

## **The Cheese has Moved - 1Day Repair™**

It is increasingly apparent that the nature of how work gets to a bodyshop is changing. We all know that things like reduced impact severity, high excess and the high cost of fuel has had a profound effect on the market as we knew it. Work is still there, but the perceived high cost of claiming, and the perceived high cost of funding repairs themselves has created a vehicle Parc that consists of high numbers of damaged, unrepaired vehicles.

This has created an opportunity for bodyshops to attract these retail customers using a new and exciting sales and marketing solution from Bodyshop Alliance Ltd. 1 Day Repair™ is a web-based sales and marketing solution that enables bodyshops to attract retail customers locally, who require repairs primarily for light accident and superficial damage.

1 Day Repair™ is the first to market with its unique sales and marketing websites where the bodyshop controls what services they want to sell and also at what price they sell them. 1 Day Repair™ is a highly functional application that enables bodyshops to market locally by linking in with social media applications like Facebook and Twitter

1 Day Repair™ does not rely on huge investment in equipment & training, the bodyshop simply configures the account to match its capability. If there are elements of services that are not currently available within the bodyshop then Bodyshop Alliance Ltd can provide all necessary equipment & training through its preferred supplier.

Colin Riley Managing Director of Bodyshop Alliance said *“Bodyshops all over the UK are facing increasing difficulty trying to sustain their position in the market and move forward. This can leave little time and money for marketing and 1 Day Repair™ can only really increase the prospect of securing additional business.”*

Paul Wilson, Founder of 1 Day Repair™, said *“The cheese has definitely moved, whilst the market remains fairly strong it’s the segmentation that changes and with more repairs moving into the retail sector, bodyshops have to find ways of dispelling the price myths and attracting new customers to their facilities. We believe 1Day Repair™ will help them do just that.”*

For more information about 1DayRepair please contact:-

Paul Wilson – 07762 164977  
Colin Riley – 07885 489970  
Colin Townsend – 07920 281028