



Press release - Nissan goes SMART

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Nissan Europe are pleased to announce the launch of the approved Nissan SMART Repair programme and has appointed HBC system as its preferred supplier, signing a pan-European 3 year contract covering 33 countries. With over 20 years in SMART Repair, HBC system has established itself as global market leader exporting to 82 markets around the world with a comprehensive SMART Repair product range, equipment, marketing support and commercial & technical training functions.

Forty per cent of all vehicles have some form of minor damage which has not been repaired, providing a major additional sales and marketing opportunity for car dealers and bodyshops.

HBC system has been working closely with Nissan Europe to design and build an A to Z SMART dealer and bodyshop programme which will be launched in the respective markets through an international network of appointed distributors.

Henrik Bro Christensen, CEO says: " We are delighted Nissan has selected HBC system and believe together we can really drive the market forward. This is the latest in a number of leading manufacturer approvals with more to follow. The Nissan organisation is dynamic with an innovative and exciting product range, but the key to success lies in providing a comprehensive on-site marketing package to create the sales pull-through."

The SMART Repair market is in a period of major growth as product acceptance and understanding of non-structural minor damage repairs increases. Awareness in the retail sector is supported by recent articles in the motoring press. It is therefore an appropriate time to be developing a SMART Repair programme which promises so much potential. "Previously concentration has been on the used car sector leaving the retail business potential for both dealers and bodyshops underdeveloped. Small damage is big business" added Henrik Bro Christensen.

Some Retailers and Authorised Repairers are seeing key additional revenue streams and increased customer retention from these SMART Repair techniques, in conjunction with real cost and time benefits in used car vehicle preparation. Within the general service and repair industry many Authorised Repairers already use SMART Repair as a part of Customer Relationship building and CSI programmes. SMART Repair services also deliver genuine added value/ revenue and customer satisfaction with an added reason to talk to existing or lapsed service customers.

Bodyshops are capitalising on this incremental and profitable revenue stream, which could equate to 10% of the total crash repair market, targeting real 'new business' customers such those drivers with minor damage who do not wish to make an insurance claim.

In summary SMART Repairs deliver:

Key additional revenue and profitability

Service department sell up opportunities

Additional sales & service database marketing & customer retention activity

Improved customer satisfaction

Reduced vehicle preparation time and cost

For much more information on the Nissan SMART Repair programme

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