

Dear _____,

We're ABC Service Centre Ltd a new, family-run garage located right here on XYZ Industrial Estate. While our presence on the estate may be new, we are old hands at car maintenance and repair. Our head mechanic, Don, has over two decades experience of working with several major dealers, including Vauxhall and BMW.

Stop a small problem from becoming a big nightmare

As a vehicle owner with neither time nor money to waste, you'll know that servicing your car regularly is crucial. Follow the manufacturer's service guidelines and let us help you with interim check-ups that test your vehicle's fundamental functions. Or we can give your car an even more thorough workout with a major inspection from bumper to bumper.

To give you optimum performance and trouble-free motoring, we only use a like for like replacement (or functional equivalent) for each part. There is no compromise on quality. Yet have a look at how we compare with our competitors on price:

	Interim Service	Major Inspection
ABC Service Centre Ltd	£64.95 - £89.95*	£119.95 - £149.95*
Ford Dealership	£ 146	£ 186
Vauxhall Astra Dealership	£ 175	£ 214
BMW Dealership	£ 400	£520 - £745

- Prices vary according to vehicle size

We offer trade prices on all our repairs and services (an MOT is just £30). Local businesses, and all employees, based here on XYZ Industrial Estate also enjoy an additional 10% discount.

Make the new Block Exemption Regulations work for you

The new Block Exemption Regulations mean that all garages can now access the parts, equipment and technical information required to keep your car in peak driving condition. Motorists are no longer obliged to visit out-of-the way franchised dealers or pay uncompetitive prices for service. Make the most your right to repair without the threat of invalidating the vehicle warranty by letting ABC keep your wheels turning.

Where you can find us

We are located 5 minutes from ABC Station and offer a shuttle service to and from the station. Our full address is:

ABC Service Centre Ltd.

XXXXXXXXXX

XXXXXXXXXX

XXXXXXXXXX

XXXXXXXXXX

Telephone: 0121 XXX XXXX

Website:

Email:

While you wait...

It's not just in the work area where that you can expect a friendly, personalized service. We want you to relax while you wait in our lounge-like MOT viewing area so comfy seating and free beverages are on hand, as well as TV, newspapers and magazines.

So, now you know who we are, give us a call or drop by the garage today to experience first-hand what we mean by "Main Dealer Quality at Independent Prices". Your car and your wallet will thank you for it!

Yours in motoring

John Doe