

*For Immediate Release
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*Contact: Linda Ashley 238-548-3779
LashleyPR@aol.com*

Autometric Collision Named Only Independent Authorized Repair Center For Jaguar and Mercedes in Michigan

Autometric Collision is a homegrown collision shop with an exotic reputation. Its reputation for being a cut above any other collision shop was cemented this year when Jaguar named Autometric in Pontiac a Jaguar Authorized Aluminum Collision Repair Center for Structural Repairs. This makes it the only independent Jaguar authorized shop in Michigan.

This distinction comes after Autometric received similar certification from Mercedes – Benz USA last year when Autometric Collision in Pontiac was awarded 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.

In addition, this year Autometric was named “Best Place for Car Repair” for the second year in a row by HOUR Detroit magazine.

“Reaching this important milestone with Mercedes-Benz and Jaguar has been a goal since I started the company in Center Line.” says Autometric owner Larry Smith, of Bloomfield Hills, who founded the company in 1975 and may be one of the most modest entrepreneurs you will ever meet.

Smith opened that first Autometric collision shop with \$2,000 he had saved and a lot of faith and hardwork. A few years later he opened the Eastpointe and Utica stores. A European sports car enthusiast since high school in Grosse Pointe, Smith transformed Autometric from one collision shop into a multi - million dollar far flung operation with seven metro locations and 150 employees.

Current sites are Center Line, Eastpointe, Royal Oak, Utica, two Pontiac sites and Southfield. Most striking about Autometric is Smith’s management practices. He instills his personal philosophy of customer satisfaction in each employee through his managers.

“Most of our expansion is due to serving people the way they expect and want to be served. The money thing just follows,” he says.

The concept for Autometric is upscale all the way. The main shop on the southern edge of Pontiac boasts authentic automotive art paintings and poster art on the walls. A well-appointed modern lobby has a comfortable wait area. Computerized billing and repair systems can rival those of any upscale dealer shop. The collision shop area is spotless.

That’s because Autometric caters to the automotive crowd and is best known for exacting repairs on expensive imports. However, more than 60 percent of its business is domestic makes and 40 percent is import brands, says Smith. ###

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BACKGROUND ON:
Jaguar and Mercedes-Benz Certification Requirements
For Autometric Collision

Requirements for Jaguar certification

After successful completion of the Jaguar Aluminum Structural Certification Program, Autometric Collision's Pontiac location has been welcomed as a "Jaguar Authorized Aluminum Collision Repair Center for Structural Repairs."

"We have met or exceeded the stringent training, facility, equipment and customer service standards that Jaguar set forth to be part of this elite program," said Autometric owner Larry Smith. "Repairing today's vehicles, especially the all aluminum Jaguar XJ sedan, requires skills and tools not found in your average body shop. We continuously go through considerable effort to insure that the cars we repair far exceed industry standards."

Requirements for Mercedes-Benz certification

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.