

Good Garage Scheme members promote Holiday Checks for customers

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Members of the UK-wide Good Garage Scheme are offering summer Holiday Checks for motorists taking a staycation this summer.

With many people put off going abroad due to the ongoing volcanic ash problems and related air travel chaos, the Good Garage Scheme has launched the Holiday Check for members to offer customers. Checks include everything from tyre pressure to power steering and coolant levels.

Good Garage Scheme members are being issued with all the tools to promote the campaign to local customers, including point-of-sale posters and checklist pads. Promotional tools supplied by the Good Garage Scheme are just some of a wider number of benefits enjoyed by its members.

Other benefits include:

- " Major marketing campaigns covering TV and radio advertising.

- " Design service.

- " Free legal support.

- " Discounted insurance.

- " Discounted parts washer and waste disposal service.

Phil Dugmore, Technical Manager at the Good Garage Scheme, said: The Holiday Check is a win, win for our members and their customers alike. Many people in the UK are looking closer to home for a holiday this summer and making sure their cars are in the best condition possible can't be stressed enough. The tools we are offering our member garages and workshops are the best way of ensuring they can offer vital holiday vehicle checks for their customers, giving them peace of mind for trouble free motoring through the summer.

Rachel Greasby, Good Garage Scheme Marketing Director, said: The promotional tools we are offering our members underlines our commitment to helping them develop their businesses as much as possible, while their customers can be assured of the highest quality work being carried out on their vehicles.

The Good Garage Scheme, backed by leading trade-only treatments company Forté, has more than 2,800 members who adhere to a strict Code of Conduct and offer an Industry Standard Service. It also operates a customer feedback system which highlights the areas of best practice and areas for improvement identified by motorists using member garages for work.

A five-star rating system is produced for each member garage on the Good Garage Scheme website www.goodgaragescheme.com, based on the feedback forms, to help future customers find the best workshop in their area.

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Editor s note:–

The Good Garage Scheme was set up as a self-regulatory body for independent workshops and MOT centres throughout the UK to ensure the best industry standards are maintained by its members. It has more than 2,800 members who adhere to a strict Code of Conduct and offer an Industry Standard Service.

Good Garage Scheme members:

- " Adhere to a strict Code of Conduct and pledge to have their customers best interests at heart
- " Must agree what work needs doing with their customers before it is carried out
- " Work to an Industry Standard Service checklist
- " Must supply each customer with a feedback card allowing them to give their views on service directly to the Good Garage Scheme, which operates a stringent complaints procedure

For further information, please contact:

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