



# Consumer Relations Committee

CIC Las Vegas, NV  
Tuesday November 3, 2009



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GW & Son Auto Body

Grinstead Group

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LC Automotive Group

AASP MA/RI



# The Process

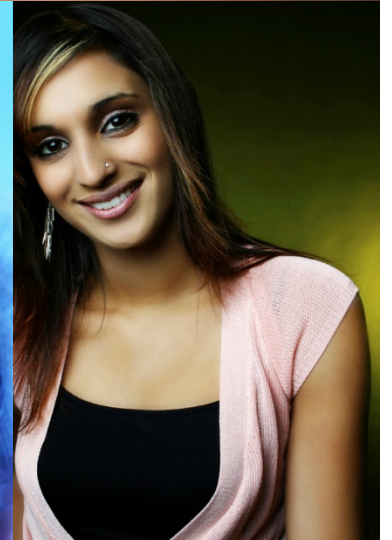


1. Talk to real consumers



# What is the consumer experience?

We asked them...



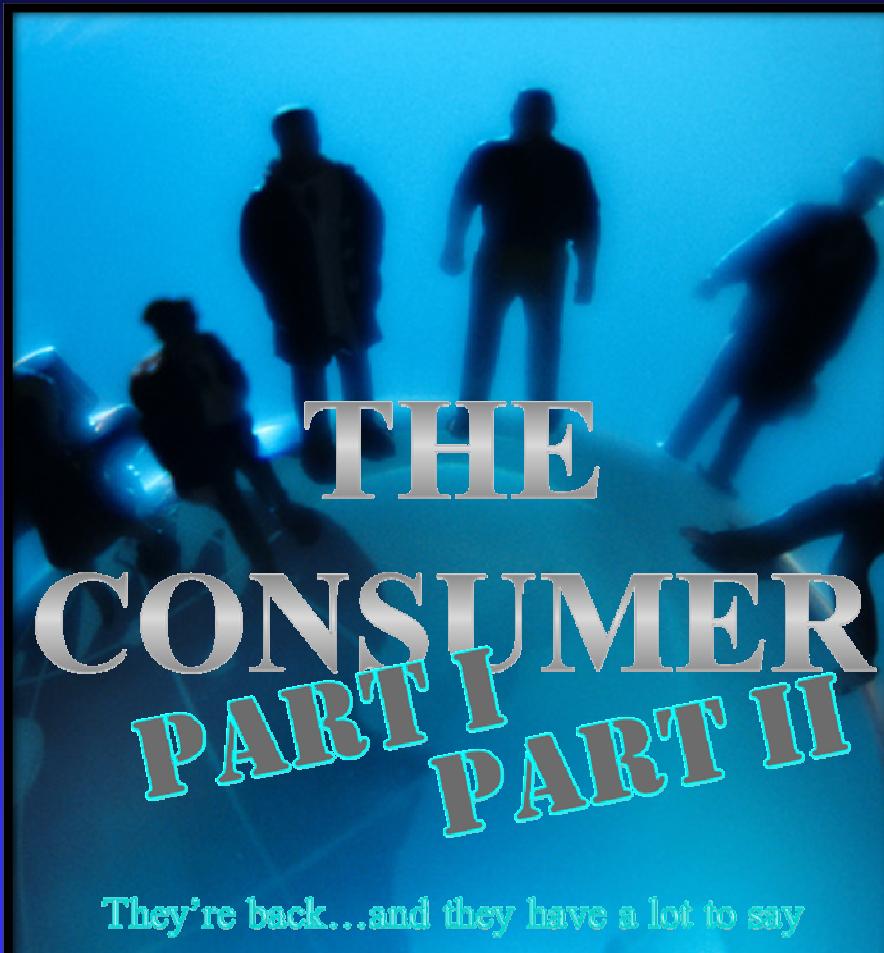


# The Process



1. Talk to real consumers 
2. Video them talking about their experience

# The Blockbusters



CIC PRESENTS  
IN ASSOCIATION WITH THE CONSUMER RELATIONS COMMITTEE A CONSUMER  
PRODUCTION STARRING YOUR CUSTOMER SPECIAL THANKS TO ALL INVOLVED





IN THEATERS NEAR YOU

**G GENERAL AUDIENCES**  
All Ages Admitted ©2001



# The Process



1. Talk to real consumers 
2. Video them talking about their experience 
3. Use that information to provide a tangible work product to the industry

# Provide the Roadmap



EXIT 1A

**Information**

EXIT



ONLY





# Questions?



Thank you!

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