



N E W S

www.ankenyaubody.com

Volume 5 • Late Summer 2004

25 Years of Evolution: Ankeny Auto Body Celebrates its 25th Anniversary



The summer of 2004 marks Ankeny Auto Body's 25th year in business. And much has changed over the last quarter century. Technology and innovation have made enormous differences in the way that we go about the process of collision repair, yet in spite of this atmosphere of change, our business values have remained consistent since our inception as a company – safety, reliability and value remain at the core of our business philosophy as collision repair specialists.

Our anniversary also conjures thoughts of other events and special occasions in Ankeny Auto Body's evolution and how they compare to the evolution of the collision repair industry, which coincidentally, is celebrating its 120th anniversary per its documented history. Join us as we take a look at the events that have shaped our industry as well as our business over the years. Turn to this newsletter's centerfold timeline as we commemorate our 25 years in business.



Ankeny Auto Body's 2004 Continuing Education Series Gears Up for the Fall



Ankeny Auto Body's Continuing Education Seminar Series returns this fall. The series, taught through a collaboration with the international business association ACOAT Selected, focuses on topics that aid insurance agents in understanding the collision repair process.

These seminars have helped thousands of insurance personnel across the nation further their knowledge of the collision repair industry. Ankeny Auto Body is the only repair facility in the state of Iowa providing these seminars. The FREE seminars are held on location at Ankeny Auto Body and yield two hours of continuing education credits per session. Seminar size is limited to 25 participants and include lunch and a collision repair center tour, so early registration is recommended.

The 2004 series will introduce three new topic seminars in addition to:

- The Collision Factor
- The Safety Factor
- The Paint Factor
- The Theft Factor
- The Inspection Factor
- The Frame Factor

NEW! Online Registration

For the 2004 series, online registration will be available at www.ankenyaubody.com/CES – a full calendar and expanded information on each seminar will also be available online.

Act Today to Save Your Place at These Seminars!

Call 515-964-7291 or register online at www.ankenyaubody.com/CES

2004 CE SERIES
REGISTER
ONLINE

www.ankenyaubody.com/CES

OR CALL
515-964-7291



Celebrating 25 Years as Ankeny Auto Body

A LOOK AT OUR EVOLUTION

1800-1899



1884
Gottlieb Daimler builds the first gasoline-fueled, spark-ignited, piston-engine auto. Although some argue that Reuben H. Plass, might have preceded Daimler by 20 years. Plass built a self-propelled fire engine.

1896
The first known motor vehicle accident occurs in New York City.

1890
As motor vehicles replace horse-drawn carriages, carriage-repair shops begin evolving into vehicle-repair shops.

1900-1940



1903
Henry Ford launches the Ford Motor Company with his Model A. Retail price: \$800. To aid serviceability, the body can be removed from the frame with six bolts. An additional 88 new car companies launch this same year.

1927
The first compulsory auto insurance law goes into effect in Massachusetts.

1920
While trying to improve motion picture film so it would not blow up or turn to "goo," DuPont chemists stumbled on the development of a formula for a product that would become Duco - a lacquer which could be mixed with pigments to create colors and could dry in hours. Until this point all cars were painted black, since black lacquer paint dried "faster." (Black lacquer paint took 30 days to dry on bare metal.)

1939
The Nazis are credited with the development of the downdraft spraybooth. Forced to move their military complexes into subterranean alpine locations, designers built fresh air and exhaust ducts in a vertical arrangement, where outside heated air is moved through the ceiling and out a basement exhaust.

1941-1969



1945
The McCarran-Ferguson Act passes, authorizing states to regulate insurance.

1968
Lavell Chisum builds the first drive-on frame rack with a unique tower design. He sells rights to Chief, and the machine becomes the E-Z Liner. With its many innovations and moveable towers the E-Z Liner gives technicians remarkable access to the vehicle.

1956
DuPont introduces Lucite, the first acrylic lacquer providing incredibly fast drying times.

1959
Sherwin Williams pioneers a quick-drying and glossy product called acrylic enamel. This dramatically changes body shops and all american paint companies follow suit.

1970-1979



1974
Denny Kiohara introduces Auto Repair Management Systems (ARMS), a UNIX-based management system that teaches shop owners the true costs of doing business.

1979
The first organizational meeting is held for the formation of IICACR, Inter Industry Conference on Auto Collision Repair, which becomes known as I-CAR and is organized by the National Association of Independent Insurers (NAII) and a host of industry leaders with a vision.

1976
Allstate introduces a direct-repair program (DRP) into the United States collision repair market. The program gives the concept of formalized insurer-shop referral programs a name.

1979
Ankeny Auto Body opens its doors at 1501 SE Cortina Drive in Ankeny. The collision repair center makes it a priority to continually train its staff and be on the cutting edge of collision repair technology.



Ankeny's Premier Collision Repair Center

WITHIN THE COLLISION REPAIR INDUSTRY

1980-1989



1980
I-CAR's first training program is offered across North America. It's a plastics repair program sponsored, for the most part, by Ford Motor Company.

1981
European paint system Sikkens (Akzo) establishes itself in the U.S. market. The Sikkens brand quickly changes the industry with its urethane-based basecoat/clearcoat system, which many leading shops begin to use.

1982
Hunter Engineering introduces the A111 computerized wheel alignment machine, which leads to the "printout" of before-and-after readings.

1983
Society of Collision Repair Specialists (SRCS) forms a national collision shop association in Missouri.

1984
Ankeny Auto Body purchases its first drive-on frame rack or unibody machine. The purchase was a significant investment that made the collision repair center's equipment one of the most advanced in its market.



1990-2000



1990
Chief introduces the first computerized measuring system with printout capabilities.

1994
Mitchell introduces the first Windows®-based estimating system.

1996
Jim Lynas launches WreckCheck. This software and hardware program introduces the concept of diminished value to the collision repair industry, a term known previously only to owners of exotic cars and some insurance claims personnel.

1999
The February issue of Consumer Reports blasts aftermarket crash parts as being "shoddy." What's previously only a debate inside the collision repair and automotive industries is made a consumer issue.

2000
Y2K issues with computers and older software lead to one of the highest spikes in Windows-based management systems in the history of collision repair. In most cases, ARMS users switch to other management systems.

2000
Ankeny Auto Body revises its identity to convey a fresh, clean and friendly look to its customers. The change fuels a major marketing effort to position Ankeny Auto Body as the collision repair center of choice in the Ankeny area for direct repair insurance partnerships.



2001-2004



2002
Ankeny Auto Body expands its Ankeny operation by adding 12 new repair bays for a total of 29 altogether.

2002
Ankeny Auto Body becomes certified by the State of Iowa as a Continuing Education provider.

2002
Ankeny Auto Body receives the ACOAT 20 Group's Sales Increase Award for Outstanding Sales Performance.

2002
Ankeny Auto Body President Mark Martin is elected Second Vice President to the Ankeny Chamber of Commerce.

2003
Ankeny Auto Body co-sponsors the viva! communications amateur cycling team.

2003
Ankeny Auto Body unveils a new Web site and advertising campaign. The campaign aims to cement the Ankeny Auto Body name in the driving public's mind through the use of wit and humor.

2003
Ankeny Auto Body receives its I-CAR Gold status, a designation considered to be one of the highest collision repair training recognitions a business can earn.

2004
Ankeny Auto Body celebrates its 25th anniversary in business.





Ankeny Auto Body Joins BODYPROS Collision Repair

Ankeny Auto Body recently joined BODYPROS Collision Repair, the Des Moines area's only collision repair network, linking industry-leading automobile collision repair centers through a 24-hour phone assistance hotline. BODYPROS member centers are top-notch collision repair facilities providing superior craftsmanship, cutting-edge repair techniques and outstanding customer service in the Des Moines area.

BODYPROS provides an easy-to-remember (515-BODYPROS), 24-hour hotline that will connect individuals needing collision repair assistance to the nearest BODYPROS member collision repair facility. This local phone number will soon become the first call for collision repair in Des Moines.

Collision repair centers interested in joining the BODYPROS Collision Repair network should contact BODYPROS' Director of Operations, David McCreight at 913-980-9807 or via e-mail at: david@collisionresourcesinc.com

DON'T FORGET! IF YOU'RE IN A WRECK, CALL 515-BODYPROS.
For additional information visit www.bodypros-usa.com

CSI CORNER	
Customer Service Index Ratings for Ankeny Auto Body for the past 12 months.	
JUNE 2004	100%
MAY 2004	97.4%
APRIL 2004	97.9%
MARCH 2004	100%
FEBRUARY 2004	100%
JANUARY 2004	100%
DECEMBER 2003	100%
NOVEMBER 2003	100%
OCTOBER 2003	100%
SEPTEMBER 2003	100%
AUGUST 2003	100%
JULY 2003	97.2%

Information compiled by CSi Complete, a national provider of Customer Service Indexing. For more information, please call 1-800-343-0641.

*Copyright 2004 CSi Complete.



1501 SE Cortina • Ankeny IA 50021

We're at Your Service!

Customer Service Betty Martin bettym@ankenyautobody.com	We're located at: Ankeny Auto Body 1501 SE Cortina Ankeny, IA 50021
Repair Management Phil Ulvestad philu@ankenyautobody.com Jim Schaefer jims@ankenyautobody.com	Call or fax us at: 515-964-7291 PHONE 515-964-9428 FAX
Operations Management Mark Martin markm@ankenyautobody.com	Visit us online at: www.ankenyautobody.com