

FORD RECOGNIZED

COLLISION CARE PROVIDER

AN INTEGRAL PART OF THE FORD NATIONAL BODY SHOP PROGRAM



✓ TOOLS



✓ EQUIPMENT



✓ TRAINING



✓ FACILITIES



BE A PART OF FORD'S FUTURE

Buying new equipment and getting the proper training are essential steps for any body shop. You may have already made the decision to invest in the aluminum requirements as well as other essential equipment necessary to properly repair the newest generation of Ford vehicles. The next step to ensure you get a return on your investment is to bring more cars through your shop doors.

Through the Ford National Body Shop Program, you become "Ford Recognized" and are given the means to stand out in your market. Independent body shops earn Recognized status by maintaining high standards to assure consumers that your shop has the proper tools, equipment, training, and facilities to repair Ford vehicles according to manufacturer's specifications. Becoming Ford Recognized puts you in a league of your own. The Ford National Body Shop Program doesn't stop there...

www.GetFordCertified.com 949.221.0010

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FORD RECOGNITION FOR YOUR BODY SHOP

Ford's National Body Shop Program was designed not only to set high standards in quality, but to address the following concerns critical to your body shop's operation:

- How do you assure everyone in your market knows you have the capabilities to properly repair their Ford vehicles to ensure the value and safety?
- Will you leave it to chance that vehicle owners will find your shop and know you are the right choice for their repair needs?
- How can you be certain your performance matches or exceeds that of your competition?

Promotional Support Targeting Consumers & Insurers

- Consumer Facing Body Shop Locator
- Insurance Company Body Shop Locator
- Access to Collision Care Marketing Tools
- Official Signage

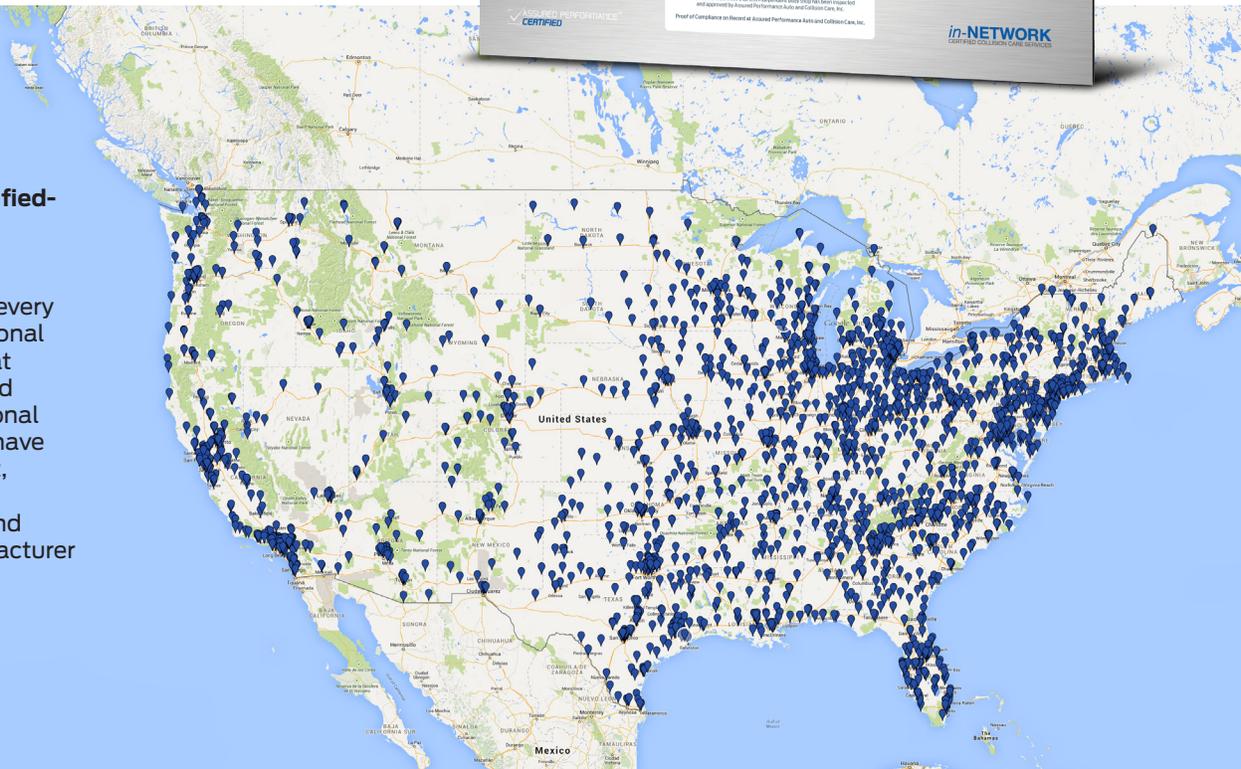
FORD NATIONAL BODY SHOP PROGRAM

ADMINISTERED BY ASSURED PERFORMANCE



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 consumer-focused and able to deliver an exceptional experience. These shops have the right tools, equipment, training, and facilities to properly repair the Ford and Lincoln vehicles to manufacturer specifications.



GAIN THESE COMPETITIVE ADVANTAGES



Shop Locator

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



Insurance Shop Locator

Your "Ford Recognized" independent body shop will appear on a specially designed "insurer shop locator" to identify which shops are aluminum capable to properly repair the 2015 F150 as well as other years, makes, and models. This unique website is exclusively for insurers looking for Recognized body shops in each market area.



Business Development and Evaluation

This program provides the body shop with a body shop evaluation, dashboard of shop analytics as well as financial and operational benchmark comparisons, action plans, priority lists, and budgets. This will provide information essential to improving efficiency, productivity and maximizing your shop's ROI. *



Official Signage

Official Ford Certified signage for dealerships or Recognized signage for independents.



Consumer Advocacy Shop Locator

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



Online Appointment Setting

Leave nothing to chance. Don't let your customers be steered away by leveraging online appointment setting and electronic dispatch to your shop from the locator and smart apps.



Smartphone Apps

Listing on consumer-facing smart phone apps directing consumers to Recognized shops (Coming soon).



Collision Care Marketing Tools

Access to Collision Care marketing tools to help you leverage your exclusive Ford Recognized status in promoting and marketing your shop. You will have access to brochures and shop marketing materials to help draw more customers to your shop doors, close sales, and raise your CSI.



Consumer Awareness and Public Relations

Press Release communication to your local media.



Multiple OEM Recognitions

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

* May be an additional fee.

HOW DOES A SHOP BECOME CERTIFIED-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-Recognized.



1. Enrollment - Registration

Review the terms and conditions for 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

This step provides the list of requirements and standards your shop must meet. This allows you to assess your capabilities and create a business development plan.



4. Score & Evaluation

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



5. On-Site Inspection-Audit

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.

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DO YOU HAVE WHAT IT TAKES?

Business Requirements		Regulatory Compliance	
Y N		Y N	
<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"/>	27. Does your collision repair facility use "OE repair procedures" with electronic documentation as proof of compliance?
<input type="checkbox"/>	2. Does your collision repair facility possess Garage Keepers Liability insurance with a minimum of \$1M policy limit?	<input type="checkbox"/>	28. Does the facility have at least one work stall with an approved working lift? Is the work stall a 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"/>	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"/>	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?
<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		Advanced Capabilities (not required for Certification)	
<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"/>	30. Is the facility in compliance with all Local Regulatory Agency Requirements? (EPA, OSHA, NFPA, etc.)
<input type="checkbox"/>	9. Does your collision repair facility clean all vehicle interiors and exteriors before delivery?	<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"/>	10. Does your collision repair facility have an adequately maintained customer parking area that is well-lit?	<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"/>	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"/>	33. Does your collision repair facility have the capability and equipment to repair advanced structural composites or carbon fiber components?
<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"/>	34. Have any of your technicians completed training or certification in the repair of advanced structural composites or carbon fiber components?
<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"/>	35. Does your collision repair facility utilize a GMA MIG welder with silicon-bronze welding capabilities?
<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"/>	36. Have any of your technicians completed any training or qualifications for GMA MIG silicon-bronze welding?
<input type="checkbox"/>	16. Does your collision repair facility have at least one (1) Squeeze-type Resistance Spot Welder, which produces a minimum of 600 psi clamping force and 10,000 amps of current at the electrodes. NOTE: Normal configuration is 220-volt / 3-phase power supply, however, we accept functionally equivalent welders such as hybrids. "Smart welders" that produce weld feedback to the user and comply with requirement are HIGHLY RECOMMENDED. Please see equipment matrix for additional information on welders and equipment that meet the Certification requirements.	<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?
<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?	Ford Aluminum	
<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"/>	38. A work separation system that isolates aluminum vehicles from vehicles undergoing steel repairs – separation can be a separate room or curtain system.
<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"/>	39. 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 Ford F-150 CRP
<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"/>	40. A 220v Pulse MIG welder specifically for welding aluminum vehicles.
<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"/>	41. A dent extraction system specifically designed for aluminum that contains an aluminum stud welder, heat gun, pyrometer, aluminum hammers, and dent extraction system.
<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"/>	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.
<input type="checkbox"/>	23. Does your collision repair facility utilize an electronic p-page logic estimating system?	<input type="checkbox"/>	43. A wet mix dust extraction system? The system can be portable or centrally installed 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"/>	44. OPTIONAL - A designated welding fume extraction system.
<input type="checkbox"/>	25. Does your collision repair facility utilize an OEM approved refinishing system?	<input type="checkbox"/>	45. OPTIONAL- Frame Alignment Fixtures-A select number of qualifying frame alignment accessories for the Ford F-150 are available for Chief and Car-O-Liner frame systems
<input type="checkbox"/>	26. Does your refinish technician have proof of training from your OEM approved paint manufacturer?	<input type="checkbox"/>	46. OPTIONAL - 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
		<input type="checkbox"/>	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
		<input type="checkbox"/>	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