



# FORD CERTIFIED COLLISION CARE PROVIDER PROGRAM



Assured Performance Certification provides the basis for Ford Certification and all other official Recognitions. The unique Assured Performance approach is a business development process that culminates in official Certification. The process includes a business development plan based on program business standards and requirements. As you go through the process, you will chart the modifications you need to make to become Certified and recognized. This process includes an onsite inspection to verify information you supply in the online questionnaire as forms of proof of compliance. Once Certified, your shop gains a special, exclusive and prestigious status.

**Once you are Ford Certified, you are in a league of your own.**

For more information see [FordCertifiedShop.com](http://FordCertifiedShop.com)

## THE CERTIFICATION PROGRAM AND DEVELOPMENT PROCESS INCLUDES:



### SHOP CERTIFICATION

This Certification program is a sophisticated hi-tech hi-touch process. It is a business development, certification, marketing, and training program. Each part of the equation is driven by online tools, factual data, and industry experts working with experts.

This process includes an on-site inspection and audit to document and validate that your shop meets the certification requirements. Once compliance has been met, shops are officially Certified as Certified Collision Care Providers by Ford and Assured Performance Network and recognized by numerous others helping to elevate your shop's status.



### CERTIFICATION BENEFITS

- Ford Certified Collision Care Provider signage.
- Assured Performance Network Certified Collision Care Provider signage.
- Exclusive CollisionCare marketing and retention tools to promote your shop including in-Network CollisionCARE cards, marketing brochures, several shop locator listings, and an exclusive website and tools. All the marketing materials are personalized with your dealership body shop logo.
- Business Development Report is incremental and filled with feedback and plans to help improve your business including an action plan to help you eventually become Certified.

Refer to [www.FordCertifiedShop.com](http://www.FordCertifiedShop.com) for the most up-to-date program materials.