



DCR Systems Teams with Classic Auto Group to Co-Brand Collision Repair Campus in Mentor

A better way to repair an automobile. DCR Systems continues to expand its presence in the collision repair industry with its recent agreement to build and co-brand a collision repair "campus" with Classic Auto Group in Mentor.

Cleveland, OH (PRWEB) June 19, 2005 -- Mentor, Ohio-based DCR Systems (www.DCRsystems.net) has reached an agreement with Classic Auto Group (www.driveclassic.com) to build and co-brand an auto collision repair "campus" in Mentor on more than six acres of land co-owned by the two companies. The Classic Auto Group-DCR Systems accident repair center will employ 75 persons.

Initial plans call for three operating "production cells" to be built in an existing warehouse facility on Tyler Blvd. in Mentor, Ohio. The facility build-out is slated to begin in 30 days and should be completed by year end, according to Bob Ringo, chief operating officer of Classic Auto Group. The shops will be designed, staffed, equipped, tooled and managed by DCR Systems under the Classic Auto Group-DCR Systems moniker.

The facilities will utilize DCR's patent-pending process using the latest advancements in collision repair techniques, tooling, equipment and process-driven design, according to Michael Giarrizzo, Jr., president and CEO of DCR Systems. The process employs "lean manufacturing" principles in its approach to collision repair that uses task-specific, highly trained technicians working with cutting-edge equipment and tooling. This groundbreaking model is designed to streamline workflow and enable the repair operation to become highly dependable and offer consistency in guaranteed quality, customer service and on-time vehicle delivery.

"It all boils down to a fundamentally better way of repairing an automobile," commented Giarrizzo.

The partnership brings together two organizations well known for their customer-centric business models, according to Giarrizzo.

"Classic Auto Group is often referred to as the "Nordstrom" of auto dealerships in their core philosophy of taking care of customers," Giarrizzo noted. "We are so proud to be associated with Jim Brown and his tremendous organization, and our shared commitment to customer care has resulted in an initial bond that has already facilitated a very effective and efficient working relationship."

That sentiment was echoed by Lauren Angie, chief operating officer for DCR. "There's an immediate synergy between DCR and Classic that will have an immediate impact on the success of this venture," she commented. "This solidifies the formation of a winning team that will continue to provide top-tier service for our customers."

Based in Northeast Ohio, Classic Auto Group is ranked among the top dealership groups in the nation. Founded in 1979 by company president James A. Brown, Classic began as a single Chevrolet dealership in Mentor, Ohio and has grown to include 24 franchises sold at 15 locations throughout Northeast Ohio. Classic's manufacturer nameplates include Chevrolet, Ford, Mercury, Toyota, Scion, Lexus, BMW, MINI, Mazda, Volkswagen, Cadillac, Buick, Pontiac, GMC, Jeep, Chrysler, Dodge, Honda and Nissan.

Commenting on the co-branding arrangement with DCR Systems, Ringo pointed out that as Classic expands its



brand offerings, and subsequently its customer base, there's a need to respond to increasing demands on the collision repair side of the business. "Not only can we better answer the demand, but we've aligned with a company that offers a better way to get the job done," he said. "DCR Systems represents the future of collision repair. They've developed such a modern, progressive way of doing business, it puts us into a better situation than most dealers in providing quality collision repair services for our customers."

DCR Systems Backgrounder: DCR Systems (www.DCRsystems.net) was founded by the Giarrizzo family, a well-respected name in the collision repair industry through the operation of Cleveland-based JSI Collision Centers which they established in 1946. JSI grew from a single location to a four-store chain in northeast Ohio with annual sales of \$12 million, and was twice recognized by the industry as "Collision Business of the Year" for its customer service and standardized operating procedures. The business was acquired in 1999 by Sterling Autobody Centers and four years later grew to 39 locations. In 2001 Allstate Non-Insurance Holdings Inc. acquired Sterling, and Michael Giarrizzo Jr. took the position of Chief Operating Officer for the Sterling division. While Giarrizzo led operations, the company grew aggressively by establishing an additional 21 "greenfield" stores in just two years.

Giarrizzo subsequently left his position in 2003 to start DCR Systems with a team and a vision of pioneering a needed change in the collision repair industry. The business model has a natural fit of returning a collision repair offering to dealers seeking to retain loyal customers by providing ancillary customer care services.

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