

**PRESS RELEASE**  
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## **Trademarks harmonization at Progi: simplicity rules!**

Following the evolution of its company name last September, Progi finalizes the harmonization of its trademarks by officialising new names for its digital solutions. Each will be composed of the “Progi” name and a short suffix characterizing the individual product. Logotypes will be similar as well, but each will sport a distinct colour.

The new names unveil as follows :

- **ProgiPac**, *previously known as Progi-Pac*  
The complete digital management solution for the sale of auto parts keeps its original name, with a small change in spelling. ProgiPac is now available in English.
- **ProgiCom**, *previously known as Progi-Comm*  
The recycler network for locating used automotive parts also keeps its original name, oriented toward communication, with an edited spelling.
- **ProgiPix**, *previously known as Phautopak*  
A network for the sale of total loss and damaged vehicles, ProgiPix adopts the “Pix” suffix, which refers both to the vehicles’ digital pictures (pixels, “pics”) and the selection available to buyers (picks).
- **ProgiParts (ProgiPièces)**, *previously known as AOS Vision*  
Used by shops for the cost estimating and ordering of auto parts, ProgiParts’s name clearly establishes the product featured and processed by the platform.
- **ProgiLog**, *previously known as LeTracker*  
This service keeps the client informed during auto repairs. “Log” refers to the systematic registry of completed steps and observations of the follow up data.

The first product to adopt its new name will be the AOS Vision software, which will become ProgiParts following an update available in Spring 2012. The other solutions will gradually display their new identity during the following months.

These changes work toward improving the cohesion between the various products and their mother brand. This unified branding will contribute to maintaining a global and constant approach in the markets served.

Well established in Canada for over 20 years, Progi develops digital solutions for the auto industry. These solutions create links between many partners, facilitate interactions and allow companies to reach a better business performance.

- 30 -

Source:

**Patrick Turcotte**

Director of Business Development, Progi  
819 370-3198 [www.progi.com](http://www.progi.com)