

# ROCCO'S

## COLLISION

### 888-9-ROCCOS

ADDITIONAL  
PA & NJ LOCATIONS  
COMING SOON!

3 locations to  
serve you better

South Jersey  
412 Delsea Drive  
Sewell, NJ 08080  
856-256-0444  
Lic. #01123A

Philadelphia  
806 Reed Street  
Philadelphia, PA 19147  
215-334-3244

Philadelphia  
1021 Snyder Ave  
Philadelphia, PA 19148  
215-334-3444



Making it  
**BETTER** than new.

[www.roccocollision.com](http://www.roccocollision.com)

The Ultimate in Collision Repair Since 1957

# ABOUT OUR COMPANY

# R

Rocco's Collision Centers have been providing its Customers in Philadelphia and the surrounding areas with Top Quality Collision Repairs since 1957. Our newly renovated State-of-the-Art Collision Centers are equipped with the best Technology in Collision Repair. Precise Collision Repairs are performed by I-Car Certified Technicians restoring vehicles back to their pre-loss condition each and every time.

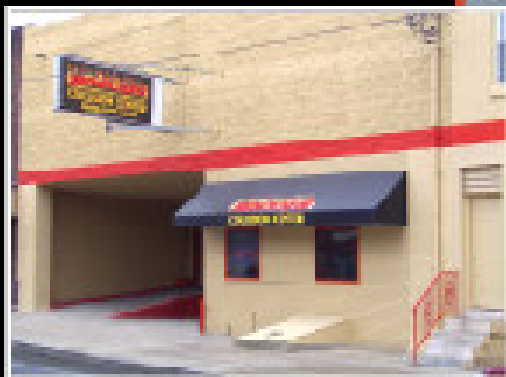
For over fifty years, Rocco's Collision has serviced many Insurance Companies, National and Local Vehicle Fleets, and Private Customers. Utilizing the latest in technology, equipment and craftsmanship we professionally perform every possible collision repair an automobile may require. The combination of our company's experience based on decades of service and our youthful optimism has proven to be a fundamental ingredient to our company's success.



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# OUR FACILITIES

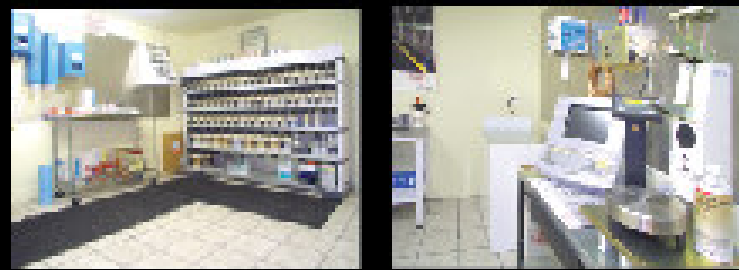
Our facilities were specifically designed to provide our customers, staff and insurance representatives with a comfortable and professional setting at all times throughout the collision repair process. Our spacious lobby boasts granite conference tables, granite flooring, and a customized reception and greeting area that offers a corporate atmosphere blended with the welcoming personal touch Rocco's Collision Centers has provided to our customers since 1957.



**50 YEARS**

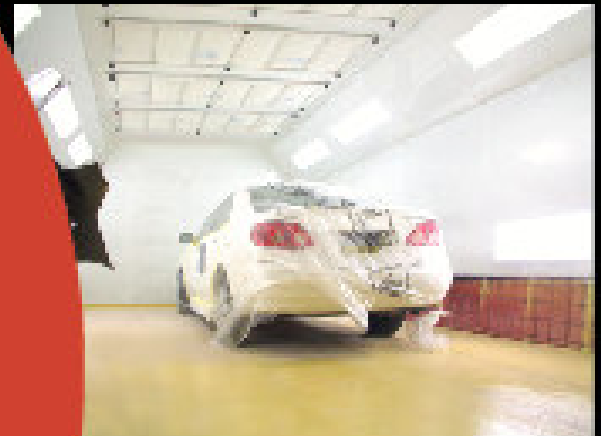
# PRODUCTION

# OPERATION



Rocco's Collision Centers are professionally equipped and designed to perform Quality Production Collision Repairs. From the initial customer meeting to final delivery, every step is performed with a personal touch while simultaneously completing all collision repair-related tasks with quality and precision. We strive to maintain the highest level of production in the collision repair industry. Our 1.2 million BTU heated downdraft drive-thru spray booths and heated downdraft spray prep stations are the latest technology, providing all refinishing materials proper curing in record time while producing a clean and durable finish on every vehicle. We have multiple frame racks, computerized measuring equipment, in-ground lifts and the latest in inverter resistance spot welding equipment combined with some of the best technicians in the industry. We use only the top line of automotive paint manufactured by DuPont™, Chroma Premier prepared by a computerized paint mixing system (X-PERT) that automatically pours each tint for a proper mix every time.

The refinishing technicians at Rocco's Collision Centers are trained and certified by DuPont™, and all our Collision Centers are members of the DuPont™ Performance Alliance™, which gives our customers a warranty valid across the USA that is backed by DuPont in writing. The Performance Alliance™ requires its members to adhere to a strict set of rules and regulations designed to streamline the repair process and make a stressful time less difficult. As a result of our Equipment, Shop Design, and Collision Repair Technicians we are Successful in efficiently repairing all vehicles to their pre-loss condition.



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# SEPARATE INDOOR APPRAISAL/ESTIMATING DELIVERY BAYS



After being initially welcomed in the lobby by Rocco's Collision staff, the customer is invited to the indoor estimating bays equipped with heat, air conditioning and tile flooring. These bays provide our customers, staff, and insurance damage appraisers with an environment conducive to appraising and estimating collision damage.



# CUSTOMER SERVICES

At Rocco's Collision Centers we understand that being in an accident is stressful, so we attend to every detail when it comes to customer comfort. Our customer waiting area showcases granite flooring, a complementary automatic gourmet coffee / hot chocolate station, customized waiting seats and a flat screen plasma TV. Our dedicated customer restrooms are clean and inviting.

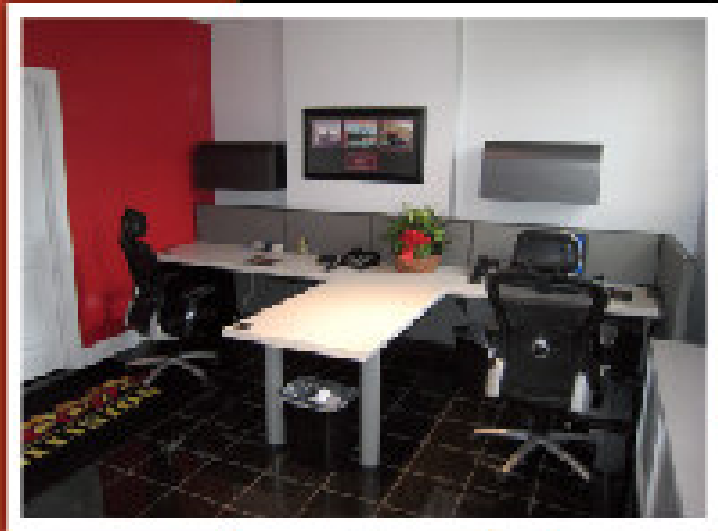


Rocco's Collision Centers provide valuable services such as: AutoWatch™, a unique customer service. With this system, our customers will be able to literally "see" the progress of their vehicle repair through the Internet and our interactive web site. Each day, digital photos are uploaded and posted to our web site along with the latest vehicle repair status. Rocco's customers can check on their vehicle any time day or night. Rocco's Collision Centers also offers a Credit Card with 90 days same as cash, Free Pick-up and Delivery, rental car and claims assistance. All major credit cards are accepted.



# APPRAISER WORK STATIONS

Rocco's Collision Centers are also equipped with private dedicated appraiser work stations. We provide these stations so insurance company staff and appraisers can also take advantage of an environment well-suited to the performance of their own collision-related and appraisal tasks. If an alternative setting is desired, the lobby is equipped with separate granite conference tables perfect for laptop estimating while meeting with the customer. All of our facilities are equipped with wireless internet, and we provide free internet service to our customers and insurance damage appraisers in keeping with today's technology.



# Customer List

## *Direct Repair Insurance Companies*

- AAA Insurance
- Hanover Insurance
- Nationwide Insurance
- New Jersey Manufacturers Insurance
- Progressive Insurance
- Various Other Insurance Companies

## *National Fleet Management Consolidators*

- C.E.I.
- C.S.I.
- Donlen Fleet
- G.E. Capital
- Leasplan
- PHH
- Wheels / M.A.P.

## *Municipalities*

- City of Philadelphia
- Clearview School District
- G.S.A. (Government Service Administration)
- Gateway Regional School District
- Washington Township Public Schools
- Washington Township Public Works

## *National Fleet Accounts*

- Amtrak
- Comcast Cable
- Dent Wizard
- Enterprise Rent a Car
- Hertz Corporation
- IMPark/DLC Transportation

## *Local Fleets*

- America's Best Moving and Storage
- Autozone
- BestBuy
- Holcomb Bus
- Penns Landing Corporation
- Towne Park Garages
- Zone Striping

## *New Car Dealerships*

- Holman Ford
- Performance Dodge

# Collision Repair Equipment List

## Frame Racks

- (3) Chief Impulse Variable height 360 degrees. Frame Rack with 3 towers.
- (1) Chisum Variable height 360 degrees. Frame Rack with 3 towers.
- (1) Brewco 360 degrees. Frame Rack with 2 towers.
- Floor Anchoring System for Production Body Pulls. Multiple pots and towers.

## Computerized Laser Measuring System

- Chief Velocity Computerized Laser Measuring.
- Chief Genesis Computerized Laser Measuring.
- Shark Computerized Electronic Measuring System.
- (2) Continental UMS 360 degrees Universal Measuring Systems.

## Welding Equipment

- (3) Pro Spot PR 2000 Inverter, Spot Resistance Welder and MIG.
- (12) Multiple MIG Welders
- (2) Plasma Cutter, Blue Point
- Multiple welder type dent pulling systems.

## Air Conditioning Equipment

- (3) RTI Refrigerant Recovery, Recycling & Recharging Machine.

## Paint Mixing Equipment

- DuPont Chroma Premier.
- (4) Computerized Paint Mixing System.
- (3) Automatic Computer Driven Tint Pouring Feature with X-Port.

## Paint Recycling Equipment

- (3) Side Winder Solvent Recycler

## Lifts

- (2) Inground Piston Rotary Lifts
- (2) Above Ground Rotary Lifts
- (1) Snap-On Scissor Lift

## Refinishing Equipment

- (3) Global Refinishing Solutions 100% Downdraft Spray Booth /Direct fired 1.2 million BTU heating device.
- (1) Heated Drive-thru baking system on above unit
- (1) Global Refinishing Solutions 100% Downdraft Spray Booth Prep Station/Direct fired 1.2 million BTU heating devices.
- (1) Bonanza 1.0 Million BTU Heated Downdraft.
- (2) Binks Cross-Draft Booths/Prep Stations
- (1) Three-Car open Blow-Therm Prep Station.

## Towing Equipment

- 2006 GMC 6500 Flatbed Tow with Wheel Lift Accessory.

# Mark R. Cipparone Resume

## Mark R. Cipparone / President: Rocco's Collision Centers

### Objective:

To successfully lead my corporation and its employees with the integrity, vigor, and aptitude necessary to grow Rocco's Collision Centers into multiple locations across the Delaware Valley Tri State Area. Rocco's Collision Centers will be Customer, Fleet & Insurance Company Responsive and will be equipped with State of the Art Equipment, Comfortable Customer Waiting Rooms and a Qualified Workforce Team establishing Customer Satisfaction as the Top Priority.

### Qualifications

As a result of a family owned Auto Body Shop since 1957, I was introduced to the collision repair industry at an early age. By the time I was 16 years old, I could professionally prepare and refinish a vehicle from start to finish. I continued working in the shop at this capacity for the next ten years performing both collision and refinishing repairs at a professional level always maintaining a hand in operating the business side as well. Since 1986, my primary position at Rocco's transitioned from hands on repairs to business development, business management and operations manager proving to successfully operate a business performing collision and mechanical repairs on cars and trucks. I am a Licensed Motor Vehicle Physical Damage Appraiser in the Commonwealth of Pennsylvania, proficient in both the collision and mechanical sides of the business. I am knowledgeable in various computerized programs relating to collision business management, estimating, and repairing of vehicles. I began my career from the ground up and it is this foundation that enables me to preside over my business, administer to my employees, and successfully render all necessary services an insurance company or fleet will require.

### Trade Certifications

ICAR Certified Technician/ Gold Class Facility Operator  
DuPont Refinisher Certified Technician/ DuPont Performance Alliance Facility Operator  
3M Certified Technician/3M Certified Facility Operator  
Automotive Management Institute/ Sales/Marketing

### Education

1979 - 1983 Saint Joseph's Preparatory School  
1983 - 1985 Temple University

### Experience

1981 - 1986 Painter and Collision Technician, Rocco's Auto Body  
1986 - 1988 Collision Technician/Shop Foreman/Damage Appraiser, Rocco's Auto Body/Star Auto Painting  
1988 - 1992 Vice President of Sales and Operations, Rocco's Auto Body  
1992 - 2002 Vice President, Rocco's Auto Body/Pontiac, Rocco's Auto Complex, a mechanical repair business  
2002 -2005 President/Owner, Rocco's Auto Body Philadelphia  
2006 President/Owner, Rocco's Collision Center Incorporated, 1323 Kaffly Corporation,  
Two locations: 804-10 Road Street, Philadelphia, Pennsylvania and 412 Delsea Drive, Washington Township, New Jersey  
2007 - Present President/Owner, Third location Rocco's Collision Center at 1021 -25 Snyder Avenue, Philadelphia, Pennsylvania.