

Ford National Body Shop Program

Administered by Assured Performance



Signage for Ford Certified Dealerships



Signage for Recognized Independents

What is Ford's National Body Shop Program?

Ford Customer Service Division (FCSD) has launched a national body shop program that will enable dealerships and sponsored independent body shops to become officially Certified or Recognized by Ford and Lincoln. With this initiative, Ford and Lincoln will be able to provide a qualified repair provider for all customers who have experienced a collision.

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

This Certification-Recognition program is based exclusively on the Ford specified requirements

necessary to properly repair vehicles including those required to repair the 2015 Ford F150 that is built with an innovative, high-strength, military-grade, aluminum-alloy body. There are no part purchasing requirements and the program is open to all dealers as well as independently owned shops that can make the grade (independents require dealer sponsorship).

National Blanket of Certified & Recognized Body Shops

A Certified Collision Care Provider in every community creates a national blanket of body shops that are consumer-focused, able to deliver an exceptional experience and have the capability to repair the vehicle to manufacturer specifications now including aluminum critical for the 2015 F150.

FordCertifiedShop.com
949.221.0010

What are the Benefits as a Ford Certified or Recognized Collision Care Provider?

Ford's national network of Certified dealerships and Recognized independent body shops helps to ensure that consumers have a Certified choice should they need to get their Ford vehicle repaired. The consumer still has a choice, but now they have a complete national blanket of Certified and Recognized body shops to choose from. This coverage creates the basis for a Consumer Referral Program (CRP). With national coverage, Ford is able to promote collision care providers based upon quality, safety and proper repairs. This is especially critical with the introduction of the new 2015 F150, built with an innovative, high-strength, military-grade, aluminum-alloy body. 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. Some of the benefits for Ford Certified dealerships and Recognized independents are:

- Official Assured Performance Collision Care signage.
- Leveraging the exclusive Ford Certified or Recognized status to promote and market your shop.
- Official Ford Certified signage for dealerships or Recognized signage for independents.
- Listing on Ford and Lincoln body shop locator web sites and consumer-facing smart phone apps with micro-sites. (Coming soon)
- Business development process and feedback to ensure your shop continues to have what it takes to properly repair the new generation of Ford and Lincoln vehicles.
- Referrals through the consumer-facing Certified shop locator. (Coming soon)

Coming soon: Build your shop's online presence and provide customers with the information needed to choose your shop for their repairs.



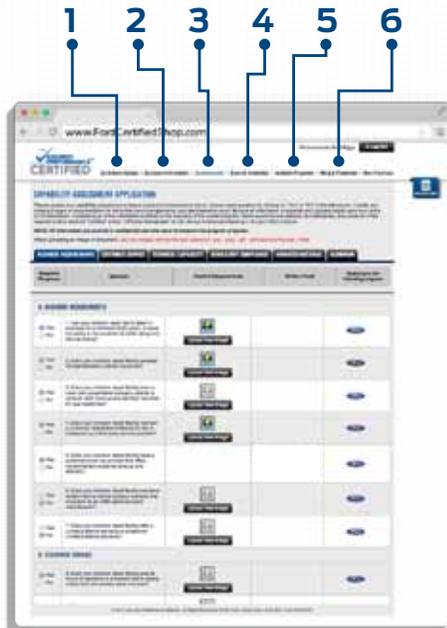
Gain customer referrals and drive traffic to your microsite through the Ford Certified shop locator.



How Does a shop Become Certified or Recognized?

Turnkey Approach

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



1. Enrollment - Registration

Review the terms and conditions of participation and select the enrollment option. Then, see the amount due and select your form of payment.

2. Business Information

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

3. Business Capability Assessment

This step provides the list of requirements and standards your shop must meet. The question and answer process allows you to assess your capabilities and create a business development plan, if necessary. As you go through the process, you can assess whether or not you will be able to make the grade. If not, you can make any business improvements necessary before scheduling an onsite inspection-audit.

4. Score & Evaluation

The online system provides you with a score and illustrates any deficiencies in becoming Certified or Recognized. It is part of the ongoing business development process.

5. On-Site Inspection-Audit

When you are sure you can meet all of the requirements, the next step is to schedule an on-site inspection-audit. The inspector will tour your body shop and ensure proof of compliance with photos and documentation.

6. Marketing & Promotion

To ensure your shop gains value from Certification or Recognition, various marketing and promotional tools are available. Shops must upload images and logos to personalize the optional marketing materials.

FAQ - Additional Questions

How long does the Certification and Recognition process take?

It is an efficient process. The time your shop takes depends on how soon you complete all of the required business profile information and finish the online capability assessment. This information and process is required before the on-site audit can be scheduled. Once set, the inspection-audit can be as quick as 5 – 10 days.

How does a Ford dealer sponsor an independent body shop who wants to become Recognized?

Only independent body shops with a Ford or Lincoln dealer sponsor can be officially Recognized. Sponsoring an independent shop is easy! The wholesale parts manager just needs to email Assured Performance Network (program administrator) the shop's name, contact name, and phone number in addition to your dealership's name, P&A code and primary contact information to: info@assuredperformance.net. You also can provide this information by contacting your dealer account manager at: (949) 221-0010.

- Beginning in January 2014, dealerships can sponsor independent body shops who want to become Recognized.
- Only independent shops with a Ford or Lincoln sponsor can be Recognized.

Can anyone get Certified or Recognized if they pay the fee?

No. Only body shops that have the right tools, equipment, training and facilities to properly repair the vehicles to Ford specifications can be Certified or Recognized. Shops that do not currently qualify, but are willing to complete the business development process can achieve Certification over time.

Do shops get turned down if they do not meet the criteria?

Only shops that are unwilling to invest in the proper tools, equipment, training and facilities are opted out of the program. These shops will not be listed on the shop locators and will not receive signage or customer referrals from this program.

I am not a CPWD, but I sell wholesale parts to numerous body shops. Can I still sponsor my body shop customers for recognition?

Yes! All Ford and Lincoln dealerships are welcome to officially sponsor and refer body shops that they feel have what it takes to become Ford Recognized.

How many independent body shops can I sponsor?

There is not a maximum or minimum number of body shops a Ford or Lincoln dealership can sponsor. Regardless, only shops that meet the requirements will become officially Certified or Recognized. Currently, only ten percent of shops are able to meet the criteria.

How much does Certification cost?

At this time, Certification is an annual fee of \$2,950 for both Certified dealerships and Recognized independent body shops. There may be additional marketing expenses covering signage, online portals, consumer referral sites and training opportunities offered throughout the year. For the most current information go to: www.FordCertifiedShop.com

Explain the Assured Performance Limited Lifetime Warranty requirement?

Certified collision centers are required to offer a Limited National Lifetime Warranty on every vehicle repair and must provide proof of compliance in the Certification Capabilities Assessment. Assured Performance offers a boiler plate warranty for any shops currently lacking a Limited National Lifetime Warranty for their customers. When a warranty claim arises, the responsibility remains with the shop to remedy the warranty issue. However, Assured Performance does assist with mediation services. The dealership has no responsibility in the settlement process unless they had performed the vehicle's repairs.

Is there support if I have questions or need assistance?

Yes. You will be assigned an Account Manager by the program administrator, Assured Performance, who can assist you throughout the Certification process. They can be reached at 949-221-0010

Who is Assured Performance?



Assured Performance Network is the official third-party administrator for the Ford National Body Shop Program. Assured Performance 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 vendor rebate programs for multiple automakers and other entities.

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- I-CAR Gold Class or on the Road to Gold (R2G)
- Have a frame rack or repair bench, and pulling equipment capable of producing simultaneous body and structural pulls
- Have an electronic three-dimensional measuring system with current data subscription covering current and past ten model years
- Have a technician with proof of proper training to operate the three dimensional measuring equipment
- Have a 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
- Have a 220-volt Metal Inert Gas (MIG) welder
- Have an R134a refrigerant recovery and recycling system or use a sublet provider
- Have proof of compliance with the EPA Section 609 refrigerant recycling rule of the Clean Air Act of 1990
- Have the ability to conduct and verify four-wheel alignment either in-house or through a sublet provider
- 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
- Have the ability to service both active and passive restraint systems, either in-house or through a sublet provider
- Utilize an electronic Collision Repair Estimating System
- Have a spray enclosure (paint booth) with forced drying capabilities that meets local, state, and federal requirements
- Use an OEM approved refinishing system
- Have a technician with proof of training from OEM approved paint manufacturer
- Have a subscription to OEM repair procedures
- Be in business for minimum of (5) years, or has the ability to demonstrate its credit rating and service history
- Possess Garage Keepers Liability insurance
- Clean and presentable company vehicle to conduct valet "pick-up and delivery" services for customers
- Maintain a Customer Satisfaction Index (CSI) that is measured by a third party service provider
- Have a preferred rental car provider that offers complimentary customer pick-up and delivery
- Provide a limited lifetime refinish product warranty that is backed by an OEM approved paint manufacturer
- Provide a Limited Lifetime Warranty or a National Limited Lifetime Warranty on workmanship
- Post hours of operation in a location that is clearly visible from the primary shop entryway
- Clean all vehicle interiors and exteriors before delivery to customer
- Have an adequately maintained customer parking area that is well-lit
- Have an adequate and well-maintained customer reception, waiting, and estimating area which includes conveniently located customer restrooms
- Have an eye flushing and washing station
- Have Material Safety Data Sheets (MSDS) that are current and can be readily accessed by all employees and emergency responders
- Provide appropriate Personal Protective Equipment (PPE) to all technicians

Aluminium

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- Have a 220v Pulse MIG Welder dedicated for aluminum
- Have separate hand/power tool kit dedicated for aluminum (available for purchase through Rotunda)
- Have a dedicated aluminum dent extraction system containing an aluminum stud welder, heat gun, pyrometer, aluminum hammers, and dent extraction systems
- Have a dedicated aluminum dust extraction system with wet mix technology – system can be portable or a central installed system
- 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 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
- Optional Equipment – A select number of qualifying frame alignment accessories are available for Chief and Car-O-Liner frame systems
- Optional Equipment - Fume extraction systems can be permanently mounted or portable units
- Technical Training – Collision and Body Shop Essentials - The Collision and Body Shop Essentials 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
- Technical Training - 2015 Ford F150 Structural Repair Training (I-CAR) - 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
- Technical Training - Welding Training & Certification(TM): Ford Aluminum GMA (MIG) Welding (I-CAR) 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

NOTE: Required equipment is offered through the Rotunda program with exclusive pricing incentives and financing available making your investment only a few hundred dollars per month. Ford Service Engineers are available to assist you in the process.



ENROLL TODAY!

FordCertifiedShop.com

OR CALL AN ACCOUNT SPECIALIST!

949.221.0010