



NEWS

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DCR Systems begins Operations in Second Dealer-Based Collision Repair Center in Rockland, Massachusetts

DCR partners with Coastal Dealerships and The Gallery Group to form "The Collision Center of Rockland"

MENTOR, OHIO (April 5, 2016) – DCR Systems (www.DCRsystems.net) has shifted into growth mode with its recent announcement of a sixth dealer-based accident repair center near Boston in partnership with Coastal Dealerships of Norwell and one of DCR's existing centers, The Gallery Group in Norwood and Rockland, Mass.

The center was completed in early 2016; "The Collision Center of Rockland" is able to meet the increased and changing demands of the regional marketplace using the latest advancements in collision repair techniques, tooling, equipment and process-driven design. Those advancements include DCR's patented refinish system which enables operators to work simultaneously on several painted pieces without concern of cross contamination.

The accident repair center, transformed from the shell of a former carpet warehouse, will house a production and management team of 15, and feature a highly proven continuous-flow production floor model perfected by DCR Systems and currently utilized in all of their operations.

The facility also marks DCR Systems' first venture into supporting two autonomous dealer groups out of the same facility, according to president and founder Michael Giarrizzo Jr.

"The DCR model is very conducive to multi-store, multi-brand demands," said Giarrizzo. "The flexibility of our proprietary collision repair model allows us to quickly respond to changes in demand and vehicle advancements. Additionally, the process allows technicians to develop the intrinsic skills needed to perform complex steps throughout the repair process. It all leads to a fundamentally different and futuristic accident repair center that can meet the various demands of a multi-brand environment and serve many dealer franchises in the same market."

Richard Walker, owner of Coastal Dealerships, commented on the need to respond to the increasing demand for collision repair, and his dealership's desire to meet that demand. "By aligning with DCR Systems, we'll be able to offer superior accident repair services to our customers and enhance our overall product and service lines," Walker said.

That sentiment was echoed by Kevin Mishanko, chief operating officer of The Gallery Group. "We've been very successful using DCR's process-driven environment up to this point, and believe this unique collision repair partnership will broaden our market and open the doors to improved overall performance based on increased customer retention."

As the on-site collision repair partner operating under "The Collision Center" retail name, DCR Systems has assumed all operational responsibilities, including facility design, installing and supplying all repair equipment, hiring, managing, training and certifying employees, managing day-to-day operations, overseeing all regulatory and environmental compliance, providing customer written lifetime repair warranties, an OE outer body crash part guarantee, and supplying CSI audits and scoring to the dealership.

"It's truly a win-win-win scenario," said Giarrizzo, "in that DCR operates and manages the facility, Coastal and Gallery both receive several steady revenue streams derived from the accident repair operation, and their customers have access to a collision repair facility that is absolutely second to none."

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About DCR Systems

Founded in 2005, DCR Systems has spent the past decade reinventing the collision repair process, and is widely heralded as a pioneer in the utilization of lean production principles on the shop floor to create a process centered environment. DCR president Michael Giarrizzo Jr.'s vision to incorporate highly efficient process designs that lead to profitable collision repair operations has opened the doors for his company to partner with top auto dealerships and dealer groups to build and operate dealer-based accident repair centers alongside their new car showrooms to increase customer offerings, enhance retention, and boost dealer revenue.

From a business perspective, DCR Systems outshines traditional body shop operations by establishing a strategic partnership with the dealer while assuming all responsibility for recruiting, tooling and equipment, training and managing the operation. This arrangement provides immediate returns to the dealership through several channels, including facility leasing arrangements, enhanced wholesale parts and service revenues, and retention through new car leads...