

**WEBSITE**  
**2008 AND BEYOND...**

**Phil Ewbank talks about his plans for the forthcoming year:**

“In 2008 we plan to raise our profile and promote our philosophy of delivering quality service and repairs to our customers and clients.

“CCE recognises that there are more cases of large and small fleets becoming increasingly dissatisfied by their existing suppliers, the insurers, brokers or accident management centres. We seek to work increasingly closely with fleets of all sizes who are reaping the double rewards of lower accident repair costs and reduced downtime.”

Having expanded an already impressive fleet, Phil continued: “This was the right decision, as we have become more focused on reducing both the total repair costs and controlling heavy recovery costs, both of which can play a significant part in the full repair cost of an accident damaged vehicle.

“The more sophisticated insurance brokers and insurance companies are aware of the escalating costs and are slowly beginning to see the benefits in developing a controlled recovery network with a set, agreed menu of costs and directing the vehicle towards a reputable, high profile, repairer.

“This approach will ensure total control from the moment the accident happens and will deliver on the bottom line in respect to average repair costs, and increase customer retention, a matter of concern to the leading insurers, striving to achieve value for money.

“In my opinion, markets follow trends - we have all experienced the total loss/big salvage figure quoted by some engineers. But here at CCE, we are in a position to offer an attractive alternative.

“We have proved on countless occasions that many vehicles ARE repairable and should be if that is what the client wishes.

“CCE is also working closely with other AMCs as they develop their client bases. They seek quality, and that is what we offer.

“We expect to increase turnover again in 2008 and are determined to reduce costs wherever possible.”