

FORD NATIONAL BODY SHOP NETWORK



Subject: Ford National Body Shop Program

Attention: Body Shop Manager; GM and Dealer Principal

Congratulations! You are invited to apply for the Ford National Body Shop Program (NBSP). As you already satisfy the requirements of the Ford F-150 Aluminum Capable Program, you have taken the first step to reach the full potential of your collision shop. The NBSP couples your technical proficiency with the right business analytics and marketing tools to help continuously improve your business.

Currently, only 5% of the Body Shops in the U.S. meet the requirements for this program. The Ford National Body Shop Program identifies and promotes only the collision shops that have invested in the right tools, equipment, training, and facilities necessary to repair Ford and Lincoln vehicles using manufacturer specifications. This is critical to your customers to help ensure their vehicle's fit, finish, durability, value, and safety.

Participating in the Ford NBSP is also a good way to ensure continuous return on your shop's investment. Some of the many benefits you will receive by participating in this program include an in-depth Business Development plan and Certification for your shop. Below are some of the items you can expect:

- **Marketing Support**

- Your Body Shop's information on multiple Consumer and Insurance facing Body Shop website Locators
- A Ford Certified Marketing badge to use in your advertising and marketing material
- Access to Collision Care Marketing Tools
- Online appointment features for your customers through smart phone apps and Shop Locators
- A Ford Certified sign to display in your lobby for your customers establishing you as a Ford Certified Body Shop

- **Business Development Support**

- A Business Assessment and Development Plan for your body shop
- Access to a Key Performance Indicator Dashboard that not only displays your shop's data analytics, but also compares your shops performance to your competitors (both dealership and Independent shops) for benchmarking and assessing opportunities (see attached brochure for more information)

INFORMATIONAL WEBINARS – Beginning September 29th

To learn more about the Ford NBSP, register [here](#) for live Web Casts that will be available beginning September 29th through the month of October. The Web Casts are about 20 minutes long with extra time for Q&A at the end.

Leverage what several progressive Ford Dealership Body Shops already know and take advantage of the benefits of being Ford Certified. Finally, Ford is providing a \$1,000 support toward the cost of the Ford NBSP certification if you **enroll by December 31, 2015.**

Plus, you can always contact Assured Performance, our administrator for this program, at any time to answer questions or to get enrolled by calling **949.221.0010**, or visiting www.GetFordCertified.com.

Sincerely,

Mark Mandl
FCSD Collision Marketing Manager