



Service King Launches Auto Repair Industry's Premier Operating Process With PRO Model

FOR IMMEDIATE RELEASE

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RICHARDSON, Texas, Nov. 8, 2017 — Service King Collision Repair Centers®, one of the nation's fastest-growing and most trusted providers of high-quality automotive repair service, today announced the organization's plan to introduce the industry's premier production operating model.

The company, with more than 300 high-quality repair centers across the U.S., is calling the initiative PRO Model — The Premier Repair Operation. Customers and insurance partners can expect to begin seeing PRO Model and the enhanced PRO Vehicle Repair Process introduced across the Service King Family of Repair Centers immediately. The entire organization will be operating PRO Model by the end of 2018.

"The automotive industry is changing at a rapid pace," said Stu Crum, Service King Chief Operating Officer. "Service King's PRO Model positions our repair centers to consistently provide the industry's most dependable repairs to all makes and models of vehicles on the road. We firmly believe introducing a best-in-class standard operating model promotes an environment that keeps Service King in sync with evolving vehicle manufacturer technology and our organization's ongoing growth."

PRO Model compliments the rapid rate of innovation, specifically related to vehicle technology, by introducing and elevating the universal repair process standards across Service King's repair center roster. Service King already holds hundreds of unique OEM certifications at repair centers across the country and continues to invest in technology, equipment and training at an exponential pace. Introducing robust protocols with PRO Model provides motorists, insurance partners and Service King teammates a superior level of reliability, quality and overall consistency at every Service King location.

"We believe introducing a superior operating model sets a foundation for the future of Service King and our position within the industry," said Chris Abraham, Service King CEO. "PRO Model is the Service King family committing to our promise of superior customer service and our mission to be the collision repair operator of choice."

As part of the design and launch process, Service King enlisted the services of a leading global consulting firm to develop the framework and execute the launch of PRO Model in 24 states across the U.S.

"This is certainly a proud moment for the entire Service King family," added Jeff McFadden, Service King President. "The spirit of our organization has always been one that seeks to innovate, improve and provide customers a premier repair experience. PRO Model outlines a process that elevates that experience while introducing a clear trajectory of growth for our company and our pursuit to be the MSO of Choice."

With more than 40 years of experience, Service King has rapidly scaled from a leading regional collision repair provider, to one of the industry's most recognizable brands. The organization now aims to continue implementing a foundation of excellence that will pioneer the next chapter of growth while simultaneously delivering customers an exceptional experience at each Service King location.

For more information on the organization, or to find a local Service King repair center, visit www.ServiceKing.com and follow the company on Facebook, Twitter and Instagram.

ABOUT SERVICE KING COLLISION REPAIR CENTERS

Service King Collision Repair Centers®, with more than 40 years of experience in the automotive repair industry, is a leading national operator of comprehensive, high-quality collision repair facilities. The organization is consistently recognized for its commitment to customer satisfaction, quality workmanship and giving back to the industry through innovative training and recruiting initiatives. Service King traces its roots back to Dallas, Texas and founder Eddie Lennox who opened the very first Service King in



1976. Today, Service King operates locations in 24 states across the U.S. In 2015, Service King was named the No. 1 Best Place to Work by both the Dallas and San Antonio Business Journals. For more information and to find a local Service King, visit www.ServiceKing.com and follow Service King news on Facebook and Twitter.