



## Share the profits.

Helping you with professional marketing and the improvement of bodyshop operations through to technical support, CUI provides you with assistance in all aspects of your business. With strategies and measures that already take account of future market trends – giving you a genuine competitive edge in an increasingly embattled marketplace.

CUI stands within Europe for professionalism, expertise, high quality and unbeatable service. Factors appreciated by private customers, insurances, leasing companies and fleet operators alike.

All of these marketing services have been created and are reserved for our CUI members. For further details, please contact CUI headquarters in your country.

### Business stationery



These days, professionally designed business stationery is a must for any successful enterprise. Whether you're a one-man show or a larger repair shop, business stationery serves as the basis for everyday communication and sometimes even speeds up internal processes.



### Exterior & interior design



It's the first impression that counts. An attractive and well cared-for company building is a sign of professional processes and quality. CUI flags and signs have a powerful effect even at a distance and ensure instant recognition. When a customer sets foot on your

premises, make a good impression and use posters and suspended signs to tell him or her about your services and specialities.



## Identity and Image >



Give your business an identity and build up its image. Our CUI activities exhibit the same consistent design throughout and present a uniform professional outward appearance to customers. Everything from the CUI image brochure to the CUI members' website is in the same style and yet tailored to and personalised for your bodyshop.

## Marketing brochures >

### Customer care

It's the first impression that counts. An attractive and well cared-for company building is a sign of professional processes and quality. CUI flags and signs have a powerful effect even at a distance and ensure instant recognition. When a customer sets foot on your premises, make a good impression and use posters and suspended signs to tell him or her about your services and specialities.



### Attracting new customers

Just as important as customer care is regularly going after new business. This is sometimes neglected or only initiated when the order situation is already on the slide. CUI helps to keep you on the ball and supports its bodyshops with a whole range of personalised activities



[CUI Fair Repair Brochure](#) (pdf | 1.01 MB)



[CUI Color Garant Brochure](#) (pdf | 804.15 KB)

## Technical hotline >

Technologies in vehicle engineering are rapidly changing. And so are repair processes. Should you have any questions about correct repair procedures, consult us for professional support. CUI bodyshops can obtain technical information quickly and directly and thus lighten their workload.

## Manager training >

---

If you think you can achieve success tomorrow with today's formulas, think again. Mastering your art is no longer enough. Instead, you also have to be able to run a business – with all that this entails. Strategically minded business owners have to have knowledge of management economics and leadership skills. CUI supports the businessman at work with a wealth of knowledge and targeted seminars on everything from liquidity to profitability and from bonuses to dismissals.

---

---

#### Assistance with IT - Tools >

---

---

If you want to be successful in the long term, you have to be willing to develop. Where is there scope for improvement? Where do I have untapped potential? Is my bodyshop equipment still adequate for today's needs and are my staff aware of all the trends and advances in the trade? By using internally developed CUI software, our consultants can analyse your processes – so you can run your business even more efficiently.

---