

Fall 2004



## Shop Talk - By Scott I

# AutoGroup News

The Independent Automotive Service Provider (ASP) - otherwise known as the Installer - is alive and well in Canada. A recent **J.D. Power and Associates 2004 Canadian Customer Commitment Study** ranked the Installer (ASP) 2<sup>nd</sup> out of 36 in the "**Overall Service Experience Satisfaction Index**". Independent repair shops finished with 863 points out of a possible 1000, a mere two points behind the first place finisher, Firestone Service Centres. The industry average score was 826. Other notable results were Canadian Tire and Wal-Mart finishing at the back in 35<sup>th</sup> and 36<sup>th</sup> place with 754 and 751 points respectively, Speedy in 13<sup>th</sup> place with a score of 833, and Midas in 25<sup>th</sup> spot with 816 points. The Independent Automotive Service Provider should take great pride and comfort in this testament that price and satisfaction do not always go hand in hand. At the end of the day superior service wins every time!

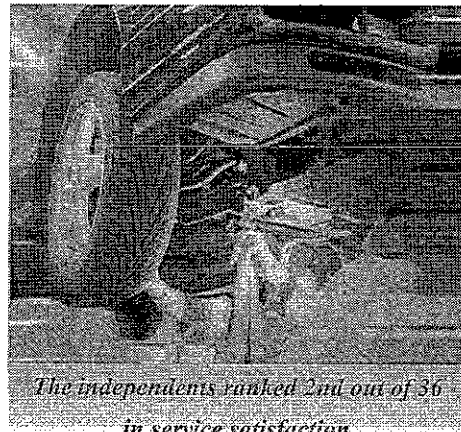
### News

In other AutoGroup News, we are now working with an independent communications consultant, Dan Stelck of BOM Communications. BOM will be responsible for the issuing AutoGroup news releases to members and other automotive related media. In addition, BOM will supply editorial con-

tent for the AutoGroup News, the AutoGroup website and other communication efforts. Welcome aboard Dan!

### Repair Financing

I would also like to announce our latest AutoGroup Member Partner - **RIFCO** (Repair Industry Finance Company). RIFCO specializes in the area of automotive repair financing. RIFCO is an aggressive and growing publicly traded company (RFC: TSX) and as you will see in the featured article inside this edition of the AutoGroup News, their payment plans are a powerful tool for our members to grow



*The independents ranked 2nd out of 36 in service satisfaction*

their business. As a shop owner, I encourage you to take advantage of their generous offering - there is absolutely no downside! Their testimonials speak for themselves. Thank you to Lee Emerson, Founder, and Robert J. Skaggs, Regional Manager for your support of AutoGroup.

The future of *AutoGroup*, however, is much more than just a discount purchasing group – it is a network of independent automotive service agents who share buying power, marketing strategies, information on new technology, partnerships with organizations such as Uni-Select, the Retail Council of Canada and RiFCO, and a forum for its members to exchange resources and information.