Introducing the Ford National Body Shop Program

Administered by Assured Performance



Signage for Recognized Independents

What is Ford's National Body Shop Program?

Ford, working with Assured Performance Network, has launched the Ford National Body Shop Program that will enable both Ford dealerships and qualifying independent body shops to become Certified-Recognized by Ford. With this initiative, Ford is able to establish a national network of Certified-Recognized body shops. Now, consumers have a Certified-Recognized Collision Care and repair provider wherever and whenever they might need one.

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



Assured Performance Signage

Certification-Recognition is based on the OEMspecified requirements necessary to properly repair current model vehicles now including the radically redesigned 2015 F150, built with innovative, highstrength, military-grade, aluminum-alloy.

NOTE: There are no part purchasing requirements and the program is open to all independently owned shops that can make the grade (independents require dealer sponsorship).

National Blanket of Certified & Recognized Body Shops

A Certified or Recognized Collision Care Provider in every community creates a national blanket of body shops that are focused on the consumer, able to deliver an exceptional experience and have the capability to repair the vehicle to manufacturer specifications.

CertifyMyShop.com 949.221.0010

Powered by:



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

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 Ford sign illustrating your special status. Through Assured Performance's unique market approach, you can be officially recognized by numerous automakers all under one comprehensive program. Now you can be Certified once and Recognized by many automakers, leading consumer-facing entities, and consumers alike!

Ford's National Body Shop Program of Certified dealerships and Recognized independent body shops helps ensure that consumers have a Certified-Recognized choice should they need to get their Ford vehicle repaired. Consumers have a choice from a complete national blanket of Certified and Recognized body shops. This coverage creates the basis for a consumer referral program. 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 radically redesigned 2015 F150, built with an innovative, high-strength, military-grade, aluminum-alloy body. Some of the benefits of this program include:

- · Official Assured Performance Collision Care signage.
- · Official Ford Recognized signage for independents.
- Business development process and feedback to ensure your shop continues to have what it takes to properly repair the new generation of Ford vehicles.



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

- · Leveraging the exclusive Ford Recognized status to promote and market your shop.
- Listing on Ford body shop locator web sites and consumer-facing smart phone apps with micro-sites. (Coming soon)
- Referrals through the consumer-facing Certified shop locator. (Coming soon)



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

How Does a Shop Become Recognized by Ford and other Automakers?

Turnkey Approach

Below is the step-by-step process that sponsored independent body shops go through to become Certified by Assured performance and officially Recognized by Ford and other automakers - all under one comprehensive program.



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 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 Recognition process take?

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

How do you get your independent body shop sponsored?

Only independent body shops with a Ford or Lincoln dealer sponsor can be officially Recognized. All you have to do is just ask your Ford Wholesale Parts Manager, whom you purchase parts from, to sponsor you. Assured Performance (the exclusive program administrator) will ensure your dealer has all of the access and information to sponsor your shop. You can start by contacting your Assured Performance Account Manager at: (949) 221-0010.

How much does Recognition cost?

The specially reduced annual fee is \$2,950 to become Certified by Assured Performance and officially Recognized by Ford and other auto manufactures. As more automakers are added to the joint effort Certification program, there may be additional OPTIONAL marketing expenses covering signage, online portals, consumer referral sites and training opportunities offered throughout the year. For the most current information go to www.CertifyMyShop.com

What is 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.

Can anyone get 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 and officially Ford Recognized.

NOTE: Shops that do not currently qualify can participate in an exclusive business development process offered by Assured Performance. This unique program is designed to help any shop chart and develop a plan to become Certified and achieve multiple OEM Recognitions over time.

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 and Certification programs for several other automakers.

Assured Performance is made up of three organizations: a legal co-op, a non-profit consumer advocacy organization, (501 C6), 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.

Certified Once, Recognized by Many

Our unique approach eliminates redundant costs and duplication between programs. Cerifitication and Recognition by multiple entities is now cost effective and highly rewarding. Get exponetial credibility by adding to your brand and reputation.

There is nothing else like it - not even close!



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General Collision Repair Requirements

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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
- D 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
- $\Box\,\Box$ 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

Aluminum - 2015 Ford F150

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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 Couse Code: WCA05



OR CALL AN ACCOUNT SPECIALIST! 949.221.0010