

FORD NATIONAL BODY SHOP NETWORK



✓ TOOLS



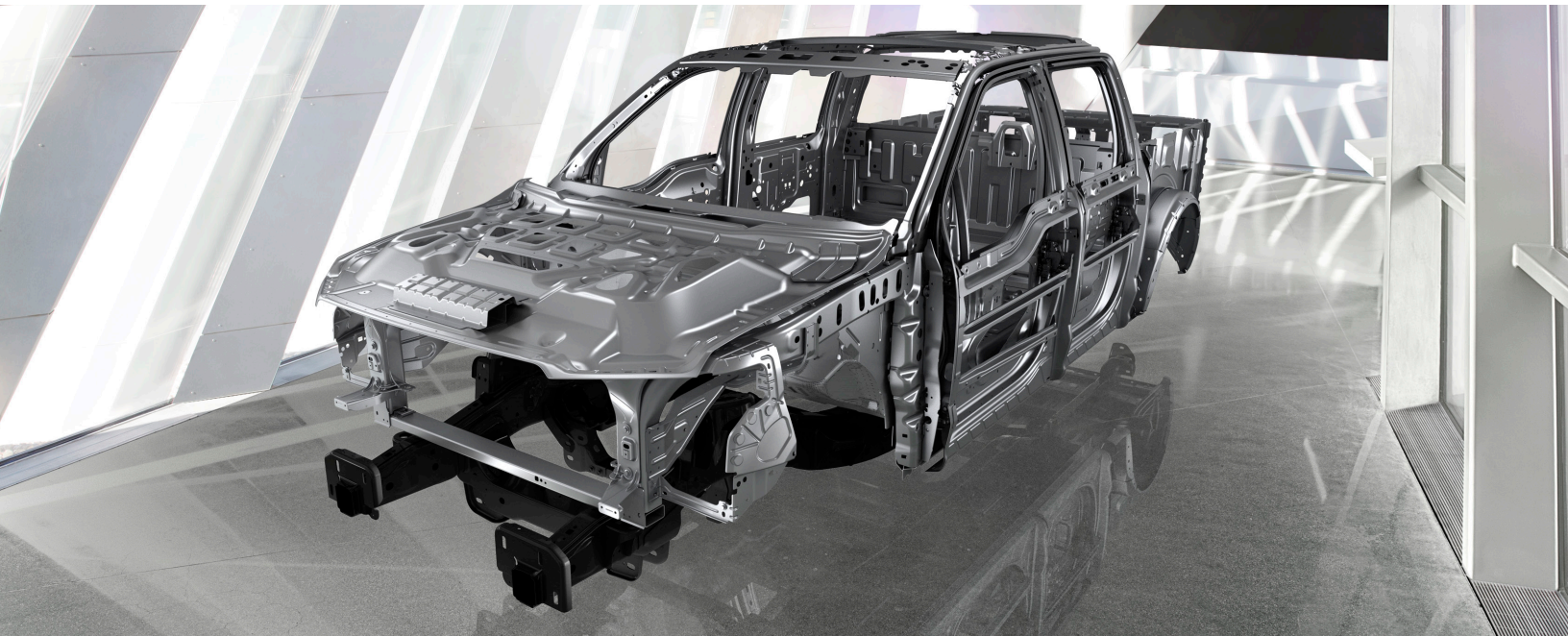
✓ EQUIPMENT



✓ TRAINING



✓ FACILITIES



FORD CERTIFIED COLLISION CARE PROVIDERS

To face accelerating technological change, Ford owners are more aware than ever of the importance of having the right collision repair performed in order to restore their vehicle back to manufacturer specifications. And, the best way to ensure the vehicle's fit, finish, durability, value, and safety is to have the repairs made with the right parts, by Certified Collision Repair Providers who have invested in the right tools, equipment, and training.

The Ford National Body Shop Network provides owners this destination. As part of the Ford National Body Shop Network, we identify and promote only those Certified Collision Repair Providers capable of properly repairing Ford and Lincoln vehicles to manufacturer specifications. It also puts your Certified Collision Repair Shop in a league of its own with the exclusive credentials and the distinction of being Ford Certified.



Get Certified by Ford Motor Company of Canada

The Ford Certified National Body Shop Network is looking for quality collision repair facilities focused on providing a superior repair experience with quality parts to ensure the value and safety of Ford owners' vehicles are maintained. To make certain that the next generation of vehicles are properly repaired, Ford Motor Company and other leading automakers are doing their part to ensure that body shops have the right tools, equipment, training, and facilities. You're in a league of your own when you receive your Ford National Body Shop Network Certification, and it can open up additional opportunities for your business.

OEM Certification rounds out your business, generating a massive referral base of vehicle owners. Now you have the opportunity to become part of the exclusive shop network.

This new frontier for collision repair allows you, the shop owner, to run your business focused on giving the customer a superior customer service experience and quality repair to OEM specifications.

If you desire to be a leader and believe your repair business can meet the requirements, act now to get Ford Certified at: www.certifiedcollisioncare.ca.

PROGRAM OBJECTIVE:

"The program's objective is to identify and promote body shops that have the right tools, equipment, training and facilities necessary to repair vehicles back to manufacturer specifications. This program is critical to help ensure the vehicle fit, finish, durability, value and safety."

Ford Motor Company of Canada has Teamed with Certified Collision Care

Ford Motor Company of Canada leverages the Certified Collision Care program to enable both dealership and independent body shops to become Certified by Ford and other leading automakers, all participating in one efficient joint-effort program.

The unique joint-effort approach that Ford and Certified Collision Care share eliminates redundant costs and duplication between programs. Certifications by multiple entities is now cost effective and highly rewarding. Instead of paying again and again for each OEM certification, you are able to receive multiple Certifications under one umbrella for one special consolidated annual fee with one inspection-audit process. Through this exclusive combined program, you also get exponential credibility from several of the largest

automakers in the world, adding to your brand equity and reputation. Ford has joined others in the Certification program to save you money and avoid waste and inefficiency, while creating exponential impact from the combined influence of several of the largest Automakers in the world. There is nothing else like it - not even close!

- Certification is based on the OEM-specified requirements necessary to properly repair current model vehicles.
- The program is open to all shops that can make the grade.

How a Shop becomes Certified by Ford Motor Company of Canada



Turnkey Approach

Below is the step-by-step process that Ford dealerships and independent body shops go through to become Certified.



1. Enrollment - Registration

Review the terms and conditions of participation and select the enrollment option at: www.certifiedcollisioncare.ca.



2. Business Information

Enter key business information critical for KPI comparisons, program review and tracking.



3. Business Capability Assessment

Assess the shop's capabilities against the list of Certification requirements and standards. This allows you to create a business development plan.



4. Score & Evaluation

Receive a score that illustrates any deficiencies in becoming Certified. It is part of the ongoing business development process.



5. On-Site Inspection-Audit

Schedule an on-site inspection-audit. The inspector will tour your body shop and ensure proof of compliance with photos and documentation.

What are the Benefits



Shop Locator

Listing on the online shop locator, with a personalized micro-site and link to your website.



Turbo-Charge Your Marketing

Use the official Ford National Body Shop Network Certified credentials on your website and in your shop's marketing.



Don't Let Your Customers Get Steered Away

Online appointment setting and electronic dispatch to your shop from the locator.



Business Evaluation and Development

Business development planning process allowing the shop to evaluate their operations compared to the Certification requirements as well as hundreds of the key best practices in the industry.



Consumer Advocacy

Listing on consumer-facing Certified Collision Care (consumer advocate) shop locators making it easy for both consumers and insurers to find your Certified facility.



Collision Care Marketing Tools

Access to VIP Collision Care marketing tools to help you leverage your exclusive Ford National Body Shop Network Certified status in promoting and marketing your shop. You will have access to brochures and shop marketing collateral to help draw more customers to your shop doors, close sales and raise your CSI. The arsenal of materials and signs differentiates Certified shops from local competition.



Consumer Awareness and Public Relations

Press release communications to your local media.



Multiple OEM Recognition

Multi-line body shops may also be eligible for official Recognition by other OEMs that leverage the same requirements and Certification process, saving you thousands.

OFFICIAL SIGNAGE

Official Ford National Body Shop Network Certified signage and Certified Collision Care signage.



What is the Value of Certification?

With 4800 body shops in Canada, how is the customer able to tell the good ones from the bad? How can a consumer tell the difference and pick one that has the right tools, equipment, training and facilities? The certification credentials create that distinction and provide consumers with peace of mind. By meeting these requirements, Certified body shops can now demonstrate that they have what it takes to properly repair vehicles to manufacturer specifications.

Customers will be asking the automobile manufacturer to help them find the body shops that meet their repair standards. By Certifying shops, OEMs can refer customers to body shops

with confidence, knowing that Certified shops make the grade. The sign on the wall and your official credentials prove that your Certified shop is a step above the rest and in a league of your own.

National Blanket of Certified Body Shops

A Certified Collision Care Provider in every community creates a national blanket of body shops that are consumer-focused and able to deliver an exceptional experience. These shops have the right tools, equipment, training and facilities to properly repair Ford and Lincoln vehicles to manufacturer specifications.

Certified Collision Care: Minimum Certification Requirements

General Business Requirements

- ☐ Be in business for a minimum of (5) years, or posses verifiable credit rating and service history
- ☐ Provide proof of Garage Keepers Liability insurance with a minimum of \$1M (CAD) policy limit
- ☐ Provide customers with a Limited Lifetime Warranty
- ☐ Subscribe to an electronic p-page logic estimating system
- ☐ Be in compliance with all Local, Provincial and Nationally legislated operating requirements including worker protection and hazardous waste disposal
- ☐ Measure customer satisfaction through a third-party service provider and report results monthly
- ☐ Utilize a preferred rental car provider or provide complimentary customer transportation
- ☐ Clean vehicle interiors and exteriors before delivery to customer
- ☐ Have a well-maintained customer parking area that is well-lit
- ☐ Have a professional, well-maintained customer reception, waiting, and restroom areas

General Technical Repair Capability

- ☐ Meet the current Certified Collision Care technical training requirements and maintains ongoing technical training by compliance to any one of the following functionally equivalent forms:
 - 1) Assured Performance Training & Skills Matrix
 - 2) ASE Blue Seal
 - 3) I-CAR Gold Class (As a grace period, shop may also be registered as "Gold Class in Progress" with proof of ongoing I-CAR training and completed within 12 months by first annual certification renewal.
- ☐ Facility must employ Provincially registered (licensed) collision repair technicians at all times, meeting all Provincial requirements
- ☐ Subscribe to current OEM repair procedures and have the ability to provide documented proof of compliance
- ☐ Utilize a frame rack or dedicated/universal fixture bench, with appropriate vehicle anchoring and pulling capabilities
- ☐ Utilize an electronic three-dimensional vehicle measuring system
- ☐ Maintain a current data subscription for the measuring system being utilized
- ☐ Provide proof of technical training to operate the measuring system being utilized
- ☐ Utilize an R134a refrigerant (or current) recovery/recycling system or proof of a qualified sublet provider
- ☐ Have the ability to conduct and verify four-wheel alignment either in-house or through a sublet provider
- ☐ Have the ability to remove, replace, and reinstall steering and suspension components, as well as engine and drive train units
- ☐ Have a spray booth with forced drying capabilities
- ☐ Utilize an OEM approved refinishing system
- ☐ Provide proof of product training for the refinishing system being utilized
- ☐ Utilize pressure-feed, anti-corrosion compound and application equipment
- ☐ Have the ability to perform pre and post repair vehicle diagnostic scans and proof of calibrations for 2015 and newer vehicles where required for restraint and accident avoidance systems (in-house or sublet)
- ☐ Have a documented Quality Assurance/Quality Control System

Suggested Additional Best Practices

- ☐ Have an above ground lift with a lift capability of at least 7,000 lbs

Advanced Material Repair Technical Capabilities

All of the following capabilities must meet the vehicle manufacturer's specifications according to year, make and model

Steel/Ferrous Material Technical Repair Capability

- ☐ Have a 220 Volt, 3-Phase Inverter-Type (or functionally equivalent Hybrid) - Squeeze-type Resistance Spot Welder (STRSW) capable of producing a minimum of 600 lbf (270 daN) of clamping force and 10,000 amps of current at the electrodes
- ☐ Have a 220-volt MIG/MAG welder for steel fusion
- ☐ Have a dent removal/pulling system for steel panels that contains a stud welder, stud pins and washers, wiggle wire, and pulling attachments
- ☐ Have completed I-CAR WCS03 - Steel GMA (MIG) Welding Certification
- ☐ Have a pulse MIG welder with silicon-bronze MIG brazing capabilities
- ☐ Have proof of training in Silicon Bronze MIG brazing or completed I-CAR BRZ02 - MIG brazing course

Composite Material Technical Repair Capability (OPTIONAL)

- ☐ Have the required tools and equipment to repair advanced structural composites and/or carbon fiber components
- ☐ Provide proof of training or Certification in the repair of advanced structural composites or carbon fiber components
- ☐ Provide credentials of any OEM Certification with advanced structural composites or carbon fiber construction

Aluminum Repair Capable Requirements / Non-Ferrous Required for Ford Canada Certification

- ☐ Have a work separation system that isolates aluminum vehicles from vehicles undergoing steel repairs – separation can be a separate room or curtain system
- ☐ Have a designated set of hand/special tools specifically for aluminum vehicles to prevent from cross contamination with steel body vehicles. The inventory must contain all required hand tools per manufacturer specifications (see Rotunda list for Ford requirements)
- ☐ Utilize a 220v Pulse MIG welder specifically for aluminum vehicles
- ☐ Utilize a dent extraction system specifically designed for aluminum that contains an aluminum stud welder, heat gun, pyrometer, aluminum hammers, and dent extraction system
- ☐ Utilize a specialized aluminum SPR (Self Piercing Rivet) gun approved by or meeting manufacturer equivalent specifications - Only Henrob and Pro Spot are approved for Ford.
- ☐ Utilize an Immersion-Type, Wet Mix dust extraction system - The system can be portable or a centrally installed system
- ☐ Have completed I-CAR FOR06 Structural Repair Training Course
- ☐ Have completed I-CAR WCA03 - Aluminum GMA (MIG) Welding Certification or functional equivalent. Must be current and not expired

Suggested Additional Best Practices

- ☐ A designated welding fume extraction system

GET FORD CERTIFIED
Enroll Today!

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