

Nationally recognised Good Garage Scheme continues to grow

the
Good Garage Scheme 

Investing in your future success

Now in its 4th year, the national Good Garage Scheme is bigger and better than it's ever been. The Scheme, which is familiar to the public for its campaign messages: *"It's like having a friend in the know"* and *"For a garage you can trust"*, begins a national television and radio advertising campaign from 1st March 2010 that will reach millions of motorists.

Launched by leading treatment company, Forté, as a self-regulatory body for independent workshops and MOT centres, the Scheme delivers a host of benefits to its 2,811 members nationwide. And at a time of

low investment levels in the industry, the Good Garage Scheme is continuing to invest in its member garages to help them succeed in a challenging economic climate. It will help ensure standards are maintained by its members who adhere to a strict Code of Conduct and offer an Industry Standard Service.



Delivering a raft of benefits and money saving programmes for members

Major benefits delivered by the Good Garage Scheme include:

- ✓ Key marketing campaigns covering TV and radio advertising. National TV and radio campaigns are set to begin on 1st March as the first phase of marketing for 2010
- ✓ Customer feedback system
- ✓ Full profile of each garage on the website www.goodgaragescheme.com
- ✓ Online booking service for customers
- ✓ Free online Service, MOT reminders and marketing materials
- ✓ Seasonal marketing campaigns like the recently successful Winter, Spring and Holiday Checks
- ✓ Subsidised outdoor registered member signage and use of logo on your stationery
- ✓ Free legal support helpline
- ✓ Discounted insurance (with some garages saving £1000's)
- ✓ Important training campaign with automotive training provider, Skillnet, to improve employee skills
- ✓ Exclusive members only website
- ✓ Discounted credit and debit card transactions



Don't just take our word for it. Here's what our members say about the insurance savings they've made...

In 2009 Good Garage Scheme members saved an average of 22% on their annual insurance premiums - that's over £1100 per garage.

Susan Bell, company secretary at Sunside Service Station in Greetland, West Yorkshire saved around £2000 compared to their previous insurance premium on a like for like basis. Not only was she delighted with the huge saving, she also said the service she received was 'very, very good' after making a recent claim.

Andrew France, director of Reliance Garage in Huddersfield, West Yorkshire went one better and saved an astonishing £2500 on his annual insurance. He said: "I was surprised at the amount we saved. The money has come in handy and will help us re-invest in the business."



Interested in becoming a Good Garage Scheme member? Then please visit www.goodgaragescheme.co.uk/member.html