMEN IN AUTOMOTIVE CONFERENCE IN ORLANDO**

**June 10 2017, Conway, S.C.**- On July 9-11, 2017 six members representing Colors On Parade will be attending the Women In Automotive (WIA) Summer Conference at the Omni Orlando Resort in Champions Gate, FL. Claire Calhoun, Colors On Parade's Vice President of Sales and Marketing will also be speaking at the conference.

The conference is designed for automotive manufacturers, suppliers, dealerships and collision repair centers. There is a scheduled lineup of over 100 speakers, with topics centered around educating and empowering women and men in the automotive community. Topics will also focus thought and leadership, as well as trends that impact employment and sales growth.

The agenda for WIA's Summer Conference includes a dozen workshops, a plethora of presentations from industry leaders, keynote awards and a mentoring program, as well as several networking opportunities. Workshops will focus on a variety of topics ranging from new employees in the industry to developing leaders, branding and even workplace wardrobes. According to Founder Jody DeVere, "Our agenda is rich in content because we are teaching the industry as a whole about women's employment, leadership, sales and marketing."

WIA was founded by a small group of women who saw a need to focus on closing the gender gap by educating the industry about attracting, recruiting and retaining female employees, developing female leaders, and increasing marketing knowledge about female consumers.

Currently, the percentage of female automotive employees remains stagnant at just 18 percent. (according to NADA 2014 data). About 500 of the women that make up the 18% participated in this year's conference. A major recruiter mentioned that they have received over 1,000,000 resumes, of which 40 percent were from women – but only 1 out of 4 are actually hired by dealers. Whether that's a function of the job requirements or dealer preference, Women in Automotive is committed to bringing the two sides together. Women in Automotive will focus on the dealer side, through training and education on how to create a balanced position for women by providing a network and opportunities for development.

In addition to women, millennials continue to influence the market more and more. This powerful generation now purchases more cars than any other generation in the United States. It is apparent that these growing trends are important to dealerships and manufactures. Colors

On Parade is excited to be involved with the Women In Automotive movement, and will continue to contribute to the growing number of women in the industry.

“We are thrilled to attend the Women in Automotive Conference for the third year in a row,” said Jeff Cox, president of Colors on Parade. “This conference is a great way to share, learn and be inspired by women and leaders in the automotive industry from around the world. We look forward to implementing all of the takeaways we learn.”

With more than 25 years of experience and 250 operating franchises across the U.S., Colors on Parade is consistently ranked by *Entrepreneur* magazine as one of the nation’s top automobile franchise systems. The company’s extensive training and certification process allows new franchisees to provide customer services safely onsite while using a specialized process.

Franchise opportunities still remain available throughout the United States. Information about franchising opportunities can be found at <http://www.colorsonparade.com/franchise-opportunities/>.

#### **About Colors on Parade**

Colors on Parade was founded in 1988 by Robert Lowery to service the automotive industry with body shop quality repairs from a mobile unit. The company originated in Conway, S.C., and has since expanded, with franchises in 31 states. Colors on Parade uses eco-friendly technologies to provide mobile onsite auto repair services at any location including a client’s home or work. The services include the repair of paint scratches, scrapes, dents and dings, as well as offer paintless dent repair. Its customer base includes car dealerships, fleet owners, rental car agencies, body shops and individual vehicle owners.

For more information about Colors on Parade, visit [www.colorsonparade.com](http://www.colorsonparade.com) or call 1-800-7COLORS.

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