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**Autometric Collision, Pontiac, Michigan awarded Michigan's first dealer sponsored "Certified Collision Facility" designation by Mercedes-Benz USA.**

Autometric Collision has earned the highest honor in the collision industry by becoming Michigan's first and only dealer sponsored "Certified Collision Facility" approved by Mercedes-Benz USA, LLC. The sponsorship stems from Autometric's long term relationship with Mercedes-Benz of Bloomfield Hills. This distinction is in recognition of Autometric Collision's Pontiac location meeting Mercedes-Benz's strict criteria for special tools, equipment and training. The equipment requirements included a new state of the art Cellette Bench which, in the repair process, duplicates the original platform jig that the car was constructed on when being built in Germany.

Larry Smith, president and founder of Autometric Collision says "Reaching this important milestone with Mercedes-Benz has been a goal since I started the company in Center Line in 1975." Since that time, Autometric Collision has grown to seven locations in the Detroit area and is recognized as one of the leaders in the industry. Although Autometric is known for being an import specialist, over 60% of their business is with domestic brands.

Sponsor Chuck Ghesquiere, president and owner of Mercedes-Benz of Bloomfield Hills states, "We chose Autometric Collision almost 20 years ago and have referred all our customers since then. Simply put, they are the best. The installation of the new "Cellette" system and use of genuine factory parts ensures the vehicle's integrity and preserves the value of each repaired vehicle. By duplicating all aspects of the original vehicles fit and finish, including the ability to repair the new high-tech composite materials used by today's automotive manufacturers, we are confident our customers are at the best facility in the Midwest."

Autometric Collision provides continued education and training for its highly skilled 150 employees. Discriminating auto owners receive a superior repair experience, exceptional customer service, on-time delivery and a lifetime

guarantee. These core principles are Autometric Collision's special trademarks for unmatched success in the industry and sustained business growth.

For more information, please contact Larry Smith, president, Autometric Collision at 248-332-0600, Or, online at [www. autometriccollision.com](http://www.autometriccollision.com)

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