

# GET CHRYSLER CERTIFIED



DODGE



Jeep

SRT



## Gain These Competitive Advantages:

- Inclusion on the Chrysler Collision Assistance App available to every Chrysler Group vehicle owner (Release date: Fall 2014)
- Shop Locator - Provides visibility of Certified Shops to vehicle owners searching for a quality repair.
- Shop Marketing Material - Point of Purchase and signage differentiates Certified Shops from local competition.
- Leveraging the exclusive Chrysler Recognized status to promote and market your shop.
- Official Recognition by other OEM's leverages the same requirements and Certification process, saving you thousands.
- Business development process and feedback to ensure your shop continues to have what it takes to properly repair the new generation of Chrysler vehicles.
- Official Chrysler Recognized Signage for dealers and independent body shops.



Make sure your shop is included in the shop locator tool for Chrysler vehicle owners and part of Chrysler's aggressive consumer referral program.

Enroll Today! | [www.GetChryslerCertified.com](http://www.GetChryslerCertified.com) | 949.221.0010

## Get Recognized by Chrysler

The Chrysler Recognized Collision Repair Network is looking for quality independent collision repair facilities focused on providing a superior repair experience with quality parts to ensure the value and safety of our owners' vehicle is maintained. To make certain that the next generation of vehicles are properly repaired, Chrysler 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 Chrysler Recognition, and it can open up additional opportunities for your business.

OEM Certification-Recognitions round out your business, generating a massive referral base of vehicle owners. Now you have the potential to break the chains of Insurance DRP agreements overloaded with concessions and become part of the OE-backed 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 Chrysler Recognized today.

### **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."***

## Chrysler Has Teamed with Assured Performance

Chrysler now leverages the Assured Performance Certification services to enable both dealerships and qualifying independent body shops to become Recognized by Chrysler and other leading automakers, all participating in one efficient joint-effort program.

The unique joint-effort approach Chrysler and Assured Performance share 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. Chrysler 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-Recognition 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 (independents may require dealer sponsorship for select manufacturers).

## How Does a Shop Become Recognized by Chrysler



### **Turnkey Approach**

Below is the step-by-step process that Chrysler 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**

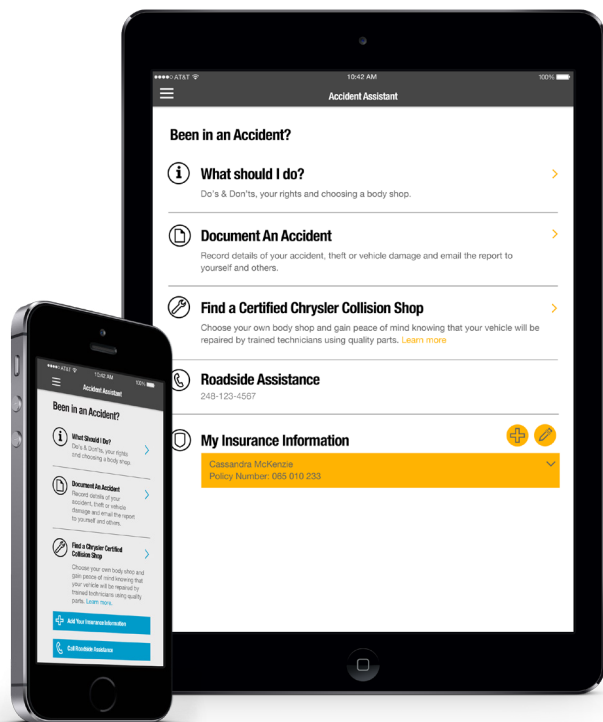
Schedule an on-site inspection-audit. The inspector will tour your body shop and ensure proof of compliance with photos and documentation.



# What are the Benefits

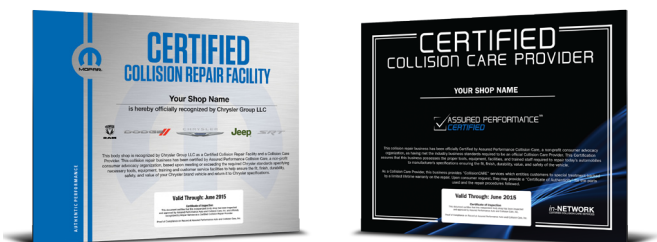
## SMART PHONE APPS

Listing on the Chrysler Collision Assistance App, a consumer-facing smart phone application. (Distributed to consumers beginning Fall 2014)



## OFFICIAL SIGNAGE

Official Chrysler Certified and Assured Performance Collision Care signage.



## Shop Locator

Listing in the online body shop locator linked directly from the Chrysler web site with a personalized micro-site and link to your shops website.



## Turbo-Charge Your Marketing

Use the official Chrysler 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 the key best practices in the industry. You get a complete and detailed plan of action, budget, suggested strategies, and a 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 Car Marketing Tools

Access to VIP Collision Care marketing tools to help you leverage your exclusive Chrysler 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 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.

# 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.

## 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 Chrysler vehicles to manufacturer specifications.

# Do you have what it takes?

Business Requirements	
Y N	
<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	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?
<input type="checkbox"/>	2. Does your collision repair facility possess Garage Keepers Liability insurance with a minimum of \$1M policy limit?
<input type="checkbox"/>	3. Does your collision repair facility have a clean and presentable company vehicle to conduct valet "pick-up and delivery" services for your customers?
<input type="checkbox"/>	4. Does your collision repair facility maintain a Customer Satisfaction Index (CSI) that is measured by a third party service provider?
<input type="checkbox"/>	5. Does your collision repair facility have a preferred rental car provider that offers complimentary customer pick-up and delivery?
<input type="checkbox"/>	6. Does your collision repair facility provide a written lifetime refinish product warranty that is backed by an OEM approved paint manufacturer?
<input type="checkbox"/>	7. Does your collision repair facility offer a Limited Lifetime Warranty or a National Limited Lifetime Warranty?
Customer Service	
<input type="checkbox"/>	8. Does your collision repair facility post its hours of operation in a location that is clearly visible from the primary shop entryway?
<input type="checkbox"/>	9. Does your collision repair facility clean all vehicle interiors and exteriors before delivery?
<input type="checkbox"/>	10. Does your collision repair facility have an adequately maintained customer parking area that is well-lit?
<input type="checkbox"/>	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	
<input type="checkbox"/>	12. Is your collision repair facility I-CAR Gold Class or on the Road to Gold (R2G)?
<input type="checkbox"/>	13. Does your collision repair facility have a frame rack, repair bench, pulling equipment capable of producing simultaneous body and structural pulls?
<input type="checkbox"/>	14. Does your collision repair facility have a three-dimensional measuring system with current data subscription covering current and past ten model years?
<input type="checkbox"/>	15. Have your collision repair technicians received proper training to operate the three-dimensional measuring equipment in your facility?
<input type="checkbox"/>	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?
<input type="checkbox"/>	17. Does your collision repair facility have at least one 220-volt Gas Metal Arc (GMA) or Metal Inert Gas (MIG) welder?
<input type="checkbox"/>	18. Does your collision repair facility have an R134a refrigerant recovery and recycling system or use a sublet provider?
<input type="checkbox"/>	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?
<input type="checkbox"/>	20. Does your collision repair facility have the ability to conduct and verify four-wheel alignment either in-house or through a sublet provider?
<input type="checkbox"/>	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)?
<input type="checkbox"/>	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?
<input type="checkbox"/>	23. Does your collision repair facility utilize an electronic p-page logic estimating system?
<input type="checkbox"/>	24. Does your collision repair facility have a spray enclosure (paint booth) with forced drying capabilities that meets local, state, and federal requirements?
<input type="checkbox"/>	25. Does your collision repair facility utilize an OEM approved refinishing system?
<input type="checkbox"/>	26. Does your refinish technician have proof of training from your OEM approved paint manufacturer?

Regulatory Compliance	
Y N	
<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	27. Does your collision repair facility use "OE repair procedures" with electronic documentation as proof of compliance?
<input type="checkbox"/>	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?
<input type="checkbox"/>	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?
Advanced Capability	
<input type="checkbox"/>	30. Is the facility in compliance with all Local Regulatory Agency Requirements? (EPA, OSHA, NFPA, etc.)
<input type="checkbox"/>	31. Is the facility in compliance with all State Regulatory Agency Requirements? (State EPA, State OSHA, DHWM, DAPC, etc.)
<input type="checkbox"/>	32. Is the facility in compliance with all National Regulatory Agency Requirements? (US EPA, NESHAP 6H, OSHA, RCRA, etc.)
<input type="checkbox"/>	33. Does your collision repair facility have the capability and equipment to repair advanced structural composites or carbon fiber components?
<input type="checkbox"/>	34. Have any of your technicians completed training or certification in the repair of advanced structural composites or carbon fiber components?
<input type="checkbox"/>	35. Does your collision repair facility utilize a GMA MIG welder with silicon-bronze welding capabilities?
<input type="checkbox"/>	36. Have any of your technicians completed any training or qualifications for GMA MIG silicon-bronze welding?
<input type="checkbox"/>	37. Does your collision repair facility have any other specialized repair equipment, training, or certifications such as OEM certification or ASE Blue Seal?

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