

Making it look like it never happened

PRESTIGE COLLISION

"Our objective is to provide exceptional customer service and uncompromised quality of repairs," says Todd Regier, Prestige Collision's director of customer relations. "We want to make the difficult experience of having an accident into something easy."

According to their customers, they are doing just that. "Customer feedback relates to us and our staff actually caring about them and their vehicles," says

Todd. "Around here it's a no compromise situation from start to finish, from looking after the customer's needs for alternative transportation and keeping them informed of our progress and all the way through to the delivery of the finished product."

Brothers Todd and Mark Regier launched Prestige Collision in September of 2003. At 24, Todd had experience in collision repair, restoration and painting; Mark, 22, was still enrolled in an OUC business admin program. They wanted their business to become a key player in the local collision industry, but without the corporate flag. "It was definitely to our advantage that we had not been around in the good old days of the automotive service industry," says Todd. "We have a 'customer service and satisfaction' agenda as opposed to the old school 'we fix cars' mentality." They worked hard to build a solid relationship with ICBC, and Prestige quickly rose to the top of the accreditation lists, becoming an ICBC c.a.r. shop Valet facility.

Prestige Collision has developed what Todd refers to as a hybrid repair process, blending a very high quality European-style repair process and their own special production processes to create an efficient repair that looks like new. Their objective is simple: make it look like it didn't happen.

Todd says it may sound simple, but it takes a lot more care and attention than an average repair. "We are leading the pack on environmentally responsible products and equipment with an all new water-based paint system and an ultra efficient paint booth and air supply system," he says. "We constantly evaluate



Mark and Todd Regier have a whole new take on collision repair and the results are guaranteed to impress.

our process and the finished product, always looking to get one step closer to perfection."

In July of 2008 Prestige opened its brand new facility at 1960 Kirschner Rd. in Kelowna. It's four times the size of the original facility with a separate office and reception area to keep things clean, quiet and comfortable. "The first time you walk through our front door you will question if you're in the right place," says Todd. "It doesn't look anything like 'we fix cars.'" The office feels more like a lounge with fancy art, modern decor and comfortable furniture; the shop was purpose-built for collision repair, and is equipped to handle the most technical repair on everything from full-sized pickups to European sports cars. They had large skylights installed, to lower energy consumption and expose staff to as much natural lighting as possible.

"A mentor and friend of ours has always expressed to us the importance of doing what we do best," says Todd. "For us that is collision repair. We no longer do any sort of restoration work and we only take on the odd 'custom' job. We've become a bit of a specialty business; we're fixing collisions better and with less hassle than ever before."

The staff works like a family, with common goals and objectives. "We work constantly on building a culture into our business that breeds a great work environment and outstanding results every time," he says. All technicians are highly trained in collision repair and refinishing techniques. "Solid foundations in current vehicle technologies and constant training means your vehicle is in very capable hands." ■