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Five Star celebrates its 20th birthday in Europe

2009 is the 20th anniversary of the inception of Five Star – the DuPont Refinish European repairer network of top-quality bodyshops, who all share the same high standards.

More than just paint

DuPont Refinish has always believed in providing its bodyshops with more than just paint - it knows that bodyshop success is not automatically achieved by simply purchasing high quality-paint, but by looking at the whole package – a concept backed by Five Star. In the two decades since the introduction of Five Star, DuPont Refinish has not only proven this statement, but it has also enveloped it as one of the brand's core values, central to its offering.

Back in the 1990's, bodyshops who wanted to join Five Star needed to meet strict criteria, most of which were in common with the increasing requirements of the major fleet, lease and insurance companies. This is still true today.

Growth through success

DuPont Refinish still believes the criteria, which have become increasingly stricter over the years, ensures that Five Star is the guarantee for bodyshop customers of first-class repairs and unparalleled customer service. Growth of the network across Europe has always been driven by quality, and so these customer benefits are available in all European Five Star bodyshops. The healthy 8 per cent continuous growth rate means Five Star is now active in nine countries across Europe: Belgium, France, Germany, Italy, Netherlands, Spain, Portugal, Switzerland, and the UK.

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Five Star has the most bodyshops in France, where it is the second largest repairer network, and it is still gaining in popularity and numbers.

Country specific paragraph to include information on when and why Five Star was started and also about how many members there are and criteria needed if necessary.

Ulrich Bathke, DuPont Refinish brand loyalty manager EMEA, says, “for all our European members the benefits of Five Star are vital to be able to survive and to thrive in the current economic climate. Members can learn how to attract new work providers, how to raise the professional standards of their refinishers and their bodyshop, and how to offer unparalleled customer service in order to maintain and grow a profitable and productive business.”

Anything is possible

And the future of Five Star? During the 20th anniversary year, DuPont Refinish will roll-out a re-vamped Five Star signage across Europe – implementing a complete new signage design directive.

By offering a refreshed, cohesive and distinct design to all Five Star members, DuPont Refinish gives bodyshops the opportunity to unite under a clear visual brand identity which represents the strength of Five Star. Bathke says, “bodyshops know how important it is to distinguish themselves in this market, and the new design, with its increased brand image, is highly visible to customers, even from other countries, helping to raise their profiles and to stand out from the crowd.”

Five Star is not, however, resting on its laurels. Country specific information on the activities happening in your country or any planned activities or initiatives – this can include a country quote.

Bathke concludes, “we aim to increase the growth rate by maintaining the quality level of Five Star across Europe – the bigger the network gets, the better the benefits for members and their customers. The future for Five Star is bright, and despite the tough economy we are confident the next few years should see further expansion of the network. It's not a question of if, it's merely a matter of when.”

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