

Press Release

FOR IMMEDIATE RELEASE:

PPG LAUNCHES MVP ACCELERATED SALES & MARKETING SYSTEMS COLLISION CENTER WORKSHOP GEARED TO A CHANGING MARKETPLACE

STRONGSVILLE, Ohio – July 8, 2010 – Responding to today’s fast-paced, changing marketplace-where consumers are increasingly making purchase decisions based on recommendations found on Facebook and Yelp-PPG’s MVP Business Solutions group has introduced a new, dynamic training course to assist collision centers in maximizing sales opportunities in the modern business climate. Entitled “MVP Accelerated Sales and Marketing Systems,” the 2-day workshop covers a wide range of topics covering four primary market segments: the consumer, insurance DRP, insurance agent, and non-traditional media.

“Given this highly-competitive environment, today’s collision center can no longer totally depend on traditional ways of reaching and selling to their customer base,” said Norm Angrove, senior manager of value programs for PPG. “The objective of this course is to provide attendees with a hands-on look at innovative, results-driven strategies and tools for modernizing their marketing and sales efforts.”

Beginning with an overview of industry trends, the workshop provides real-world instruction for developing an effective marketing and sales plan using new tools and methodology. Another training component provides insight into today’s multi-generations and how their unique preferences must guide the collision shop’s marketing approach. Attendees also are schooled on how to compose a concise, carefully-planned positioning statement of the business, and the “ins and outs” of leveraging customer testimonials to market the business.

“In this ‘brave new world’ of communications, this workshop devotes considerable attention to social media, such as Blogger, Facebook, Yelp and other social media opportunities,” said Angrove. “The aim is to give shops new skills and methods for influencing prospects and driving traffic to their door utilizing these new communication tools.”

The MVP marketing course was extensively tested and refined by MVP experts before being incorporated into the Business Development training series. According to PPG, response to a pilot seminar was overwhelmingly positive.

“We have been propelled as a team to the next level of marketing,” said David Mulder, president of Collision Centers of America, and one of the pilot course participants. “The content of the seminar was delivered in a very digestible way with a challenge to use all our employees as marketers and penetrating the markets in our communities with the expanded knowledge.”

The workshop is available to PPG collision center customers in a two-day course or a one-day condensed format that allows participants to customize the course and select the topics most important to them.

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As one of 15 courses in the MVP Business Development Series, Accelerated Sales and Marketing Systems is the first of three new courses to be introduced this year by PPG. The other two classes are “Evolution of Selling” which will provide a practical, professional consultative selling process, and “Fundamentals of Estimating,” which will cover contemporary estimating trends, techniques and practices for entry-level estimators.

PPG’s MVP Business Solutions offers the industry’s most widely-attended training programs for helping collision centers learn practical, proven ways to improve their process improvement and succeed in a highly-competitive marketplace.

For more information about PPG MVP Business Solutions, contact your PPG territory manager, email MVPmailbox@ppg.com or visit www.ppgmvp.com.

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About PPG

PPG Industries’ vision is to continue to be the world’s leading coatings and specialty products company. Founded in 1883, the company serves customers in industrial, transportation, consumer products, and construction markets and aftermarkets. With headquarters in Pittsburgh, PPG operates in more than 60 countries around the globe. Sales in 2009 were \$12.2 billion. PPG shares are traded on the New York Stock Exchange (symbol: PPG). For more information, visit www.ppg.com.

About the MVP Program

When introduced over a decade ago, MVP Services was the first program of its kind in the collision repair industry. Since then, thousands of collision center owners and managers have taken advantage of MVP’s innovative services to improve the way they run their business. Green Belt Training is part of the MVP program.