

Case Study

Client: Verex Group

Brief:

Twelve months after the successful launch of the Verex Group, the company required a new programme which manages the entire motor insurance claim process for its customers.

After several fact-finding meetings with the Verex marketing team Doran Design was asked to create a new name, hence **Car-Go** was born, we were then required to supply a full range of marketing requirements, these include a full range of stationery, claim forms, leaflets, mailers, website, posters, leaflet dispensers.

SERVICES PROVIDED/Corporate identity/
 Branding/Art direction/Artwork/
 Website design/High-rez Retouching

“Doran Design is a hugely important partner to our business. We’ve benefitted enormously from their expertise on a multitude of different areas, corporate identity and branding, to advice and design on point of sale fixtures for our retail outlets, office layout and signage. Doran Design delivers the highest level of quality of service. Thank you Doran Design!”

Mark Aplin, Marketing Director, Verex Group Limited



Car-Go logo

4 million vehicle accidents occur in the UK each year...



What should you do if the accident was not your fault?

Car-Go DL Mailer

Car-Go Standards of aftercare you can trust

Non-fault accident?
 Call Car-Go for a replacement Car... and Go!

Car-Go makes matters easier for you following an accident that was not your fault.

We'll arrange your

- Replacement car
- Vehicle repair
- Claim for uninsured losses

...all at no cost to you.

There's no hassle and no claims forms. We simply process your claim with the at-fault driver's insurer ...so you won't have to do a thing.

Call us today
0800 326 5458
 8.30am to 5.00pm Monday to Friday and 9.00am to 1.00pm Saturday

Car-Go website home page

One call to Car-Go and we'll manage the entire motor insurance claim process for you – for free!

No hassle, no claims forms and no cost to you
 We will simply process your claim with the other driver's insurer. This protects your insurance record and means you won't have to pay any excess or lose your no-claims bonus. You'll have peace of mind with our guarantee that your vehicle will receive the highest quality repair using only vehicle manufacturer genuine parts. This will help to protect the safety rating and future resale value of your vehicle.

The right car, right away
 Following a vehicle accident you have the legal right to choose where your vehicle is repaired and if needed, the use of a hire vehicle of equivalent standard to your own car. Car-Go will keep you mobile for the entire period that it takes to complete the repair. If your vehicle is written-off, you'll have use of the hire vehicle until you have received settlement payment from the at-fault insurer. The hire vehicle can be delivered to the repairing bodyshop or to your work or home.

Who pays?
 The costs of the hire vehicle will be paid by the at-fault driver's insurance company. We will recover the hire costs and also notify you on any other costs or losses you are entitled to recover. So you will have the peace of mind of not having to do anything and will not owe any money.

Car-Go provides a speedy and effective hire vehicle solution if you are the innocent party in a vehicle accident.

Call Car-Go first and we will:

- take your details and provide advice on any matters which concern you about the accident
- exercise your legal right to have your vehicle repaired at one of our approved repairers
- arrange a replacement vehicle for the duration of the repair at no cost to you
- liaise directly with the at-fault driver's insurer to process your claim
- fill in your claims form for submission to the at-fault driver's insurer
- provide a legal support service for personal injury if required
- arrange repair estimates and approval with the at-fault driver's insurer
- ensure only vehicle manufacturer genuine parts are used in the repair
- keep you informed on the progress of your vehicle's repair
- collect and deliver your repaired vehicle

You won't have to do a thing. We'll do it all for you for free.

Car-Go's philosophy is to put customers first
 Our commitment is to provide a first class service – and we have thousands of customers happy to confirm this!

0800 326 5458 www.callCarGo.co.uk

Non-fault accident? call Car-Go for a replacement Car... and Go!

We'll arrange your

- Replacement car
- Vehicle repair
- Claim for other recoverable losses

...all at no cost to you

Car-Go

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Car-Go leaflet

Doran Design is an established, multi-disciplined and creative design consultancy. We specialise in exhibition stand design (interior/exterior), three dimensional displays, corporate interiors, event staging, and signage design. We also have vast experience in graphic design work including corporate identity and branding, as illustrated in this case study.

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