



Digital solutions: new product names

Below are presented Progi's new product names, which will become effective gradually as of Spring 2012, along with clues on the name choice for each.

progipac

Original name: Progi-Pac

Complete digital management for the sale of parts.

This product keeps its original name, with a small change in spelling. ProgiPac is now available in English.

progicom

Original name: Progi-Comm

Recycler network for locating used automotive parts.

This product also keeps its original name, oriented toward communication, with an edited spelling.

progipix

Original name: Phautopak

Sale of total loss, damaged and used vehicles.

ProgiPix adopts the "Pix" suffix for pixels, which refers both to the vehicles' digital pictures (pixels, "pics") and the selection available to buyers (picks).

progiparts

Original name: AOS Vision

Cost estimating and ordering of auto parts for shops.

ProgiParts' name clearly establishes the product featured and processed by the platform.

French version **progi**pièces

progilog

Original name: LeTracker

Online follow up for the client during auto repairs.

"Log" refers to the systematic registry of completed steps and observations of the follow up data.