



A member of Helphire Group plc

PRESS OFFICE

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Dealerships: Boost your profits with bodywork

Swift Prestige Hire, a member of Helphire Group plc has created an innovative '10 Point Plan' to help dealerships beat the credit crunch.

Many dealerships are missing a valuable profit opportunity in accident repairs. Despite often being ignored in favour of high-value servicing, bodywork can deliver valuable extra revenue. Through an extensive range of tips and expert advice the '10 Point Plan' aims to help dealerships maximise opportunities and take full advantage of body repair work.

For full details check out our new dedicated website at www.10pointplan.co.uk

The site details 10 practical steps to success, each with its own useful top tips, as well as extensive access to free downloadable materials that can be used to help improve profits.

The website features specialist guidance and functional downloads that take into account all areas of dealership operations, from marketing and communications through to sales and training, representing a complete package of resources for a dealership to develop its business.

Swift provides 24/7 Accident management help lines, training and marketing assistance to the largest dealership groups in the UK. *What can we do for you?*

ENDS

Please find hi resolution images for use attached to the email

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Notes to editors:

- Swift Prestige Hire offers a specialist prestige marque for marque credit hire service to dealerships and motor manufacturers.
- The only UK company able to offer a full range of services to the automotive sector, including prestige credit hire, credit repair, personal injury management, accident management and estimate conversion.
- Official Sponsor of the BMW Golf Cup International 2008.
- Finalists for Best Promotional Communication by the events industry association Eventia.
- Swift Prestige Hire is a subsidiary of the Helphire Group Plc which provides a host of services to the insurance and motor industries including the provision of legal expenses, claims handling facilities and accident management solutions, reinforcing the company's position as the UK's leading provider of services to non-fault motorists.