

Vehicle firms form alliance

Collision repair and accident management company, Crash Brokers, has formed an alliance with Auto Super Shoppes mechanical workshops for cross referrals and shared marketing.

Crash Brokers director Karen Knight says the alliance will address a gap in her company's service: offering help for breakdowns, lock outs and servicing, etc.

"Clients of each firm now have solutions to all vehicle matters."

Crash Brokers is on call 24/7 to help people find repairers for their vehicles after crashes, referring to companies that Knight has vetted for their quality and speedy responses. Insurance hassles are also taken care of.

She is formerly a panel beater who owned her own panel beating business in Auckland for 20 years.

The two companies' directors will have monthly meetings to start with and have scheduled a 12-month joint marketing programme.

Says Knight: "They have the same small business philosophy as us: a quality focus in technical and customer service."

Auto Super Shoppes has been operating for about a year, was also set up by a woman, and has about 30 elite workshops in Auckland approved by the Motor Trade Association.