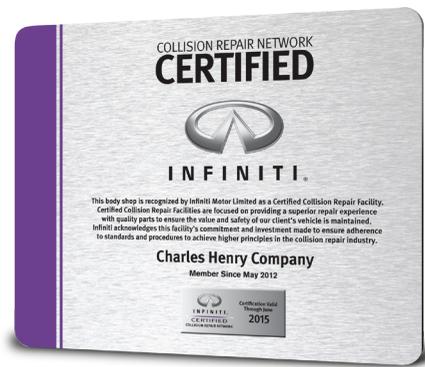
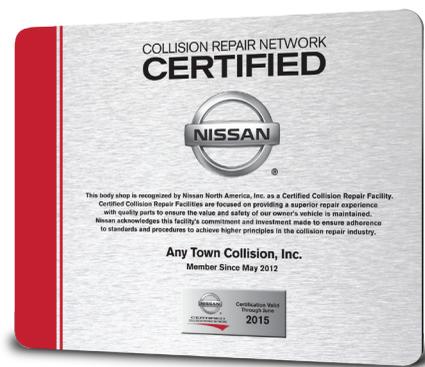
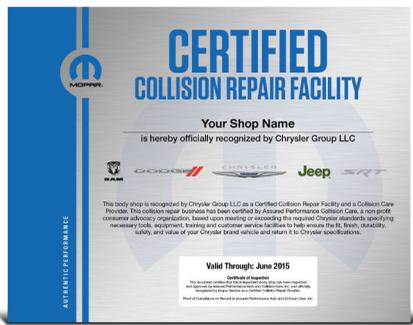


# CERTIFIED ONCE, RECOGNIZED BY MANY



Now, you can become officially Certified-Recognized by Ford, Chrysler, Nissan, GM and more...all under one program, through one process...and for one fee!



Tools



Equipment



Training



Facilities

Assured Performance Certification and Recognition identifies and promotes 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.

## WHAT IS THE ASSURED PERFORMANCE “OEM CERTIFICATION-RECOGNITION” PROGRAM?

Assured Performance Network enables both dealerships and qualifying independent body shops to become Certified-Recognized by leading automakers - not just one, but several - all participating in one efficient program.

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.

## WHAT IS THE VALUE OF CERTIFICATION?

With 35,000 body shops in the United States, 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, the Certified-Recognized 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, OEM's can refer customers to body shops with confidence, knowing that Certified-Recognized 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.

## CERTIFIED ONCE, RECOGNIZED BY MANY

Our unique joint-effort approach eliminates redundant costs and duplication between programs. Certification-Recognition 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 Certification-Recognitions 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. This program was designed from scratch 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-Recognition is based on the OEM-specified requirements necessary to properly repair current model vehicles, now including the newly redesigned 2015 Ford F150, built with high-strength, military-grade aluminum-alloy.
- There are no part purchasing requirements and the program is open to all shops that can make the grade (independents may require dealer sponsorship for select manufacturers).

## HOW DO SHOPS BECOME CERTIFIED-RECOGNIZED BY LEADING AUTOMAKERS?



### Turnkey Approach

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



### 1. Enrollment - Registration

Review the terms and conditions of participation and select the enrollment option.



### 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 or Recognized. 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?

Now, for the first time, shops with the right tools, equipment, training and facilities have the ability to distinguish themselves from those that do not have what it takes. Now, you can display the signage and leverage the credentials from several leading automobile manufacturers, illustrating your special status. Through Assured Performance's unique revolutionary approach, you can be officially Certified-Recognized by numerous automakers all under one comprehensive program.

Assured Performance's exclusive program of Certified-Recognized body shops helps ensure that consumers have a qualified choice should they need to get their vehicle repaired. Consumers can choose from a complete national blanket of Certified and Recognized body shops. This coverage creates the basis for a consumer referral program. With national coverage, Assured Performance is able to promote collision care providers based upon quality, safety and proper repairs. This is especially critical with the introduction of the newly redesigned 2015 Ford F150, built with an innovative, high-strength, military-grade aluminum-alloy body.

## SOME OF THE BENEFITS OF THIS PROGRAM INCLUDE:



### SHOP LOCATOR

Listing in the online body shop locator linked directly from the OEMs' web sites with a personalized micro-site and link to your shop's website.



### TURBO-CHARGE YOUR MARKETING

Use the official Certified-Recognized 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 and smart apps.



### 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 key best practices in the industry. You get a complete and detailed plan of action, budget, suggested strategies, and financial planning and budgeting tool (pro Forma) with comparison with other top shops.



### CONSUMER ADVOCACY

Listing on consumer-facing Assured Performance Collision Care (consumer advocate) shop locators.



### COLLISION CARE MARKETING TOOLS

Access to VIP Collision Care marketing tools to help you leverage your exclusive Certified-Recognized 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 communication to your local media.



### MULTIPLE OEM RECOGNITION

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



## OFFICIAL SIGNAGE

Official Certified-Recognized signage.

# DO YOU HAVE WHAT IT TAKES?

## Business Requirements

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1. Has your collision repair facility been in business for a minimum of (5) years, or have the ability to demonstrate its credit rating and service history?
  2. Does your collision repair facility possess Garage Keepers Liability insurance with a minimum of \$1M policy limit?
  3. Does your collision repair facility have a clean and presentable company vehicle to conduct valet "pick-up and delivery" services for your customers?
  4. Does your collision repair facility maintain a Customer Satisfaction Index (CSI) that is measured by a third party service provider?
  5. Does your collision repair facility have a preferred rental car provider that offers complimentary customer pick-up and delivery?
  6. Does your collision repair facility provide a written lifetime refinish product warranty that is backed by an OEM approved paint manufacturer?
  7. Does your collision repair facility offer a Limited Lifetime Warranty or a National Limited Lifetime Warranty?

## Customer Service

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8. Does your collision repair facility post its hours of operation in a location that is clearly visible from the primary shop entryway?
  9. Does your collision repair facility clean all vehicle interiors and exteriors before delivery?
  10. Does your collision repair facility have an adequately maintained customer parking area that is well-lit?
  11. Does your collision repair facility have adequate and well-maintained customer reception, waiting, and estimating areas which include conveniently located customer restrooms?

## Technical Capability

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12. Is your collision repair facility I-CAR Gold Class or on the Road to Gold (R2G)?
  13. Does your collision repair facility have a frame rack, repair bench, pulling equipment capable of producing simultaneous body and structural pulls?
  14. Does your collision repair facility have a three-dimensional measuring system with current data subscription covering current and past ten model years?
  15. Have your collision repair technicians received proper training to operate the three dimensional measuring equipment in your facility?
  16. Does your collision repair facility have at least one Squeeze-type Resistance Spot Welder operating on 220-volt 3-phase power supply and providing a minimum of 600 psi clamping force at the tips and can supply 12,000 amps of current at the electrodes?
  17. Does your collision repair facility have at least one 220-volt Gas Metal Arc (GMA) or Metal Inert Gas (MIG) welder?
  18. Does your collision repair facility have an R134a refrigerant recovery and recycling system or use a sublet provider?
  19. Does your collision repair facility have proof of compliance with the EPA Section 609 refrigerant recycling rule of the Clean Air Act of 1990?
  20. Does your collision repair facility have the ability to conduct and verify four-wheel alignment either in-house or through a sublet provider?
  21. Does your collision repair facility have the ability to remove, replace, or reinstall steering and suspension components, and engine and power train units (either in-house or through a sublet provider)?
  22. Does your collision repair facility have the ability to service both active and passive restraint systems, either in-house or through a sublet provider?
  23. Does your collision repair facility utilize an electronic p-page logic estimating system?
  24. Does your collision repair facility have a spray enclosure (paint booth) with forced drying capabilities that meets local, state, and federal requirements?
  25. Does your collision repair facility utilize an OEM approved refinishing system?
  26. Does your refinish technician have proof of training from your OEM approved paint manufacturer?

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27. Does your collision repair facility use "OE repair procedures" with electronic documentation as proof of compliance?
  28. Does the facility have at least one work stall with a working two-post above ground lift with a lift capability of at least 7000 lbs that is safe, well maintained and in good working order?
  29. Does the facility utilize pressure-feed corrosion protection material application equipment with wand attachments for applying anti-corrosion materials inside body cavities with a 360 degree spray pattern?

## Regulatory Compliance

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30. Is the facility in compliance with all Local Regulatory Agency Requirements? (EPA, OSHA, NFPA, etc.)
  31. Is the facility in compliance with all State Regulatory Agency Requirements? (State EPA, State OSHA, DHWM, DAPC, etc.)
  32. Is the facility in compliance with all National Regulatory Agency Requirements? (US EPA, NESHAP 6H, OSHA, RCRA, etc.)

## Advanced Capabilities

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33. Does your collision repair facility have the capability and equipment to repair advanced structural composites or carbon fiber components?
  34. Have any of your technicians completed training or certification in the repair of advanced structural composites or carbon fiber components?
  35. Does your collision repair facility utilize a GMA MIG welder with silicon-bronze welding capabilities?
  36. Have any of your technicians completed any training or qualifications for GMA MIG silicon-bronze welding?
  37. Does your collision repair facility have any other specialized repair equipment, training, or certifications such as OEM certification or ASE Blue Seal?

## Ford Aluminum

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38. A work separation system that isolates aluminum vehicles from vehicles undergoing steel repairs – separation can be a separate room or curtain system.
  39. A designated set of hand/special tools specifically for aluminum vehicles to prevent from cross contamination with steel body vehicles.
  40. A 220v Pulse MIG welder specifically for welding aluminum vehicles.
  41. A dent extraction system specifically designed for aluminum that contains an aluminum stud welder, heat gun, pyrometer, aluminum hammers, and dent extraction system.
  42. A specialized aluminum SPR (Self Piercing Rivet) gun approved by the Ford Paint and Body Technical Center – currently only Henrob and Pro Spot SPR riveters are approved.
  43. A wet mix dust extraction system? The system can be portable or centrally installed system.
  44. OPTIONAL-A designated welding fume extraction system.
  45. OPTIONAL Frame Alignment Fixtures-A select number of qualifying frame alignment accessories are available for Chief and Car-O-Liner frame systems.
  46. Technical Training-Collision and Body Shop Essentials This course provides a high level overview of the resource that a body shop will need in order to perform effective structural repairs. This course describes the latest available technical training, proper tools/equipment, chemicals and paint vendors as well as the advantages of using OEM parts.  
STARS Course Code: 30G23W1
  47. Technical Training-2015 Ford F150 Structural Repair Training (I-CAR) Course description: The 2015 Ford F-150 Structural Repair Training Course provides a high level overview of Ford Aluminum theory and repair processes required to repair the new 2015 Ford F-150.  
STARS Course Code: 30G24T0, I-CAR Course Code: FOR06
  48. Technical Training-Welding Training & Certification(TM): Ford Aluminum GMA (MIG) Welding (I-CAR) Course description: The Ford Aluminum GMA (MIG) Welding Qualification Test tests the technician's ability to perform welds used in repairing aluminum vehicle structures.  
STARS Course Code: 30G25T0, I-CAR Course Code: WCA05