

Marketing Support Service

The Benevolence Program is a community relations program that's mission is to generate good will at the local level while improving and promoting the image of the collision repair industry.

"I am so proud to be a part of Acoat and to have been a part of its Benevolence Program. The impact that this event had and is still having is incredible."

*Brad Shelton
Owner
Shelton Body Shop Inc.
Derby, KS*



NATIONAL BENEVOLENCE PROGRAM

Benefit from a total loss

Each year the collision repair industry as a whole comes across cars that are "written off" by either the owner or the insurance company. Often these are older vehicles that just need some mechanical and body work to get them road-ready and perfectly safe to drive.

The program everyone is talking about

According to Dave Adams, owner of Dave Adams Classic Auto Repair, "We believe these cars are going to waste when there are people who really need them, so we decided to do something about it."

That's why Dave has made sure there's been a car in the driveway for someone whose life would be significantly improved by the gift of a 'new' used car each holiday season.

"Each year we've given a car to a single mother who is working to improve her skills and become independent," Dave adds.

This annual giveaway was so rewarding, Dave introduced the idea to his fellow Acoat selected members as a way to rollout the program nationwide. The Acoat selected members loved the idea and joined together in 1999 to form the Acoat selected National Benevolence Program.

Getting into the spirit

The Benevolence Program achieves its mission by presenting refurbished cars to deserving individuals or organizations during the holiday season.

Shops that participate in the Acoat selected National Benevolence Program work with their local charitable organizations to help them identify an individual or group that is in need of a vehicle.

Shops can also work with a local insurance provider to secure coverage for the car for a pre-determined time.

To help their Acoat selected members promote the Benevolence Program, Akzo Nobel provides participating shops with a step-by-step Operations Manual and CD with supporting tools, point-of-purchase signage and a big red bow for the car. Of course, paint is also provided to restore the finish of the vehicle.



Why We Are Different!

- No other paint company has such a program
- National coordination and scope
- Event planning and media communication support materials

Schedule of Events

September – October

Shops secure car to be refurbished, start process for finding charitable organization or individual and initiate talks with vendors regarding donation of parts, services, insurance coverage, gifts, etc. All registered shops receive Operations Manual containing step-by-step instructions and a CD with various tools to ensure a successful event.

November

Shops receive point-of-purchase materials and big red bow from Akzo Nobel.

December

Shops present cars to organizations and individuals.

This service is available at no charge for all Sikkens Acoat selected members.

