



# Automaker's Speaker Request Form

Fax request form  
to 248-924-2317

## **Topic**

Addressing Paint Durability Manufacturing Issues

## **Purpose**

Prevent manufacturer's exposure to factory paint defects, warranty costs and market share loss.

## **Magnitude of Problem**

Average assembly plant produces approximately 200,000 vehicles per year.

Approximate price of new vehicle: \$25,000

Approximate revenue from one assembly plant = Selling Price x Production  
\$5,000,000,000 = \$25,000 x 200,000  
\$5 Billion Dollars

Approximate vehicle repaint costs (materials & labor): \$800 to \$3,000

## **Presentation Summary**

This one-hour presentation reviews our research opinion based on factory paint durability data. The research concludes that millions of vehicles with paint defects were released to the market. The institutionalization of new business models resulted in the outsourcing of core manufacturing responsibilities to third parties. Factory paint defects were created under these new business models. We will also review how not correlating factory data with consumer complaints has adversely impacted the automaker's vehicle brand image and market share.

## **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	1500 150

## **Presentation Requirements**

Conference room supplied with computer, projector, screen, microphone and speaker system

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 AUTOMAKER'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.

\_\_\_\_\_  
Print Name

\_\_\_\_\_  
Title

\_\_\_\_\_  
Date

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Signature

\_\_\_\_\_  
Automaker

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