



BECOME A **FORD CERTIFIED** COLLISION CARE PROVIDER

FORD CERTIFIED COLLISION CARE PROVIDER

YOUR SHOP NAME

is hereby officially certified by



This dealership body shop is recognized by Ford as a Certified Collision Care Provider. This collision repair business has been certified by Assured Performance Collision Care, a non-profit consumer advocacy organization, based upon meeting or exceeding the required Ford standards specifying necessary tools, equipment, training and customer service facilities.

Valid: May 2013 - Apr 2014

Certificate of Inspection

This document certifies that this dealership body shop has been inspected and approved by Assured Performance Auto and Collision Care, Inc. and officially recognized by Ford as a Certified Collision Repair Facility.

Proof of Compliance on record at Assured Performance Auto and Collision Care, Inc.



LINCOLN

In-NETWORK



Pilot Program May 2013 - Apr 2014

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.

www.FordCertifiedShop.com



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National Joint Venture Body Shop Certification Program

Assured Performance is proud to offer an innovative and revolutionary national joint venture body shop "Certification" program. The objective is to identify and promote any and ALL repair shops that have the right tools, equipment, training, and facilities necessary to repair vehicles back to manufacturer's specifications. Once certified, numerous other organizations as specified will also recognize your special status as part of the over all program.

Quality, Safety and Consumers

The Assured Performance joint venture Certification program is all about quality, safety, recognition, and consumers. To accomplish this coordinated effort, Assured Performance has an active strategic partnership with Ford and other consumer-facing organizations so Certified shops are able to leverage their special status and prestigious credentials in their marketing, sales, and customer retention efforts, and gain referrals directly from the OEM shop locator website.

Program Features & Benefits

Assured Performance Certification is backed by the power and influence of Ford, along with other OEM and consumer-facing organizations. A unique feature is that shops are Certified as a Collision Care Provider—a distinctly different and modern type of collision repair business. It is a title and status that has significant meaning in the consumer world today, which allows shops to move past the limitations and stigma of the past and draw on the customer retention tools used in many other industries.

Assured Performance provides Certified shops exclusive marketing and retention tools to promote their own business. Certified Collision Care Providers are also promoted to the consumers through Ford's shop locators as well as APCC. Certified Collision Care Providers are able to regain and retain market share by leveraging consumer-facing marketing campaigns, CollisionCARE customer retention tools, and other programs designed to provide distinguished shops with consumer referrals.

Totally Unique

There is nothing else like it - not even close! Certified Once - Recognized by Many. It eliminates redundant costs and duplication between programs, making certification by multiple entities affordable and highly rewarding. The result is a Certification program that delivers exponential credibility and value to the shop's brand and reputation.

A Light in Every Community

The Assured Performance all-inclusive approach makes it possible for thousands of top body shops nationally to become Certified creating a "light in every community." This strategic element is essential to ensure that consumers have a "Certified Collision Care Provider" choice in every community—a shop that is consumer focused, and will repair the vehicle right, while delivering an exceptional experience.

ABOUT ASSURED PERFORMANCE



Assured Performance Network is made up of three organizations: a legal Co-Op, a non-profit consumer advocacy organization, and a management company. Combined, they operate as a third-party administrator for body shop Certification, consumer awareness, and many vendor rebate programs.

Certification Program 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 and 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.
- Website Integration of in-Network CollisionCARE card registration and program details into your existing website.

With these benefits Certified Collision Care Providers have a competitive advantage, and can regain and retain ownership of their future!



Certification Process

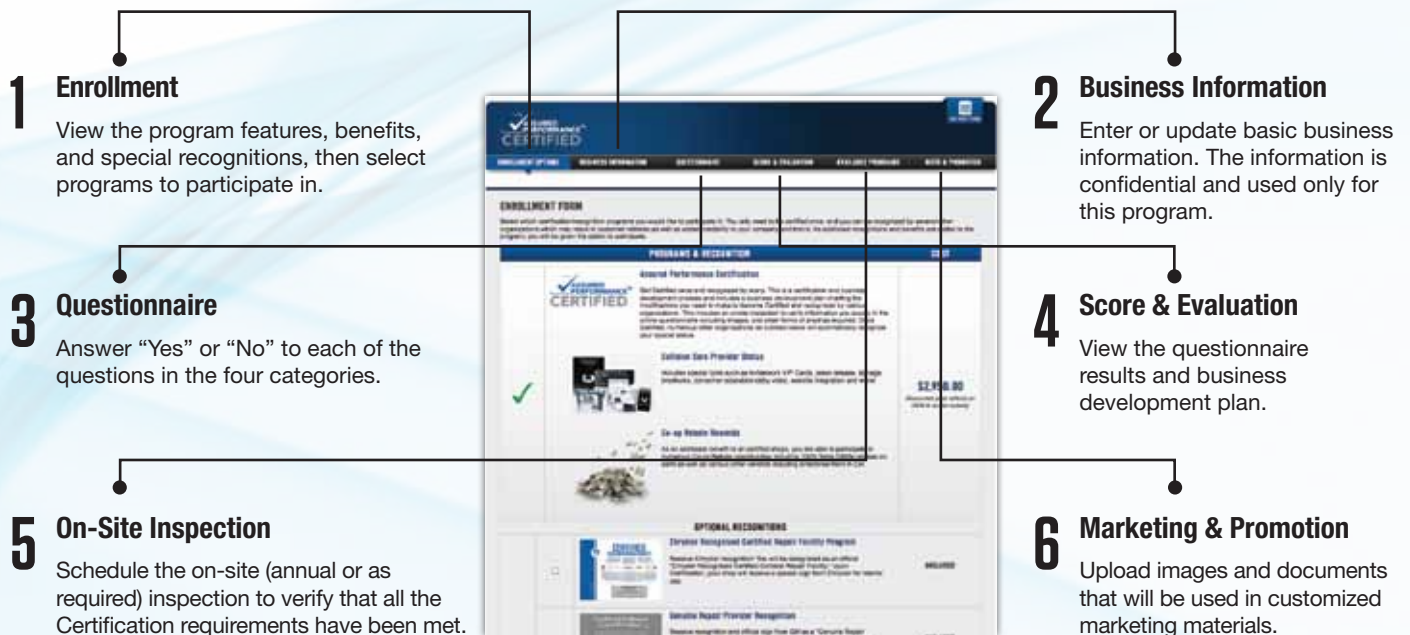
The Assured Performance Certification and recognition program is a sophisticated hi-tech hi-touch process. It is a business development, certification, marketing, and training program. Each part of the equation is driven by online tools, factual data, and industry experts working with experts. At the core, and the starting spot you is www.FordCertifiedShop.com.

This section provides a glimpse of the sophisticated system that allows hundreds of shops to become Certified annually. This annual process includes an on-site audit to confirm shops meet the Certification requirements. Next, they are reviewed and approved by each of the entities participating in the program. Once compliance is confirmed, the shops are Certified by Ford and Assured Performance, and recognized by other participating consumer-facing organizations, which includes marketing and promotion to millions of consumers.



Shop Enrollment & Application

To become Certified, visit FordCertifiedShop.com and follow the six steps. This section will outline and provide a walk-through of the process.



On-Site Inspection & Audit



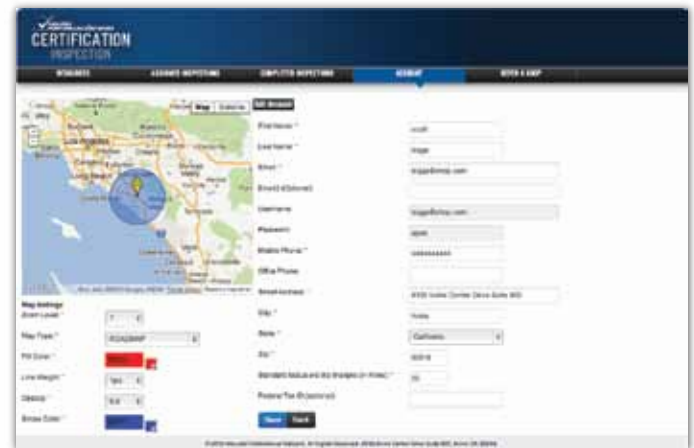
Industry Expert Inspectors Ensure Compliance

Inspectors schedule an on-site audit of the shop to document and validate that they meet the Certification requirements. This on-site audit provides the credibility needed to support the Certification program and veracity to be above reproach.



Regional Inspectors Conduct the Audits

Regional Inspectors conduct on-site audits at least once each year. Appointments are matched to inspectors according to their rating and proximity then scheduled according to a mutually agreeable time and date.

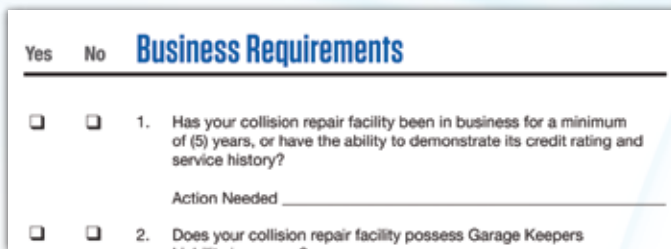


Inspector Profiles

Inspectors are selected and trained from across the industry to help ensure consistent quality. Inspectors are also available to provide the shop with training and assistance in compliance or implementation of the CollisionCARE program elements.

Critical forms, templates, inspection guidelines, training material, and more are available at www.inspector.certifymyshop.com.

OEM & Third-Party Recognition Portal



Setting the Criteria and Standards

Ford, other OEMs and consumer-facing organizations use the Assured Performance Certification program and system to eliminate redundancy, unnecessary costs and duplication of effort. The Assured Performance Certification and business development system is designed to allow each organization to leverage the turnkey approach, and add their own requirements as well.

Online Portal and Admin Control

The turnkey system allows each entity to set parameters and see the profiles and collective results of shops qualified to meet their requirements. Participating entities see where their recognized shops are located, and feed data to their own “shop locator” programs and referral efforts.



Leveraging a Common Set of Industry Recognized and Accepted Business Standards

Ford and Enterprise follow the general “super-set” of industry recognized business standards that are required to become Certified. In addition, each may have other requirements specific to their vehicle brands or business operations. The system is designed to allow them to have their own specifications while piggy-backing on a turnkey system.

Approval Process

Before recognition is granted, each entity evaluates and audits the shops being approved. They can even see the images of the exterior and interior of the business, as well as all of the documentation verifying compliance.

Certified Shop Marketing & Promotion



One of the most important steps in the entire process is making sure Certified shops are able to gain benefits from their special Certified status. Once the Certification and Business Development Process is complete, Certified shops are able to use several powerful marketing, sales, and customer retention tools available through the "CollisionCARE" program. Shops are able to upload their logo and pictures to be used with online locators and customized loyalty cards, flyers, signs, and websites. Enrolled shops do not have to wait to be Certified to start preparing their marketing materials. They can proceed to Step 6 - Marketing & Promotion at any time to upload their images and information.

CollisionCARE ... a new frontier of opportunity

in-Network VIP Cards

Each Certified shop receives CollisionCARE cards as a part of their Certification marketing materials. The cards are personalized with their shop logo to ensure that it markets their brand. To help ensure customer satisfaction and improve customer retention, shops can give their customers CollisionCARE cards to refer them back to the shop when they are in need of any of the available services.



Brochures

Each Certified shop also receives brochures branded with the shops logo and phone number to inform customers about the CollisionCARE program. This is a critical tool to educate consumers about their rights, and the importance of having their vehicle repaired by a Certified collision repair facility.



Advertisements

The Assured Performance CollisionCARE program also offers a series of advertisements for television and radio; public service announcements are also available. All materials can be customized.



Microsite

Certified shops also receive a Microsite that includes an online shop locator which provides nationwide coverage for all the certified shops in the network. The Microsite has pictures of each shop and a brief description.



Consumer Education Lobby Video

The consumer education lobby video helps educate the consumer on the repair process and CollisionCARE. The video incorporates images of each shop so that it reflects each shops brand accordingly.



Smartphone App

Smartphone app helps consumers automatically connect with their preferred Collision Care Provider or locate one wherever they may travel.



For More Info

For more information please call
949.221.0010

CollisionCARE

Assured Performance CollisionCARE is the program all of your customers should have and share with their friends and family. Offering Assured Performance CollisionCARE membership for customers as an additional service gives Certified shops an extra edge against the competition.

As card-carrying members of Assured Performance CollisionCARE, each shop's customers are more likely to come back to that shop, regardless of attempts by others to direct or steer them away. To make it even easier, each shop now has special services, a referral website and a "first notice of loss" phone number to call. This is the basis of the retention aspect of the program.



Enterprise Elite Service Partner

Assured Performance Network and Enterprise Rent-A-Car have teamed up to offer a unique body shop recognition and exclusive rebate reward program for Certified Collision Care Providers.

Includes:

- Rebates paid to shops when their customers rent from Enterprise Rent-A-Car.
- Signage and recognition as an Elite Service Partner.
- Access to ENTERPRISE® PRIORITY PASS for shop customers.



What If There Was

A National Certified Collision Care Provider Network

...that was a light in every community that covered the US according to general demographic and geographic guidelines and limitations—at least 2,000 total shops to provide full coverage of the US market?

...backed by OEMs and other consumer-facing organizations like Enterprise Rent-A-Car?

...that funded itself through a rebate reward program?
Now there is! The Assured Performance Certified Collision Care Provider program identifies that light in every community that can properly repair today's vehicles and promote those shops as being in a league of their own.



Testimonials

Here are just some of the testimonials we receive from the thousands of collision repair businesses being Certified and Recognized by this exclusive program.

"I highly value the Certification program for several reasons, it sends the right signals to our insurance partners that we are vested in training and continual improvement. It also sends the right signals to our customers because it shows them that they are in a shop that takes training seriously, and that they are in good hands with a Certified facility. The program is also important to the techs and company morale because they are aware that they work at a place that is proactive and trying to raise the bar in training for them."

- Frank Schiro

Schiro's Collision Repairs, North Hollywood & Chatsworth, CA

"Assured Performance is doing a fantastic job of getting the program rolling and fighting an uphill battle to advocate for shops."

- Rex Cook

Sunshine Collision Center, Boca Raton, FL

"The strict requirements gave us the confidence to join the program. It separates shops who are truly interested in doing quality work from the one just trying to get jobs in the door."

- Perrie Stone

Hammer's Autoworks, Springfield, MO

"I am very excited about the Assured Performance Network and the professional awareness the program brings to our industry and without any involvement or influence from the Insurance industry. That to me is a very BOLD stand. I envision ALL the OEM manufacturers using this network as a way to provide information, provide technical training and certify shops that are committed to becoming the Best of the Best in World Class Service."

- Scott Blake

Blake's Carstar Collision Center, LaPorte, IN

"The Certification program is a differentiator. OEM Recognition is a big advantage to bringing in new business. Our staff has also become excited about the Certification program because they see that they are part of a shop that stands out in the industry."

- DeLee Powell

Baker's Collision Repair Specialist, Mansfield, OH

"As our shop has moved forward in advancements with tooling and procedures, we also look to bodies that can assist us in providing the best options for our customers and our bottom line. This is where Assured Performance has helped us excel. APN is built to help shops all the way. The programs and benefits within APN include mastering customer retention, improving shop operations, plus creating and sustaining profits."

- Andy Hoard

Precision Body & Paint, Bend, OR

"The Assured Performance Certification program is great because it gives us credentials, and adds integrity to our professionalism."

- Rick Rochna

Chandler Auto Body, Chandler, AZ

"Assured Performance Certification gave us the ability to separate ourselves from the competition and show that we are held to a higher standard."

- Katie Gallegos

Russo's Collision Repair, Watsonville, CA

"I have been on-board with the program since day one. I believe in Scott, and feel that the program is on the right track. Sooner or later, the rest of the industry will catch-up."

- Warwick Bryan

Precision Auto Body, Palmdale, CA



Assured Performance Collision Care

Officially Certified Collision Care Provider

Assured Performance provides the basis for Ford and all other Certifications and Recognitions. Once Certified, numerous other organizations as specified will automatically recognize your special status.



Ford

Officially Certified Collision Care Provider



Lincoln

Officially Certified Collision Care Provider