

# Good Garage Scheme benefits in the spotlight

Release Date: 21st October 2010

## Good Garage Scheme benefits in the spotlight

Members of the UK-wide Good Garage Scheme are being reminded of all of its benefits to help their businesses flourish in a new video.

The three-minute video can be found on the Good Garage Scheme's member benefits website [www.ggsbenefits.co.uk](http://www.ggsbenefits.co.uk) and reiterates how membership can save garages money and improve customer service.

Benefits enjoyed by members include:

- " Free graphic design service, including logos and literature.

- " National TV and radio advertising.

- " Free feedback system for rating members

- " Free legal support.

- " Discounted insurance.

- " Discounted parts washer and waste disposal service.

In the past year alone, the Good Garage Scheme insurance team has helped save over 22 per cent on annual insurance premiums, while other members have made use of the design service to re-brand their businesses.

Anndi Sheppard, Marketing Manager of the Good Garage Scheme, said: The aim of the video is to ensure our members are making full use of membership of the Good Garage Scheme. We have used a very dynamic medium so that members are fully aware of all the benefits available to them and what those benefits can do for their businesses.

One member who has reaped the rewards of membership and who features in the video is

Roger Coates, of Loughborough-based five star-rated RM Services.

Over the last three year period, bearing in mind we have been in a recession, our business has actually increased by around 30 per cent, he said.

Launched by Forté nearly four years ago, the Good Garage Scheme has more than 2,900 members comprising of independent garages and workshops where customers are assured of service excellence.

Now widely accepted as a mark of quality for independent garages across the UK, Good Garage Scheme garages are recognised as providing exceptional service to their customers based on a rigorously monitored mandatory code of practice. Customers looking for their nearest Good Garage can quickly locate one using the easy-to-use search facility on the Good Garage Scheme website [www.goodgaragescheme.com](http://www.goodgaragescheme.com).

Rachel Greasby, Marketing Director of the Good Garage Scheme, added: We are currently marketing members' businesses through national advertising on TV, radio, press and online

marketing, creating brand awareness that members can use to promote their businesses. We are working with members to help their businesses succeed and the video is a quick and easy way for them to see at a glance the tools which can help.

ENDS

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 2,900 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:

Anndi Sheppard, Good Garage Scheme, on tel: 024 7647 2649 or at [marketing@goodgaragescheme.co.uk](mailto:marketing@goodgaragescheme.co.uk) or Gary Lillistone, Bridge PR 024 7652 0025, email: [garyl@bridgepr.co.uk](mailto:garyl@bridgepr.co.uk).