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AUTO REPAIR & BODY SHOP

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## **Addison Auto Wins Website Design Award**

**The Automotive Service Association magazine, AutoInc, judged Addison Auto Repair & Body Shop to have one of the auto industry's 10 best web sites.**

Denver, CO (PRWEB) January 24, 2009 – Addison Auto Repair & Body Shop, one of Denver's premier auto service shops, was awarded "Top 10 Automotive Repair Web Sites" honors by AutoInc magazine. AutoInc took a new approach as the judges had no auto experience, but with their expertise in web design, journalism, and publishing they scored the sites from the viewpoint of a potential new customer. The sites were judged on; design, navigation, usability, information, innovation, and interactivity.

"This site had it all! Very clean design and interactive features," one judge wrote. "I particularly liked that customers can sign up for an electronic shop newsletter. The navigation is very sophisticated and very well-organized."

"What really impressed our judges was the wealth of information available to visitors that was balanced with good graphics. First-time visitors get plenty of information about the shop's affiliations, history and staff qualifications right on the home page, and the appointment schedulers are right at the top, in a highly visible location on the page" writes Angie Kilbourne, ASA's manager of web operations.

"We are very excited that the Automotive Service Association recognized our effort," said Brenda Addison, vp marketing. "We recently did a complete redesign and added lots of content with the intent of educating the consumer—not just selling our shop. Today's consumers perform significant research—using the internet—before committing their cars and money to a service shop. That is why our website offers both service/maintenance coupons and body shop coupons along with much technical information with pictures—even the most elite browser can't resist clicking through our 'What We Do' pages."

### **About Addison Auto Repair & Body Shop**

Addison Auto is a full service general repair and collision center in southeast Denver. Everything from tune up and tires to body repair and paint. Addison Auto's ASE Certified Technicians repair, service and maintain our customers' vehicle at our AAA Approved Auto Repair and Body Shops. In the last 27 years Addison Auto Repair & Body Shop has evolved from a small specialty repair shop working on only one make, to a combination body and repair facility working on all makes while specializing in Saab, Volvo and Subaru. Other services include; brakes, engine, driveability and "check engine light" diagnostics, alignments, muffler and exhaust, engine, transmission, tires, and paintless dent repair.

To find out more about our customers' repair experiences read Citysearch reviews ([http://denver.citysearch.com/profile/1848339/denver\\_co/addison\\_auto\\_repair\\_body\\_shop.html](http://denver.citysearch.com/profile/1848339/denver_co/addison_auto_repair_body_shop.html)) or Yelp (<http://www.yelp.com/biz/addison-auto-repair-and-body-shop-denver>)

For more information, please call 303.691.9484 or visit our website at [www.AddisonAuto.com](http://www.AddisonAuto.com).

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