



# Auto Dealer's Speaker Request Form

Fax request form  
to 248-924-2317

## **Topic**

Addressing Paint Durability Manufacturing Issues

## **Purpose**

Minimize dealer's exposure to factory paint defects, warranty costs and market share loss.

## **Magnitude of Problem**

Dealerships have experienced substantial frustration in addressing paint failure issues. Customers have been lost, reputations tarnished and revenue impacted. Objectively reviewing the durability analysis from the factory would have assisted in resolving issues between the three parties:

Consumers, Auto Dealers, Automakers

## **Presentation Summary**

This one-hour presentation reviews the fundamentals of automotive paint appearance and durability analysis. We will also present our research opinion based on factory paint durability data. Our research indicates that factories under the new business models released vehicles with factory paint defects to the market. Paint durability defect patterns are reviewed to assist the dealership in identifying root causes of persistent paint issues. Dealers will be instructed on how to use objective criteria rather than subjective opinion in addressing customers' paint failures.

## **Fees**

Contact Zestar Corporation at [client-support@zestar.com](mailto:client-support@zestar.com) for a rate card.

## **Services Provided**

1 hour Presentation

½ hour question and answer session

Availability for scheduled news media interviews

Free Copies of the following publications:

Title: MAKING IT RIGHT	Two Editions	Number of Copies
Why your Car Payments are lasting longer than your FACTORY PAINT JOB	- Basic Guide - Technical Guide	100 3

## **Presentation Requirements**

Conference room supplied with computer, projector and screen

Adobe Reader Software must be on supplied computer

### DISCLAIMER

ZESTAR CORPORATION IS NOT LIABLE, DIRECTLY OR INDIRECTLY, FOR ANY CAUSE OF ACTION(S), CLAIMS, LOSSES, DAMAGES AND EXPENSES CAUSED BY INFORMATION ORIGINATING FROM A SCHEDULED AUTO DEALER'S PRESENTATION. WE ARE IN NO WAY AFFILIATED WITH ANY VEHICLE OR COATINGS MANUFACTURER. USE OF INFORMATION IS AT YOUR SOLE RISK.

Yes, I am interested in receiving a rate card concerning a presentation on paint durability issues.

I have read the disclaimer and agree with Zestar's website terms and conditions.

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Print Name

\_\_\_\_\_  
Title

\_\_\_\_\_  
Date

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Auto Dealer

\_\_\_\_\_  
Email or Phone Number