



## **MyShop Traffic Joins BASF's Vision+ Value Beyond Paint Tools and Services Program**

**March 6, 2019 – Portsmouth, NH** – MyShop Traffic™, a management software for collision repair facilities created *by a body shop for a body shop*, now joins BASF Refinish Automotive Coatings as part of their *Vision+ Value Beyond Paint Tools and Services* program. The software will be offered to body shops via their BASF ColorSource and Multi-Line distributors.

MyShop Traffic is an easy-to-use, secure and full-service management software that is designed to increase a body shop's productivity and profitability. The software was created by Gene Cortes, a long-time body shop owner who identified inefficiencies and bottlenecks in his operation that were negatively impacting his profits.

"BASF and MyShop Traffic are both committed to delivering value and utility to our clients and we think this is a perfect addition to their Vision+ Partners Program," said Gene Cortes, CEO, MyShop Traffic. "We look forward to working with BASF's distribution partners to empower shops to run their businesses more efficiently and profitably, from any location in the world."

"We are very excited to partner with MyShop Traffic and offer their software as part of our Vision+ Operational solutions that help shops run as smoothly as possible while always keeping the customer happy," said Sally Miener, North America Partner Program Manager. "MyShop Traffic is a comprehensive and easy to use management system that will deliver tremendous value to body shops that use BASF Paint."

MyShop Traffic optimizes a shop's business by tracking cycle time, cutting back on wasted inventory, increasing productivity and allowing shop owners to lead and manage their staff from any location in the world. Run from the palm of your hand via a smartphone, laptop or tablet, the software is secure, smart and mobile. MyShop Traffic optimizes workflow, logistics, output and profit, ensuring that every body shop is operating at its fullest and most streamlined potential. All of this yields fewer errors, less delays, decreased costs and increased revenues.

MyShop Traffic will be doing live demos of the product at the AASP Northeast Trade Show at the Meadowlands Exposition Center in Secaucus, New Jersey, March 15-17 at booth #342.

### **About MyShop Traffic LLC**

MyShop Traffic was founded by Gene Cortes, an auto body owner with more than 40 years in the industry. Ten years ago, business was good but Cortes had identified areas of improvement such as wasted time and inventory, and bottlenecks in the repair process. He worked with a web developer to create a simple software on his then Palm Pilot that helped him track every state of a vehicle's repair. Over time, the software became the key component of his shop's



114 Crescent Way, Portsmouth, NH



(800) 940-6206



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management system and in 2017, Cortes developed a proprietary software called MyShop Traffic to help bring this software to other body shop owners. The MyShop Traffic team is led by

Cortes and his daughters, Melly Bonita and Stephanie Cohen, who both grew up in the body shop business and have spent their professional careers working in corporate sales, marketing and design. They bring a wealth of practice and knowledge from their experience living and working in the family business as well as their years working for large multinational corporations and marketing agencies.

MyShop Traffic was created by a body shop FOR a body shop. The company understands the intricacies of the collision repair business and has built features into the platform that help shops tackle their day to day operations with ease, efficiency and more profit in the bottom line. For more information visit [www.myshoptraffic.com](http://www.myshoptraffic.com)

### **About BASF Automotive Refinish**

BASF's Automotive Refinish business manufactures and markets coatings for the collision repair, commercial fleet and automotive specialty markets. Its paint products are supported by technical training programs, advanced color information systems, business management and planning tools. For more information visit <http://www.basfrefinish.com>

### **About BASF**

At BASF, we create chemistry for a sustainable future. We combine economic success with environmental protection and social responsibility. The more than 115,000 employees in the BASF Group work on contributing to the success of our customers in nearly all sectors and almost every country in the world. Our portfolio is organized into five segments: Chemicals, Performance Products, Functional Materials & Solutions, Agricultural Solutions and Oil & Gas. BASF generated sales of €64.5 billion in 2017.

BASF shares are traded on the stock exchanges in Frankfurt (BAS), London (BFA) and Zurich (BAS). Further information at [www.basf.com](http://www.basf.com).

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### **Media Contact:**

Melly Bonita  
mobile: 305-733-2106  
[melly@myshoptraffic.com](mailto:melly@myshoptraffic.com)

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