

# PRESS INFORMATION

**September 05**

## **AUTOMOTIVE ADVANTAGE 1<sup>st</sup> TO LAUNCH SUPPORT PROGRAMME FOR BSI'S AUTOMOTIVE SERVICES KITEMARK**

Following last week's launch of the BSI's Kitemark scheme for Automotive Garage Services, leading Aftersales consultancy Automotive Advantage has launched a set of programmes that aim to *help* garages achieve the coveted standard associated with the Kitemark.

The company, who spearheaded the initial development of the standard (PAS 80) with the BSI, has recognised that garages will have different needs when attempting to meet the standard and so have devised a range of menu options from a self implementation kit - which provides all the know how in a simple no nonsense way, with supporting forms, progress check lists and documents - through to a full support package using a PAS 80 specialist, all designed to make it as straightforward as possible for garages that want to meet the standard.

Other options give even greater help with implementation, and guarantee meeting the standard. Furthermore, these options are offered with an exciting new facility that will, for the first time, enable garages to benchmark their performance against the rest of the industry.

Chris Hallam, Development Director at Automotive Advantage said, "These options have been put together based on our own expertise in the Aftersales market. The work we undertook on our award-winning Maxiima programme, on which the principles of the standard are based, has given us a clear idea of the sort of help that garages are likely to need.

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“We’re very pleased to have been involved with the BSI from the very beginning of this project. At last consumers will be able to look for garages that display the Kitemark safe in the knowledge that they will get a fair deal.

“The Kitemark offers the garage services industry a badge recognised by over 80% of consumers as a mark of quality and safety. Garages that conform to the standard will be able to distance themselves from those offering lower customer service standards and demonstrate their commitment to improving practices by being subject to ongoing independent surveillance, unannounced inspections and mystery vehicle fault-format shopping. The garage revolution is here at last and it’s great news for consumers and trade alike!”

Further information can be obtained from Automotive Advantage’s PAS 80 support team on 01782 855700, or via the website [www.automotiveadvantage.co.uk](http://www.automotiveadvantage.co.uk) .

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**Note to Editors**

**About Automotive Advantage**

**Automotive Advantage** is a leading professional business, based in Staffordshire, operating exclusively within the motor industry, specialising in the automotive After-Sales sector. It provides solutions that deliver sustainable results and long-term profitability using practical, easy-to-adopt & innovative methods, as proven by its many award-winning successes.

The success of **Automotive Advantage** is based on the significant background and expertise of its principals and their long-term involvement with the automotive sector, making it the custodian of a unique and specialist fund of knowledge regarding automotive After-Sales.

As experts in Service Team management and the automotive After-Sales market, combined with their expertise in human behaviour, **Automotive Advantage** helps create the ideal retail customer experience. It is already working closely with several manufacturers including Mercedes-Benz, Chrysler and Hyundai to create the optimum After-Sales team environment.

Automotive Advantage signed up with the BSI to help spearhead the development of a customer service standard specifically for the automotive industry and the BSI PAS 80 specification draws on the principles of Automotive Advantage's successful Maxiima ® programme, which is proven to give outstanding levels of customer satisfaction.

**About the BSI and the Kitemark**

The British Standards Institution is the UK's national standards body and provides product testing and certification services. The Kitemark is an independent symbol of quality, safety and trust. To achieve Kitemark status for Automotive Garage Services, companies will be independently audited by BSI to ensure that their customer service and technical ability conforms to the standards as outlined in PAS 80. These companies will be subject to an on-going evaluation programme.

The BSI's Automotive Kitemark is an independent mark of service quality involving 100% pre-entry checks against PAS 80, a universal standard for technical and customer service and a rigorous surveillance programme comprising unannounced visits of garages, mystery vehicle fault format shopping and direct customer feedback to BSI.

For further details about BSI or the Kitemark scheme, please contact Emma Coles:  
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Copies of PAS 80 are available from BSI Product services: product.services@bsi-global.com / 01442 278 607 / [www.kitemarkautomotive.com](http://www.kitemarkautomotive.com)

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