



AM readers recommend their top suppliers

The greatest form of marketing is via word-of-mouth referrals, and recommendations are priceless.

A business may have excellent products, but referrals and recommendations are ultimately given as a result of outstanding customer service.

AM's annual 'Dealer Recommended' programme allows our readers to have their say about the companies they believe offer the best service.

We have gathered opinions via a research programme conducted among AM's audience.

The automotive business sectors highlighted this year are auctions and remarketing, warranty, service plans, finance, GAP insurance, classified/car listings and paint protection.

The paint protection sector saw Supagard recommended by AM readers.

AM DEALER RECOMMENDED





Supagard celebrates its successful past alongside an exciting future

Dealers benefit from 30 years of experience and cutting-edge research

They say history repeats itself and in Supagard's case that's definitely true, because its success as the UK's market leader in automotive paint and interior protection has repeated itself every year for the past 30 years.

Founded in 1988 by Brian Quinn and John Orrick, Supagard has grown from humble beginnings to celebrate its 30th anniversary. A major factor in Supagard's DNA is the strong family heritage and the pride that the staff take in working for the company.

Jean Quinn, managing director, said: "We are immensely proud of where we have come from and looking back over the years from our foundation to where we are now, we owe our success to the fact that we never stand still or rest on our laurels."

"For us, it's more than just selling a product, it's also about enhancing our customers' lifestyle by providing the best treatments for their vehicle. Supagard products will make it easier to clean and visually maintain or improve its appearance and we get great satisfaction from the many testimonials we receive."

From its state-of-the-art premises in Glasgow, Supagard has built its reputation through continuous focus on ensuring its products are the best in an ever-changing market.

David Paterson, marketing director, said: "All of Supagard's products are

developed over a considerable period of time before we will release them to the market, because we want to be sure that they are not just the equal of our competitors products, but are the best available for their purpose.

"This has been a major contributing factor to our popularity in the trade, particularly among vehicle manufacturers who have applied their own stringent quality assurance measures before endorsing Supagard as their products of choice."

Supagard Bionic Technology

Good things come to those who wait and the results of the two-year research and development period for Supagard's new Bionic Technology range in laboratories and in the field across Europe, the US and Asia, have definitely been worth waiting for.

These new Bionic Technology products have redefined paint, fabric and leather protection with their extraordinary strengths, capabilities and endurance. By using the latest cutting-edge technology, Supagard has pushed the boundaries of paint and interior protection to the limit and added to its enviable reputation.

Supagard is a global business and operates in a variety of international markets – such as South-East Asia, where the climate is hugely challenging – so it was important to develop a range of products that would offer unrivalled



protection in the most extreme conditions. Supagard Bionic Technology is the result of those two years of research and development and is an all-round upgrade to previous paint, fabric and leather protection products with a new brand, fresh design, new web-based portals and an enhanced consumer guarantee.

James Smyth, Supagard's technical director, said: "When we demonstrated the Bionic Technology range to our dealer and manufacturer partners, they were so impressed with the new products that we had a 100% uptake rate within the first four weeks of our pre-launch programme. The durability and finish are outstanding – not just the equal of our competitors' products, but the best available for their purpose."

"Supagard has created a new paint and interior protection range that is unrivalled in the marketplace and feedback has been first-class – our partners love it, their dealers love it and their consumers love it, so it's fantastic news all round."

"Supagard has created a new paint and interior protection range that is unrivalled in the marketplace"



James Smyth, Supagard

not only cover product information and benefits, but also a proven sales process to ensure success – penetration rates of more than 40% are not unusual among Supagard customers. Valeters and paintwork specialists are also given specialist training to professionally apply the products and are awarded a certificate of competence, which can be displayed in your showroom.

History and heritage

There's more to Supagard than a forward-looking company with 30 years of strong heritage and a great pedigree. In a celebration of history and technical innovation, it sponsors the Historic Grand Prix Cars Association, supplying products and advice to keep these amazing pieces of motorsport history from the 1920s to the 1960s in prime condition, so both their drivers and fans can keep on enjoying them for many years to come – something your own customers will be able to do when their car has been treated with Supagard.

The times may have changed, but 30 years after its first venture into the marketplace, Supagard is still the most respected UK company in automotive paint and interior protection.

Isn't it time your business benefited from Supagard's expertise?

Bionic SupaVision

Another addition to the range is Bionic SupaVision, a product that will greatly enhance driver safety by dramatically improving both day and night visibility while driving in rain, sleet or snow.

Smyth explained: "This invisible hydrophobic film over the windscreen alters the surface tension, which aids the removal of water and other contamination from the surface of the glass. As part of our two-year research and development programme, we have succeeded in chemically building a formulation that can last up to 12 months."

Bionic SupaVision could also assist with customer retention, as it requires the customer to return to the showroom to have it re-applied, so opportunities to speak to the customer again and again are greatly increased – a real benefit in today's highly competitive market.

Aftercare products

Alongside Supagard's Bionic Technology,

its customer aftercare products have also been upgraded and they offer a comprehensive range of handy products in 300ml and 500ml trigger-spray packs, all containing new formulas that give outstanding results and an impressive 'wow factor' when used to clean your car. Products can be supplied in a Supagard aftercare bag, which was designed for additional use with features including internal compartments to carry a laptop, reflective piping for night-time use and a zipped storage compartment large enough to hold documents.

Supagard aftercare products are available as single items or multiple product kits and offer another opportunity to generate additional revenue through over-the-counter or online sales.

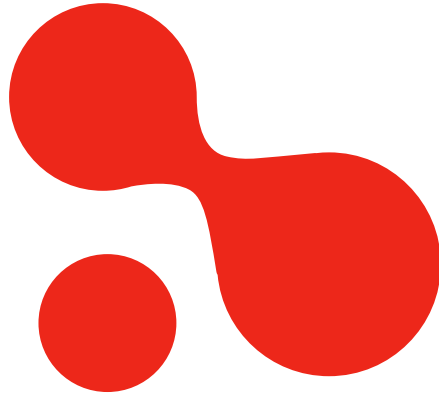
Training and support

In addition to its innovative products, Supagard also provides a range of comprehensive training programmes tailored to individual businesses. These



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Jean Quinn, Supagard



BIONIC TECHNOLOGY

A NEW CHAPTER IN
PAINT PROTECTION FROM

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