

CARSTAR AUTOMOTIVE CANADA INC.

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CARSTAR introduces first Canadian application to prepare drivers for the aftermath of an automotive collision

CARSTAR's free "**Unhappen My Accident**" iPhone App provides step-by-step expertise, available at drivers' fingertips

HAMILTON, ON, Nov. 17, 2011 /CNW/ - Drivers involved in an auto collision find themselves in an extremely stressful situation, one for which many feel unprepared and unsure about what to do. Today, CARSTAR Automotive Canada, Canada's leading automotive collision network, launched the **Unhappen My Accident** iPhone Application. The app is a convenient and innovative solution to ensure Canadian drivers are equipped with all the information, tips and tools they need in the event of a collision.

The free app is now available for download from the Apple iTunes App store or at www.carstar.ca/eng/iphone_app.aspx and works by storing critical driver and accident information, such as insurance, vehicle, and emergency contact details. One simple press of a button displays the necessary steps to take following a collision, including recording accident details, taking a photo of the damage and locating the nearest CARSTAR location for repairs. The app also provides 24-7 access to a live experienced operator who can guide drivers through the process and answer any questions.

"We can all agree that being in a collision is stressful, so CARSTAR has used the latest smart phone technology to share our expertise with drivers and help minimize the stress and confusion following an accident," said Lisa Mercanti-Ladd, AVP, Marketing and Client Services, CARSTAR Automotive Canada Inc. "We take our role as trusted auto collision experts seriously. Our new app provides drivers with the information they need from the moment of collision right until they pick up their repaired vehicle from the closest CARSTAR Collision Centre. In essence, we're trying to make the accident *unhappen* by helping drivers smoothly navigate their way through common post-accident pitfalls and mistakes."

The Unhappen My Accident App is a useful tool for drivers of all ages and levels of experience who may be unsure of the proper steps to take to protect themselves following a collision when attention to detail is critical. The Unhappen My Accident App prompts users to enter the critical details required to generate an interactive accident report, which can instantly be saved and emailed to the insurance provider.

"In our experience at CARSTAR, we know that even the most seasoned drivers can become flustered in an accident situation," said Mercanti-Ladd. "But, the Unhappen My Accident App can be particularly useful to parents of young drivers. It can help mitigate many of the accident pitfalls young drivers commonly face, usually as a result of panic and inexperience, and potentially minimize the cost and aggravation for the driver, their family and insurance company. "

The app makes use of some of the most current technological developments offered by the iPhone including location services to pinpoint where the accident occurred or identify the nearest CARSTAR Collision Centre, and the iPhone camera to capture a high-resolution photo of collision damage.

For each download of the application, CARSTAR has committed to donate \$1.00 (up to \$10,000) to Cystic Fibrosis Canada, a long time charitable partner for the past 10 years. To date, CARSTAR has raised over \$1.9 million to help find a cure for cystic fibrosis.

About CARSTAR Automotive Canada Inc.

CARSTAR is the only nationwide quality collision repair network in Canada and is the largest automotive repair franchise in North America, with over 400 locations. Founded in Hamilton, Ontario in 1995, CARSTAR Automotive Canada Inc. has grown from eight to over 160 locations throughout 10 provinces.

Within Canada, CARSTAR repairs approximately 100,000 vehicles per year. Through a variety of fundraising initiatives, CARSTAR, its franchisees, partners and employees have raised over \$1.9 million for Cystic Fibrosis Canada. For more information, please visit: www.carstar.ca.

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