



**“The Wizard Helped
Us Generate \$93,000
In Incremental
Income Last Year.”**

“We called the Wizard and we're glad we did. Dent Wizard has helped us treat the customer right and helped increase our profitability in significant ways.

All ten David McDavid stores have put Dent Wizard to work in all areas of the dealership, including reconditioning our used cars, PDR in the service drive and Dent Wizard's Ding Shield service program in F&I.

Last year, we realized over \$93,000 in incremental income from PDR performed by Dent Wizard. That's \$93,000 worth of pure profit, straight to the bottom line. I'm glad we called the Wizard! Isn't it time you picked up the phone?”

Tom McCollum
David McDavid Auto Group
President/CEO
Irving, TX

Call The Wizard.
866-DENT-411
www.dentwizard.com



Bill Kenney
BMW Cleveland
Service Manager
Cleveland, OH



“Thanks To The Wizard,
Our Service Drive Made
An Additional \$36,000
Last Year.”

“Our number one goal is a satisfied customer. So when a car comes in for service with a dent or a ding, we point it out to the customer and offer to have it repaired on the spot by Dent Wizard.

The Wizard does the work and the car looks like new. Our customers love the service Dent Wizard provides and we're very happy with the additional income. Dent Wizard also helps us maintain high CSI scores and eliminate customer damage complaints by identifying pre-existing damage at check-in.

Last year Dent Wizard helped generate a lot of added profit in our service department. They did the work, we cashed the checks and put \$36,000 right to the bottom line. This year, we're on pace to make more than \$50,000 in incremental income. We're glad we called the Wizard. Isn't it about time you picked up the phone?”

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“With The Wizard, We Added Over \$500,000 Of New Product F&I Sales In Just Six Months.”

“Our partnership with Dent Wizard is an important step in our overall strategy of providing products that our customers want. Dent Wizard’s Ding Shield program is a great addition to our F&I product mix.

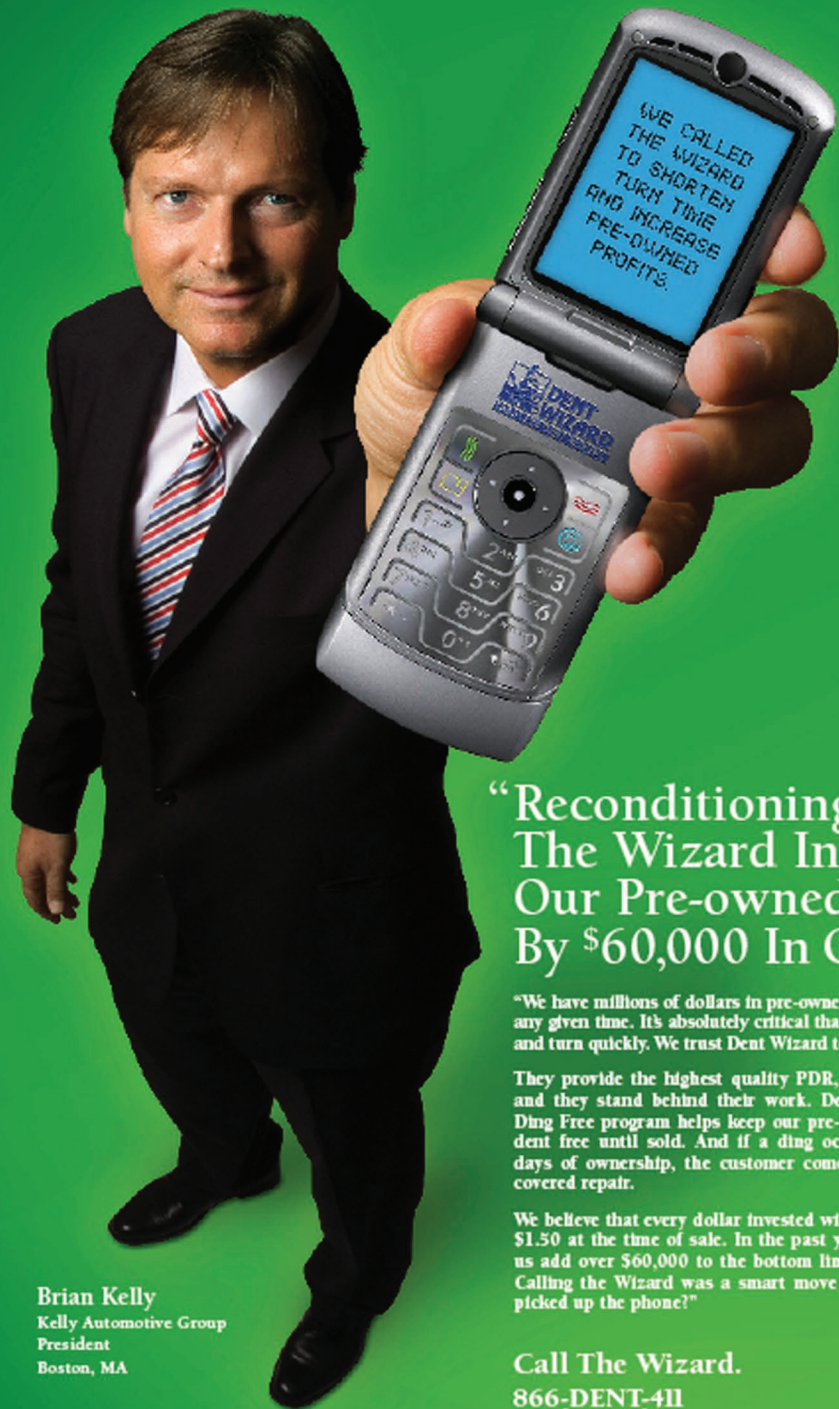
Our customers like how the features and benefits of Ding Shield protect their vehicles from dings and dents. And Ding Shield allows us to make a good profit in F&I, so everybody wins.

Our profits from the program have been increasing steadily. In the past six months alone, Ding Shield generated over \$500,000 in new sales for AutoNation. That’s half a million dollars in incremental income that we wouldn’t have otherwise realized. We’re happy that we called the Wizard. Isn’t it time you picked up the phone?”

Paul Monarch
AutoNation, Inc.
Vice President, F&I and CSI
Fort Lauderdale, FL

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www.dentwizard.com





“Reconditioning From The Wizard Increased Our Pre-owned Profits By \$60,000 In One Year.”

“We have millions of dollars in pre-owned inventory on our lots at any given time. It's absolutely critical that these vehicles look great and turn quickly. We trust Dent Wizard to help make that happen.

They provide the highest quality PDR, they do the job quickly and they stand behind their work. Dent Wizard's Certified & Ding Free program helps keep our pre-owned vehicles ding and dent free until sold. And if a ding occurs within the first 90 days of ownership, the customer comes back to us for a free covered repair.

We believe that every dollar invested with Dent Wizard yields us \$1.50 at the time of sale. In the past year alone they've helped us add over \$60,000 to the bottom line in pre-owned vehicles. Calling the Wizard was a smart move for us. Isn't it time you picked up the phone?”

Brian Kelly
Kelly Automotive Group
President
Boston, MA

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