

# CERTIFIED COLLISION CARE



Valid Through: December 2020



## Certified Collision Care, powered by Assured Performance Network CERTIFIED ONCE, RECOGNIZED BY MANY



Tools



Equipment



Training



Facilities

### MISSION STATEMENT:

*"The mission of the Certified Collision Care Program is to raise the industry's technical repair capability and ensure each repair business has what is necessary to properly and safely repair current and future vehicles manufactured by the participating Automakers."*

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# CERTIFIED ONCE, RECOGNIZED BY MANY

## CERTIFIED COLLISION CARE OEM CERTIFICATION

The mission of the Certified Collision Care program is to raise the industry's technical capability and business operating standards. Our objective is to ensure each repair business that is certified has what is necessary to properly and safely repair current and future vehicles manufactured by the participating Automakers; provide consumers with an exceptional experience; and offer employees a career opportunity within a professionally operated business.



### OEM CERTIFICATION

To ensure the highly technical, next-generation vehicles are properly repaired to manufacturer specifications, leading Automakers are taking bold steps to ensure that collision repair providers that are Certified by them have the proper tools, equipment, training, and facilities. All essential to the vehicle's fit, finish, durability, functionality, value, and safety.

### THE 5-STAR PERFORMANCE PROGRAM

This exclusive business improvement program is designed to assist body shops to evaluate their business's capabilities and chart a plan to achieve OEM Certification and reach top performance metrics specific to your goals and objectives. Whether you are working towards achieving Certification or are already Certified, the 5-Star Business Performance Program provides you with a step-by-step improvement plan to ensure your shop continues to have what it takes to achieve OEM certification and set business performance and improvement targets based upon confidential benchmark comparisons, improvement goals, time lines, budgets, and action item to do lists.

## GET CERTIFIED, ENROLL TODAY!

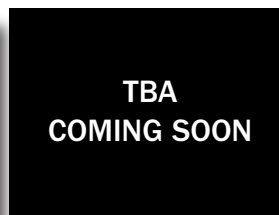
- ✓ Certification increases the value of your business.
- ✓ Certification provides consumers with additional peace of mind and helps increase customer satisfaction.
- ✓ Certification helps to turbo-charge your marketing adding much needed and highly valued credentials to your local brand.
- ✓ Certification proves to insurers and consumers you have what it takes to repair current and next generation vehicles.
- ✓ Certification credentials help you close more sales and convert estimates into repairs and ultimately happy customers.
- ✓ Certification helps you recruit top quality employees because the best like to work with the best!
- ✓ Certification makes you part of the joint-effort - an opportunity to work with the rest of the best to create positive image for the Canadian collision repair industry, its stakeholders, and customers.
- ✓ Certification enables your business, your management team, and employees to be an integral part of reinventing and reengineering the body shop experience into Collision Care!
- ✓ Certification helps you earn a return on investment (ROI) from your investment in tools, equipment, training, and facility modifications.
- ✓ Certification differentiates your shop from your competition and all those not making the investment to properly and safely repair vehicles.
- ✓ Certification helps you develop your business, improve your operations according to future requirements, and a development plan so your business and technicians stay current and up to date in a rapidly changing world.
- ✓ A Canadian program, managed by Canadians for Canadians.

### Join Today!

Annual Certification Cost is only \$2950 (CAD) and provides qualified repairers with recognition by Certified Collision Care, and our participating OEM partners!



# OEM AFFILIATIONS



An annual certification fee of \$2950 provides the opportunity for multiple OEM recognitions and Certified Collision Care Provider status, for qualified collision repair facilities.

## WHY JOIN TODAY?

- ✓ Be among the first repairers recognized by OEMs as their programs are introduced and avoid being locked out by others.
- ✓ Be a market leader and be the first to use your special Certified credentials in your community.
- ✓ Leverage the official consumer communications (press releases) to illustrate to all of your potential customers that you have what it takes to properly and safely repair their vehicle.
- ✓ Utilize your “Certified Collision Care” credentials with customers and insurers in all your marketing and sales efforts including use in your:
  - ✓ Certification marketing materials.
  - ✓ Business-to-business referral marketing.
  - ✓ Web-sites and social media.
  - ✓ Online Certified Collision Repair Provider locators.
  - ✓ Listing in consumer Collision Care Smart Apps and telematics-driven locators.
  - ✓ Onsite signage.

## 7 EASY STEPS: OUR TURNKEY APPROACH TO BECOME CERTIFIED-RECOGNIZED



### Turnkey Approach

Below is the step-by-step process that all collision repair facilities go through to become Certified.



### 1. Enrollment - Registration

Visit [www.CertifiedCollisionCare.ca](http://www.CertifiedCollisionCare.ca), review the terms and conditions for participation and enroll.



### 2. Business Information

Enter shop business information to complete your business profile critical for Key Performance Indicator (KPI) comparisons, benchmarking and tracking.



### 3. Process Payment

Process payment of \$2950 (CAD) for enrollment in the Certified Collision Care program.



### 4. Business Capability Assessment

Assess the collision repair center’s capabilities against the list of Certification requirements and standards. \*\*



### 5. Score & Evaluation

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



### 6. On-Site Inspection-Audit

An inspector will audit your body shop and ensure proof of compliance with photos and documentation.



### 7. Marketing & Promotion

To ensure your collision repair facility continually gains value from Certification, various marketing and promotional tools are available.

\*\* See back panel for requirements and standards

***Assured Performance is working with the top Auto Manufacturers in North America to identify, Certify, and promote thousands of best-in-class repair businesses through one joint-effort program.***

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# 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 my 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 Certification Canada

- 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

