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FleetPool Global Paint Services

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The Development

Fleetwatch was originally launched in 1991, as a vital part of the Nexa Autocolor commercial transport marketing strategy. It was developed in order to help keep the Fleetwatch members ahead of the market and to lead in shaping the commercial vehicle market.

The network was then re-launched in 2003 as a dual brand national network supporting both PPG and Nexa Autocolor high quality bodyshops. Nexa Autocolor and PPG Delfleet, in partnership with the UK's leading CV bodyshops, offer the highest quality in paint, workmanship and services to its fleet customers.

The Fleetwatch Network is part of the PPG Group Fleetpool Global Paint Services.

In a move that comes in response to changing market conditions and from a desire to provide a cradle to grave service for customers, the Fleetwatch Network was re-organised into five segments. The segments are:

- CV Trailer / Bodybuilder
- Specialist Repair
- General Refinish CV Bodyshop
- CV Bodybuilder
- CV Dealers

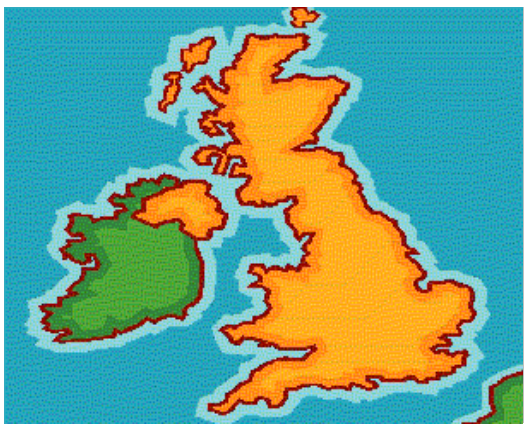
PPG Commercial Transport Group has seen that this move has made the network more attractive to fleet customers by providing a clearer picture of which shops can handle particular types of work. The restructure has also enabled PPG Group to provide marketing support that is tailored to the needs of the individual segments; moving away from a one size fits all approach.



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Fleetwatch - The Network

A national network of PPG Industries approved quality paintshops was established to further enhance the quality proposition to the fleets. Fleetwatch is recognised in the market place as the only credible network of commercial vehicle paintshops, representative of the best in the country.



To obtain membership of the Fleetwatch Network, paintshops are audited against stringent criteria, and must continually demonstrate their adherence to these high quality standards.

A Fleetwatch paintshop will apply the systems as specified in a Paintspec with the highest levels of workmanship and service, ensuring consistently high standards are upheld throughout the network.

The Fleetwatch package offers complete assurance of quality and total satisfaction to fleet customers. This unique approach to the market place and powerful proposition to the fleets provides the opportunity for the Fleetwatch partners to benefit from increased business potential.



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Strengthening the Partnership

The Proposition

PPG Industries set out to establish a network of quality commercial vehicle paintshops, with the aim of strengthening its proposition to fleet customers, under the brand name of Fleetwatch. The result is that the Fleetwatch brand is now recognised nationally as a quality standard.

The aim now is to consolidate, develop and improve this position. The relationship between PPG Industries and the Fleetwatch members will be strengthened to build trust, loyalty and commitment. PPG Industries has invested significantly to make Fleetwatch the success that it is today. Fleetwatch members, on realising the full business potential of being a Fleetwatch partner, have demonstrated their commitment to the partnership by jointly investing in the future.

The joint investment from this enhanced partnership will enable Fleetwatch to develop with a much stronger proposition.

Membership

The process for membership of the Fleetwatch Network is as follows:

- PPG Industries assesses the need for a Fleetwatch member in the geographical location of the nominated paintshop. Both the local and national needs will be considered in this assessment
- Paintshop realises criteria for membership and demonstrates commitment to PPG Industries and the Fleetwatch concept
- Paintshop passes initial membership audit
- Paintshop signs Fleetwatch Partnership contract
- PPG Industries signs and returns copy of contract to paintshop
- PPG Industries sends Fleetwatch Members Handbook and certificate to new Fleetwatch partner

On an annual basis:

- Paintshop passes annual membership audit
- Paintshop pays annual subscription fee
- PPG Industries sends new certificate for the coming year along with updates for the Membership Handbook, as appropriate, and any agreed support items



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Fleetwatch Service Agreement

PPG Industries and the Fleetwatch Network have a service level agreement that defines the recommended service levels to be provided by all repairers in the specialist commercial vehicle repairer network. A copy of the service agreement can be found as an appendix to this handbook.

The Contract

PPG Industries has entered into a contractual agreement with members of the Fleetwatch Network. This new contract is more encompassing than any previous Fleetwatch contract, and details clear obligations for both PPG Industries and the Fleetwatch member. The signed copy of the contract should be kept in the pocket at the front of this Members Handbook.

It is important to note that the Fleetwatch accreditation is:-

- a) specific to the site and not the company, i.e. if the site is a subsidiary of a larger group, and
- b) not automatically transferable on change of ownership.

Bodybuilders

Fleetwatch accreditation has always been offered to the bodybuilders with the appropriate painting facilities and quality of workmanship; this will continue and a new section has been created in the Fleetwatch listing specifically for bodybuilders.

Fleetwatch List

A list of the current Fleetwatch Partnership members, complete with contact names and phone numbers, is given in section 9.2 at the back of this handbook. PPG Industries uses this listing in communication with fleets via the Paintspec service as another way of promoting the network.