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ALLSTATE VP JOINS CREF BOARD OF TRUSTEES

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ASA HIRES RISLEY AS NEW EXECUTIVE VICE PRESIDENT

The Automotive Service Association (ASA) has hired industry veteran Dan Risley to be the organization's new executive vice president.

[KEY: ASA hires]

MITCHELL FORECASTS LOWER PARTS PRICES, HIGHER REPAIR COSTS

Mitchell released predictions for trends related to cloud computing and big data analytics that could affect the insurance industry in 2013.

[KEY: Mitchell forecast]

NABC NAMES 3M'S RICCIOTTI TO BOARD

The National Auto Body Council named Renee Ricciotti, national key account sales manager with 3M, to its 2013 national board.

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[KEY: Peter]

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If parts suppliers are not selling quality and value, they will never deliver it. Don't settle for anything less than excellence.

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[KEY: degart]

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PRODUCT FOCUS

51 For spot, panel and overall repairs, DuPont PremierSealer Urethane Primer Sealer offers shops a premium appearance product with optimal productivity.



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PLASTIC CLEANER

Urethane Supply Company's new EcoClean is a zero VOC plastic cleaner for use before plastic repair and refinishing jobs.

[URL: ABRN.COM/PlasticCleaner]

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APRIL'S FEATURED VIDEO

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VIDEO SPOTLIGHT

DEMO OF 3M Precision Masking Tape for Waterborne Paint Applications

Waterborne paint application has created some problems in the world of masking tape. 3M has released Precision masking Tape to solve problems with waterborne paint.

[URL: ABRN.COM/3MDEMO]



BLOG SPOTLIGHT

SHOP OWNERS and managers carry the weight of the world on their shoulders. My strong advice for these many owners and managers is to invest in something better and hire a coach.

[URL: ABRN.COM/COACHEDBEHAVIOR]

EVERY JOB requires gumption and not everybody has it. Gumption gets the job done — the lack of it leaves that job undone. If you don't have it, you may as well put your wrenches away and find something else to do.

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Claims Vice President Pam Overton of Allstate Insurance has joined the Collision Repair Education Foundation Board of Trustees.

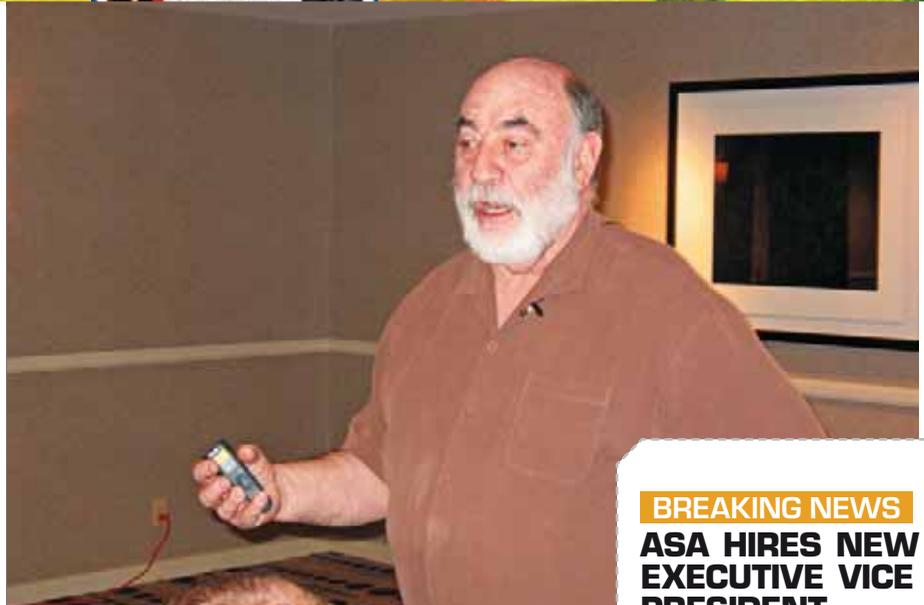
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ASA ANNUAL MEETING

ASA will hold its annual meeting April 19-20 at the Hurst Convention Center in Hurst, Texas.

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BREAKING NEWS
ASA HIRES NEW EXECUTIVE VICE PRESIDENT

The Automotive Service Association (ASA) has hired industry veteran Dan Risley to be the organization's new executive vice president. In his new role, which began March 18, Risley will work closely with Ron Pyle, ASA president and chief staff executive, and the national staff based in Texas, while maintaining an office in Chicago.

"We've collaborated on many projects over the past decade and I've always respected his professionalism and quest to do the right thing," said Pyle.

Risley, who has served the industry in many roles throughout his career, comes to ASA from Allstate Insurance Co. Before that he was executive director of the Society of Collision Repair Specialists.

"I'm thankful for the opportunity to represent ASA and its membership," said Risley.

For more information, visit www.asashop.org.

MAINTAINING SAFE, EFFECTIVE REPAIRS
Vehicle frame repair grows more difficult

Replacing or repairing a frame on a modern-day vehicle has never been more difficult, according to industry trainer Toby Chess.

Chess, an education committee member of the Society of Collision Repair Specialists (SCRS), discussed the topic during his committee report to the SCRS Jan. 23 in Palm Springs, Calif.

Chess began his presentation with two dramatic videos. First, a 2001 Ford F150 was shown slamming into a barrier at 35 mph. Next, a 2011 Ford F150 hitting a barrier at 40 mph. Despite the violent collision and significant damage, the damage to other parts of the vehicle was less widespread than with the 2001 model.

The message is that vehicles are safer today due to advanced manufacturing techniques and an increased use of high-strength steels that protect vehicle occupants better than ever during crashes. While that's great news for consumers, it's not so great for collision repairers who want to fix the car according to OE standards.

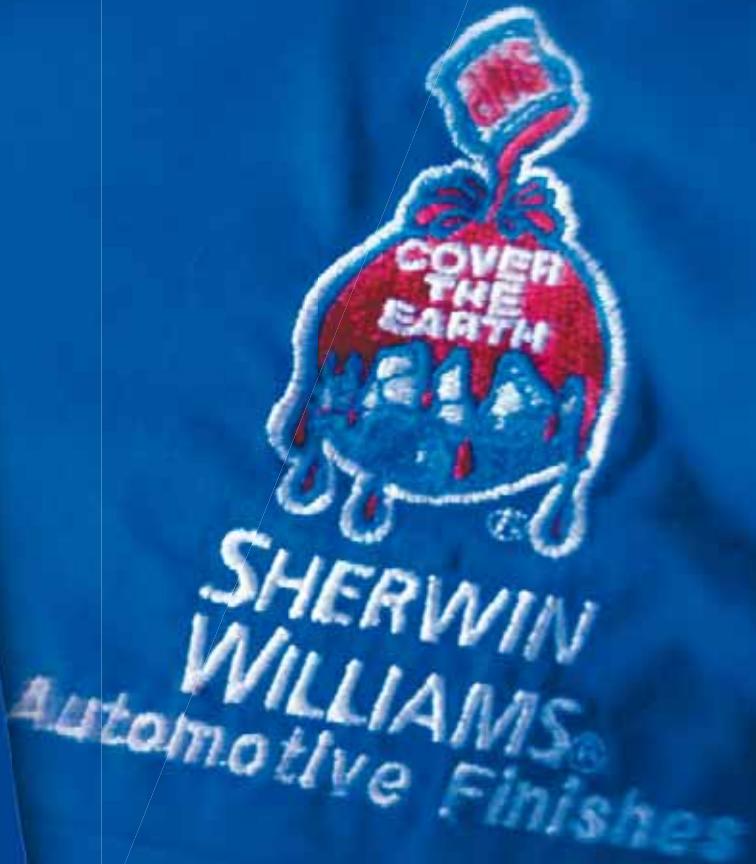
In fact, for the collision repairer, it's a whole new ball game when it comes to frame repair and replacement, Chess said.

A safe and effective repair starts with getting the right information, Chess said.

Photo: Bruce Adams

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COLLISION REPAIR INDUSTRY Stats & Trends

Roughly **250,500** cars were damaged in **Hurricane Sandy**, says the **National Insurance Crime Bureau**.



LKQ quarter replacement

Are you doing a cost-effective repair?

BY **DEGART** | ABRN BLOGGER

Given the amount of inquiries that we receive at the DEG, I assume the replacement of a quarter panel with a used part is still a valid repair scenario for some vehicles. I challenge that if you look at the necessary steps needed to replace a quarter panel with a used part, it could not be cost effective. Now, if you are using a fictitious number like "4 hours" to remove the outer skin from the donor part then yes, on paper, it may be a valid and cost-effective repair, but I assure you that each vehicle is different and requires different labor times to remove the used quarter from the donor vehicle. Let's take a closer look.

First, all three estimating systems — Audatex, CCC and Mitchell — create the time to replace an LKQ quarter panel base on the fact that you will be replacing the outer and inner components as a complete assembly, which I am sure is not how most of us are replacing that used panel. Typically we are removing the outer skin and replacing that part only.

I think the "4 hours" that some adjusters still use is based on the outdated idea of trimming the parts to be replaced as the entire component inner and outer, which is still incorrect and should vary from vehicle to vehicle.



Second, each vehicle requires a different amount of time to remove the outer quarter skin from the donor part. An example could be most vehicles have an excessive amount of foams and sealers that need

to be carefully removed so not to damage the LKQ part, but that amount varies from each vehicle. If you look at most LKQ quarter prices versus the OEM price, the difference is in the \$300 to \$350 range after markup and by using the fictitious 4 hours, yes, it would be cost effective but if you were to breakdown each step needed, AND charge for that step it will not be cost effective. Think of the amount of time needed just to remove all the

continues



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Social media success FAIRWAYCOMMUNICATIONS

How do you communicate with your customers? Most likely you use many traditional methods such as phone calls, face-to-face visits, trade shows, advertising, PR, email, etc.

Many of those methods are still quite effective. However, I see a lot of companies who want to jump on the social media bandwagon who feel like they've "missed the boat" because they are not on Facebook, Twitter or YouTube. Many are launching social media "boats" without any purpose or strategy in mind.

When asked by business professionals about social media, the advice I constantly give comes from an interview I conducted with B-to-B social media expert

Paul Gillin in 2011. Gillin simply says you must answer this question before designing your social media strategy: "What do your customers want and how do they communicate?"

As Gillin points out: "It could be that they don't communicate in any of these channels (social media) and if that's the case, don't use them."

It looks like some companies are taking Gillin's advice to heart, because Twitter is one social media channel that many businesses are not using.

While six out of 10 small business owners say they believe social media tools are valuable to their company's growth — most aren't impressed by Twitter, according to a survey by The Wall Street Journal and Vantage In-

ternational. The results, issued last month, show that just three percent of 835 business owners said Twitter had the most potential to help their companies.

Professional-networking service LinkedIn topped the survey, with 41 percent of respondents citing it as potentially beneficial to their company. Sixteen percent picked YouTube, while 14 percent chose Facebook. These results are in line with survey results published by the Spring Manufacturers Institute when I wrote an article on social media for business for their magazine, Springs, a little less than two years ago.

The Wall Street Journal and Vantage International survey went on to discover that owners of small firms have limited time and money to figure out the

most useful ways to tap into social media. In the survey, just four in 10 business owners said they have employees dedicated to social media campaigns. Nearly half of them spend between one and five hours weekly on social media, and one-third spend no time at all.

No OEM info = no repair MIKE_A

No one will convince me their shop is repairing every vehicle properly and completely if use of automaker repair information isn't incorporated into their process on every job. To finish reading this blog, go to <http://tinyurl.com/afhofxm>





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THE SHOP OWNER

CAMILLE EBER
Keeping hackers at bay

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THE CONSULTANT

TONY PASSWATER
Asking the right questions

PAGE 54

THE LAST DETAIL
MIKE ANDERSON
Well deserved kudos

LKO quarter replacement *continued*

components from the donor vehicle:

- Quarter glass (on some vehicles)
- Back glass or a portion. Most LKO parts are delivered with a portion of the glass still attached
- Moldings and trim
- Splash shields
- Inner trim inside trunk
- Trunk hinge
- Quarter vents
- Door opening weatherstrips
- Door latch on dog leg

To read this entire blog, go to <http://tinyurl.com/bzj5fs7>

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NSF International Collision Replacement Parts Certification

The NSF International Collision Replacement Parts Certification program is explained, including the rigorous testing and in-plant auditing procedures. [ABRN.COM/NSFPROGRAM]

Verified technicians

The VeriFacts coaching program allows techs access to a team that inspects repairs, offers guidance on procedures and assists with repair research. [ABRN.COM/VERIFIEDTECHS]

Working with aluminum

Ohio Technical College collision repair instructor John Dragan demonstrates and explains how to work with aluminum. [ABRN.COM/ALUMINUM]

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Noteworthy

READER FEEDBACK TO ONLINE ARTICLES

To the article "Removing labels on parts in CCC" readers wrote:

From Brad: Try this and your removal time will be a couple of minutes. Heat labels with a heat gun so glue heats up, and they just peel off. After a quick wipe with thinners, the job is done. No scraping and fast!

From Bigtiii: My question is why does this process need to be addressed in the estimating guide and/or P pages? Those only refer to new, undamaged vehicles, not wrecked used vehicles. You don't need a formula, you simply need to use the manual entry, which CCC, Audatex and Mitchell all are capable of in the software. AND REMOVE PARTS LABELS .5 (or whatever YOU want to charge). It's really that simple. You just have to do it. Stop relying on "guides" and start relying on yourself and your knowledge and years of experience.

On Twitter and Facebook:

From ChrisSheehy: New report: Local businesses lose \$10 billion annually because of poor or nonexistent online info.

From Mitchell: See how WorkCenter helps deliver total loss values that are fair, verifiable and easy to explain!

From DuPont News: Kudos to Dupont's Gayle Gibson, chair of this year's Global Marathon. Great job! What a fun, interesting and informative day!

From CA Dept. of Insurance: Department of Insurance appoints new legislative director, and insurance Commissioner Dave Jones announces he will defend rate reduction against mercury insurance lawsuit.

From CCC Info Service: Looking for the latest automotive trends? Check out this sneak peak at CCC's infamous Crash Course Report at bit.ly/YzeEgr.

From Mobile Future: Today's app economy has created more than 500,000 jobs and will generate \$25 billion in revenue in 2013.

From Motor Age: Laundered reusable shop towels pose no health risk to workers, study shows.

From Progressive: Check out this video to see how our Service Centers can help you get back on the road quickly after a claim. Watch at pgrs.in/12x0Bxh

2013 WEBCAST SCHEDULE

APRIL 25
• **Frame Systems and the MSO Environment**
Produced in cooperation with I-CAR.

MAY 9
• **Rebuilding Continuously Variable Transmissions**
Produced in cooperation with ATSG.

JUNE 26
• **The Value of OEM Certification for MSOs**
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AUGUST 13
• **Steel Parts Replacement**
Produced in cooperation with I-CAR.

WEBCAST ARCHIVES

• **How a MAACO transformation can help increase business**
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• **Growing your MSO: Implementing cycle time processes**
Solve cycle time issues and build your bottom line. Learn when to adopt universal change, how to help employees transition and much more. Visit: www.abrn.com/MSORegister

• **2013's Top shop challenges**
Get insight about how to best respond to competition, get new customers and turn those customers into long-term shop advocates. Visit: www.abrn.com/2013Challenges

2013 INDUSTRY CALENDAR

APRIL 11-12
• **AASP-MN Annual Meeting Plymouth, Minnesota**

JULY 23-24
• **Collision Industry Conference Boston, Massachusetts**

OCTOBER 16-19
• **NACE/CARS Las Vegas, Nevada**

NOVEMBER 6-7
• **Collision Industry Conference Las Vegas, Nevada**



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Keeping hackers at bay

Your shop's data is among its most valuable assets, so take steps to protect it

I wrote several years ago about some things collision repairers could do to beef up security at their shops: good exterior lighting, surveillance cameras, and many more.

But the fact is that one of the most valuable items at the shop isn't something that has to be physically carried out the door – it's your shop's data, such as customer information, credit card numbers, employee payroll and tax-related numbers. It's all sought-after data you need to protect just as you protect the cars and equipment in your shop.

You don't have to become a cyber-security expert (although hopefully you have someone assisting you with your IT who is), but here are some of the things you should be doing to help protect your data:

- Choose good passwords. Data security experts say most of us do the equivalent of leaving the keys in the ignition of a car parked outside at night by not having good passwords that protect our information. If your password is an English word, it's weak. Do not use someone's name or a date as a password. Use a combination of letters (upper- and lower-case), numbers and symbols. One idea is to come up with an 8-word (or longer) phrase to help you remember it. For example, use the password, "Iw12banM!" by remembering, "I would like to buy a new Mustang!"

- Use good password protocol. Don't use the same password for all accounts. Change your passwords regularly, which equates to at least once a year. And choose good "security questions" for retrieving a forgotten password (a common way hackers gain access); a hacker can quickly find out what high school you went to or the answers to other common security questions, so choose one no one else will know or can find the answer to, or use a gibberish response to one of the questions that no one else would deduce.

"ONE OF THE MOST VALUABLE ITEMS AT THE SHOP ISN'T SOMETHING THAT HAS TO BE PHYSICALLY CARRIED OUT THE DOOR – IT IS YOUR SHOP'S DATA."

- Use two-step verification. It's less convenient, but more secure to add a second step to certain log-in processes; you enter your usual user name and password, and the system immediately sends a text to your cellphone with a second password code to enter. It is a process that is increasingly being used, or at least offered, and is a great idea for particularly sensitive information, such as your banking and financial accounts. Ask about it.

- Don't allow others to access your company's WiFi. Customers, vendors and insurers may all appreciate being able to access the Internet wirelessly while at your shop, but you don't want someone to access your business computers through your own WiFi. Make sure your IT person sets your WiFi on a separate "subnet" from your normal network, and keep it password-protected. You will have to provide the password to your customers or others who want to use the WiFi, but it is a small price to pay for security. Do not post the password where anyone coming into your office can see it. Also, change that password frequently.

- Software vendors use updates or "patches" to fix known security vulnerabilities that hackers could exploit. So make sure you apply these updates quickly after being notified about them.

- Limit access to personnel files. Any documents that include Social Security numbers are a target for identity thieves. All personnel files should be stored in a locked file that is accessible only to those who require the information in order to do their job or need access to the data.

- Limit data-pumping. More and more organizations want to set up systems to automatically pull shop data to perform various functions (CSI, for example). It can be convenient, but also may give outside companies access to more information than is needed. Ask about alternatives and consider just saying no; a vehicle-history company recently expressed interest in our data, but I'm not comfortable sharing information about our customer's cars (even if doing so didn't violate the terms of some direct repair agreements).

Just as all the precautions you take to protect your building and property may not keep out the most determined thief, no data security measures provide impenetrable protection. ☒

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Camille Eber

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Camille Eber is the second-generation owner of Fix Auto Portland East in Portland, Oregon.





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For more information circle #7



Asking the right questions

Industry needs to focus on the root causes of efficiency losses

In my last column, we identified the lack of a consistent implementation of a system designed to communicate accurately the “real condition” of any used part that is published, how this is a key factor in the inefficiency with parts procurement, and that the software we currently use is not the real issue.

Whether you are an advocate that looks to “peel the onion” one layer at a time, or a Kaizen student, we will now begin to lower the water level to reveal more rocks. Let’s examine another root cause of efficiency loss when dealing with used parts procurement.

First let’s look at online inventory systems, which are intended to create an interface to a “live” database for part inventories of the hundreds of vendors selling used parts across the country. They are supposed to include a consistent grading system with damage codes to clearly and accurately identify condition since we are currently stuck on this “new and damaged pricing methodology.” But unless this first step is policed and enforced, it renders the information in the database worthless.

Another issue when relying on the database of vendors is the accuracy of the data and time in which it is “really” being updated. This includes whether the part is in an estimating search, or with database driven third-party search programs being sold. The updating of a vendor database is completely reliant upon the parts supplier, and is found often to be very lacking in a number of possible ways.

It happens on a regular basis that once the supplier is called about a specific part, that it is not available (and wasn’t at the time it was selected in the database). Some suppliers keep parts listed to generate calls. A number of times, once the call is made the reply is, “It is not ‘insurance quality,’” even though no indication of such was listed with the part in the database.

“IF A SUPPLIER DOES NOT PROVIDE ACCURATE INFO, THEY ARE BANNED FROM THE SYSTEM.”

This one issue must be addressed before any database system is reliable. One simple solution is that if a supplier does not provide accurate inventory and accurate damages, they are banned from being listed in any database system used by this industry. Unless this is policed and enforced, it will not change. This should be a primary focus by insurers, again, not a bidding software. There is already software available that provides for communication directly to the shop’s preferred used part vendors that do not rely on the accuracy of database system pinging. So why not use them?

Along with the above is another “masked issue” that if was brought out in the open would go a long way in exposing another root cause for inefficiency in used parts procurement. In a very high percentage, used parts received require a price negotiation with the supplier for repairing damages on the part. What is “masked” is that the repairs required are hidden to the consumer and buried in the “New and Undamaged Pricing Methodology,” and at the same time, the repairer comes out on the losing end.

Typically the pressure to meet delivery deadlines, cycle time and hours per day key performance indicators often does not allow the shop to “reorder” the part from another vendor when it really should have been rejected. Many times due to this pressure, the amount of repairs is undervalued. For some reason in these situations, most part vendors believe they are only responsible for a “partial labor rate,” or a less than accurate time to repair the damages to the part received. They are not, and should not continue this practice. These shortfalls are not only immediately felt by the technicians who are being paid on a commission/flat rate system, but also the shop’s profitability is always affected.

To ignore the damages that are being repaired with no indication on the estimate or the repair order is a travesty (or committing fraud) to the vehicle owner. Why is this ignored by insurers and placed on the shop to be buried in with a price for “New and Undamaged?” “Writing it Right” would expose how bad what is received really is – but does anyone really want to see it? Simply put, the actual price plus its markup of the actual part received should be reflected on the final bill and final estimate, along with the repair operations itemized that were required to make the part serviceable. No more smoke and mirrors please.

Let’s be sure to focus on the root causes of efficiency losses and not the software being used. ☞

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Tony Passwater, president of AEII, has been in the collision industry since 1972.



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KNOW HOW

For more information circle #20



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THE TAKE AWAY

IF PROGRESS IS NOT MADE IN THE RIGHT ORDER, FOLLOWING A CAREFULLY LAID OUT PLAN, THE RESULTS WILL NOT MEET EXPECTATIONS.

MINDING YOUR BUSINESS

STANDARDIZATION

FRONT-OFFICE

STANDARDIZING OFFICE PROCESSES AND PROCEDURES WILL GAIN EFFICIENCY UP FRONT, HELP WORKFLOW AND CSI

BY KEVIN MEHOK | CONTRIBUTING EDITOR

ALL OF MY life, I have loved to build models – scale model planes, cars, specialty vehicles and military models. The more intricate the detail, the more I like them. Working with a high level of detail is kind of soothing, maybe even therapeutic for me.

I would guess that many of you have similar interests, because I believe the collision industry is made up largely of people that love to do things with their hands – sort of make something out of nothing.

Obviously, when building a model, it takes a plan, and construction follows a process. If things are not built in the right order, following the carefully laid out plan, the results will not meet expectations. I learned this lesson early, after attempting to circumvent the instructions, or veer from the plan, and build the project on my terms. A few disasters later, I learned to stick to the process.

This concept is accepted and embraced while doing these types of things, but hasn't been so well received in the collision industry until the last five to 10 years. During that time, all of us have heard and read about process improvement. My previous articles on process improvement and standardization on the shop floor have only touched briefly on the front end of the shop, our offices. In reality, office or front-end process standardization is just as, or maybe more important, than it is in the back. Taking a potential job, an estimate, turning it into a job, getting the parts, and getting it to a tech to repair is the foundation of the job. It many times is easier to actually perform the repairs than it is to get a vehicle and paperwork to that point.

Having worked with many large organizations, I know firsthand the value of standardized office processes. In fact, I helped design and outline many of the ones in use by larger

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For more information circle #16



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groups today. What I found while working on these projects is that the size of the shop doesn't matter. Even a two-car, one-man shop can benefit from process and standardization as much as a large facility. All of us follow processes every day of our lives that we have outlined through trial and error over the years to perform simple tasks more efficiently. Think about your "morning routine." If you are like the majority of the population, you have unwittingly created a process you follow every day when you get up and get ready for work. You do the same thing every morning, having perfected the process over the years. Once in a while you experience a hiccup, but for the most part, the process works, and you get out and get to work in the required amount of time. If you didn't follow a routine, you would probably not be on time very often, and wouldn't be employed long.

Let's look at a few things you should be doing in your offices to improve the overall repair experience.

The word process implies a standardized method for performing a task over and over. In a collision shop setting, that's kind of what we do, greet the customer, get the keys and fix the car – the same thing over and over. It is fairly simple to outline a certain way of doing each step in the process geared toward the desired outcome.

There are a couple things I want to make clear: The paperwork should always be ahead of the repair, and the estimate is the driving force of the repair. Keep these two statements in mind as we progress. Also always keep in mind the processes that you create need to be committed to paper, implemented and followed on every job. You can, and should update your documented processes, and improve upon them as you learn. I call these living documents because they are always changing and improving.

Everything starts with a first impression. When outlining the process for greeting the customer, always remember to leave room for personal touches. You should however, absolutely assemble a process regarding what steps to take when a customer walks in your door. These first few seconds can assure capture or loss of a job alone.

I will tell you what I teach, but use

your own imagination and thoughts when establishing the protocol. I teach my people to stand up when a customer walks in and make eye contact. This is a simple process that shows the customer they are important. Greet them warmly, and introduce yourself. Following the greeting, begin to ask a series of questions to determine what the customer needs during their visit. From here, the process is expanded upon, and taken in detail, through the entire greeting to estimate process.

This can be lengthy, so don't worry when assembling the detailed description if the process you design is long. At this point don't worry if you have too much detail. You can always streamline it later on. Include everything you believe is important. Outline whose responsibility it is to handle this job. Is it your customer service rep, you, or everyone's job? Get feedback from your employees, and work on the process together. Once it is designed, implement it and follow it religiously.

Every aspect of what happens as a job works its way through the office needs to be examined. Who writes the estimate? Who deals with the insurance people? Who updates customers with regard to status? At what interval are the updates done? Who orders parts? Who answers the phones and how? Some of this may sound simplistic, but it's very important. I have written office standard operating procedures (SOPs) that rival a book in length, and ones that are just a few simple pages. The idea is always the same – create processes that assure everything gets done, on every job, in the proper order.

Have you ever called a restaurant and whoever answered the phone just made you not want to go there? I have. That's why smart restaurant managers have all their people answer the telephone in a very specific way. Collision shops need to do that as well. Outline a clear process to answer the phone, and make sure it is used every time a call comes in.

Keeping customers updated on the progress of their repair is very important. In fact, several direct repair programs are using customer contact as a measure of CSI that could potentially control work volume. This idea is not new, it's just good business. Put-

ting together a process where you are proactively calling customers with regard to status does several things. It allows you to make the calls when you have time, rather than attempting to answer the phone when you may be busy, and not be able to give the customer the required amount of attention. It also shows the customer you are concerned, and want to keep them in the loop regarding repair progress.

This process can be as simple as calling your customers on designated days, or can be expanded upon asking the customer, when they drop off their vehicle, how and when they would like to be contacted. In today's electronic world many might want to be texted, emailed, or even updated through the web. Whatever method you choose, make the process of updating customers an important part of your standardization process.

I mentioned earlier that the paperwork should always precede the repair. Simplistically, this means that as part of your process, the paper flow of the job is controlled, and certain things happen through the paper flow. Your process should include customer authorization of the repairs, the disposition of the payments, a checking of the vehicle covering old damage, current mileage and fuel levels, and a window tag identifying the vehicle be utilized. Who is responsible for distributing the job, capturing the old damage, and securing the customer authorization should all be addressed in your SOPs.

Addressing parts ordering is one of the most important aspects of standardization to focus on. Once a repair is approved, the required parts should be ordered following an outlined process. If you are utilizing a management system, this is pretty easy to do, since the system creates a record of what parts were ordered by whom and when. If you are not using a system, parts tracking can be a little trickier, but can be accomplished by creating a simple spreadsheet that notes what was ordered from what vendor and by whom. Again, creating a process and following it is the key. Doing so will make it easier to follow up on parts that have been ordered and not received.

I always preach that no parts should be ordered, in a system or manually, un-

“Putting together a listing of everything you and your staff do daily with every repair can be a very daunting and time-consuming task. Don’t get discouraged. Talk with other shop operators and your jobbers. Ask what works for them and what doesn’t. Assembling your work in an orderly process will help assure that you are building a winning business.”

less an estimate has been created containing those parts. Everything should start with the estimate, and nothing should be ordered or repaired without it first being reflected in that estimate. If you always keep this process implemented, the paperwork will always precede the repair.

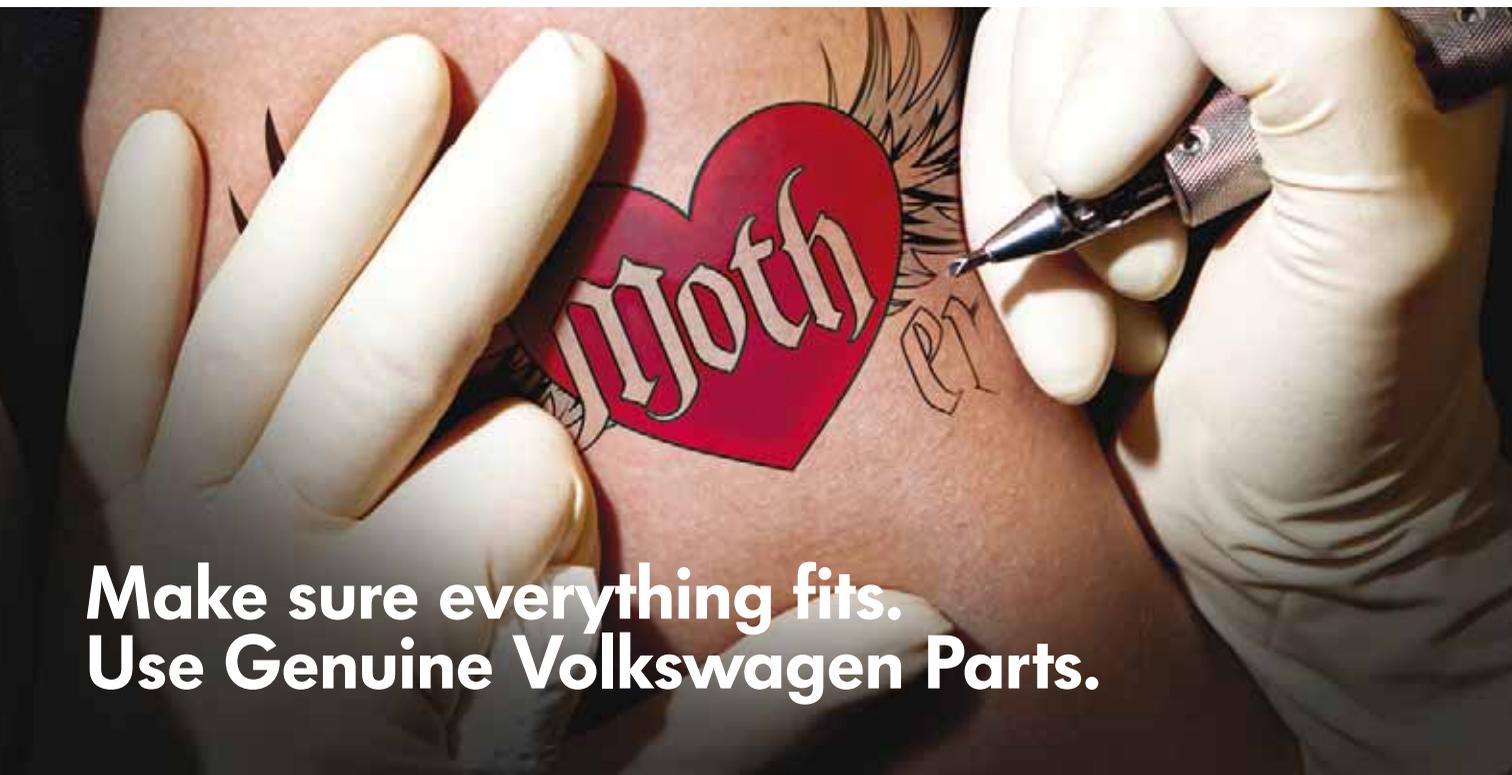
Think about it like a blueprint. If a builder simply started to build a house without following a specific plan, wrong sized wood would be ordered, dimensions would be wrong and material and time would be wasted. The same holds true in the collision industry. In addition, a vendor list should be created and followed by your staff. Make sure everyone knows who they are allowed to order from, and document the ordering process.

Putting together a comprehensive listing of everything you and your staff do daily with every repair can be a very daunting and time-consuming task. We have just touched on a handful of items in this article, and haven’t even real-

ly begun to list all the operations that they perform every day. Just thinking about assembling such a list can be enough to keep you from building one.

Don’t get discouraged and understand from the start that creating the process will be time consuming. Get together with your employees and pick their brains. Talk with other shop operators and your jobbers. Ask what works for them and what doesn’t. Several paint companies offer seminars and training on setting up office SOPs. Find out if yours does. Be prepared to spend some time on developing the process that works for you and your specific circumstances.

By all means, you can contact me for suggestions and advice via email at k.mehok@comcast.net. Remember, the idea of implementing processes is to assure a predictable, consistent and quality outcome. Just like building a scale model, assembling your work in an orderly process will help assure that you are building a winner. 📧



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For more information circle #35

Parts



Das Auto.

SHOP PROFILE

A snapshot of one of the industry's leading shops

QUALITY AUTO PAINT & BODY / ROANOKE, VA.



Slammed to the gills

Busy shop preaches lean while also rallying kids to cease being mean

BY **JIM GUYETTE** | CONTRIBUTING EDITOR

It started with simply taking a principled and public stand against bullying, and now Richard W. Henegar Jr., general manager at Quality Auto Paint & Body in Roanoke, Va., is enveloped in a whirlwind of activities.

Along with assuming a heightened role in operating the family business with an ongoing philosophy of lean continuous improvement, Henegar – known universally as Junior to differentiate the 28-year-old from his dad, owner Richard W. Henegar Sr. – suddenly finds himself in demand as a public speaker spreading an inspirational one-person-can-make-a-difference anti-bullying message to crowds of students at school assemblies.

“It’s been really amazing; it’s a daily circus,” says Junior, describing a seven-days-a-week personal schedule amid rising car counts at the shop. “We’re slammed to the gills. We’re so busy, but it’s bitter-sweet because we have all this money out in parts.”



Henegar Jr.

Yet even with all the hub-bub, Quality Auto continues to attract rave reviews from customers thrilled with the shop’s service and workman-

ship. It annually grosses \$1.2 million.

Junior’s dizzying foray into the lime-light arose when he heard of a local gay man whose car had been severely vandalized, including death threats and anti-gay slurs scratched into the paint. As a straight, married former standout high school athlete who had taken heat from his peers for a wide circle of friends and interests (he also sang in the school choir), it was a no-brainer decision to repair the victim’s vehicle for free.

Junior had previously conducted a no-charge refurbishing of a truck belonging to a soldier serving in Afghanistan, and stepping up in the vandalism incident was simply the right thing to do, he said. The good deed also garnered local media coverage.

Then “The Ellen DeGeneres Show” came along. After whisking out West to appear on the program, accolades from around the world started pouring into the shop – along with an influx of more vehicles to repair.

“We’ve experienced a continuous flow of steady business, and a lot of our customers have said that they saw me on

AT A GLANCE

Quality Auto Paint & Body

Name of shop

Roanoke, Va.

Location

Richard W. Henegar Sr.

Owner

Richard W. Henegar Jr.

General manager

1

Number of shops

26

Years in business

12

Number of employees

12

Number of DRPs

\$1,825

Average repair order

\$27,800

Average weekly volume

PPG

Paint supplier

CCC and Audatex

Estimating systems used

www.qualityautopaintandbody.com

Website

Ellen,” Junior reports, modestly maintaining that the uptick could also be driven by deer hits and a rough Roanoke winter.

In addition, the area’s cable television provider has been airing a Quality Auto commercial at no charge. In a surprise

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move, DeGeneres recorded the spot for free; it also stars Pink the famous singer, three Olympic gymnasts and actor Patrick Dempsey.

Junior even established a 501(c)(3) non-profit foundation. He describes leveraging “my 15 minutes of fame” to create the Charitable Actions Revolution (CAR) under the umbrella of the Warm Hands Warm Heart organization. For more information, visit <http://charitableactionrevolution.weebly.com>.

“The Ellen show was just the beginning, the motivation for my next idea, and it began to come to fruition on my flight home from taping the Ellen show,” Junior recounts. After viewing “The Bully Project” movie on the plane, “my wheels continued to turn” with the idea of annually selecting a deserving individual and providing that person with a no-charge vehicle overhaul.

As he shared his plan with others, “folks started to jump on board and volunteer their help and services,” and the overhaul idea subsequently evolved into CAR. “We started to have weekly meetings to get organized, establish positions and rules, delegate tasks and responsibilities, etc., and the ideas started flowing. We currently have about five projects on the table that could change the way every student looks at a school bus – it could be

a huge tool in eliminating bullying.”

When he travels to schools, Junior augments a Power Point presentation with “trying to show the students and adults that one person can make a difference” by standing up for those who are unpopular or less fortunate.

Junior received the inaugural “Richard W. Henegar Jr. Act Of Kindness Award” from his alma mater, the Botetourt County, Va., school district, and a documentary film crew from PBS has been shadowing him as he gives speeches and goes about the business of collision repair.

“There’s been a lot of publicity for the shop because of my extracurricular activities,” says Junior, “but that’s not why I do it. It’s exciting and stressful, but I feel like it’s my purpose.”

While his wife and parents are supportive of his endeavors, “the shop is the priority right now, so it’s been quite a juggle.”

The quest for continuous operational improvements is an ongoing point of focus along with a more immediate need to bring on additional employees to accomplish the increased level of work to be done at the 18-bay, 13,300 square-foot facility.

Qualified candidates are in short supply within the Roanoke market, according to Junior. “The good people are staying where they are,” he notes. “We try to recruit from out of town, but even those techs are hard to find.”

The Henegars, however, have found some success by working with the local school system to attract promising students onto the premises. “We try to bring in and teach the younger generation,” says Junior.

Providing a positive work environment is a key attribute at the company. “It’s been successful, and attitudes and morale have been high,” he says, noting also that decent pay and benefits result in the employees “taking pride in their shop.” Ongoing Gold Class I-CAR training and vendor-led educational sessions are additional attractions.

Glowing testimonials

The shop maintains a dozen direct repair program (DRP) relationships that account for 90 percent of its business. A strong word-of-mouth reputation and online social media presence bring marketing attention as well. “We mainly let our work, customer service and actions throughout the com-

munity gain us positive referrals,” says Junior.

Glowing testimonials are commonplace, such as this one submitted by B. Devillis: “Using Quality Auto turned an annoying, frustrating situation into a positive experience because of their outstanding customer service, excellent auto body work and, most of all, for making the whole process effortless for me.”

“It’s the Golden Rule,” explains Junior, who frequently networks within the marketplace via his Freemason membership. “Treat others the way you want to be treated. Also, we try our best to turn their negative situation – the reason they’re usually in our shop – into a positive one.”

A complete website is particularly beneficial for reaching vehicle owners who have been in a crash or enthusiasts seeking custom enhancements. “I can’t say enough good things about our website. It’s paid for itself 10-fold – especially with younger people.”

A direct-chat feature has proven to be a big plus for communicating with potential clients. “It comes right to my desk. It’s open during business hours and whenever else I want it to be,” says Junior.

Leaning toward lean

“I’ve been trained in lean and am a firm believer in it,” Junior continues, citing the family’s goal of adopting a more complete array of high-efficiency programs within a few years. “We try to follow the Kaizen philosophy of continuous improvement. Currently, we do a complete teardown on every car before putting it into production, and we’ll take the extra time to partially disassemble a drivable vehicle to find any hidden damage.”

Like other shop managers, Junior laments the various operational constraints that place a damper on a more active pursuit of alternative production methods. “With all our time spent working in the business – and no time for working on it – there really hasn’t been time” to achieve the company’s desired results out on the shop floor.

Effectively maneuvering within the realm of insurance carriers is another challenge. “Having to abide by the insurance company’s labor rates rather than set our own” is a key complaint. “To stay contracted with the insurance companies that feed us, we are required to have all of the state-of-the-art equipment and training,



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which costs more than you can imagine,” says Junior. “However, the smaller shops that aren’t held to the standards that we are and don’t have near the overhead that we do make the same per hour.”

Born into the business

The company was founded as a sole proprietorship in 1986 by Junior’s father, Richard W. Henegar Sr., “in a shop not much bigger than our current front office.” As a youngster, Junior “was born into it” as he washed and sanded vehicles, later leaving town to join the Navy. “In 2007, the same year Dad expanded from 3,500 square feet to 13,300 square feet when all the DRPs came beating down our doors (with more customers), I came home to help him with the transition, and I’ve been here ever since.”

He goes on to describe how “when my father made the big move, I knew he’d need help. When it came retirement time, I didn’t want to see his legacy get bought out or close up, so I knew I had to step up. I’m here for my father; I’m his 401(k). Plus, in what other job do you get to bring your dogs to work every day?”

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For more information circle #22

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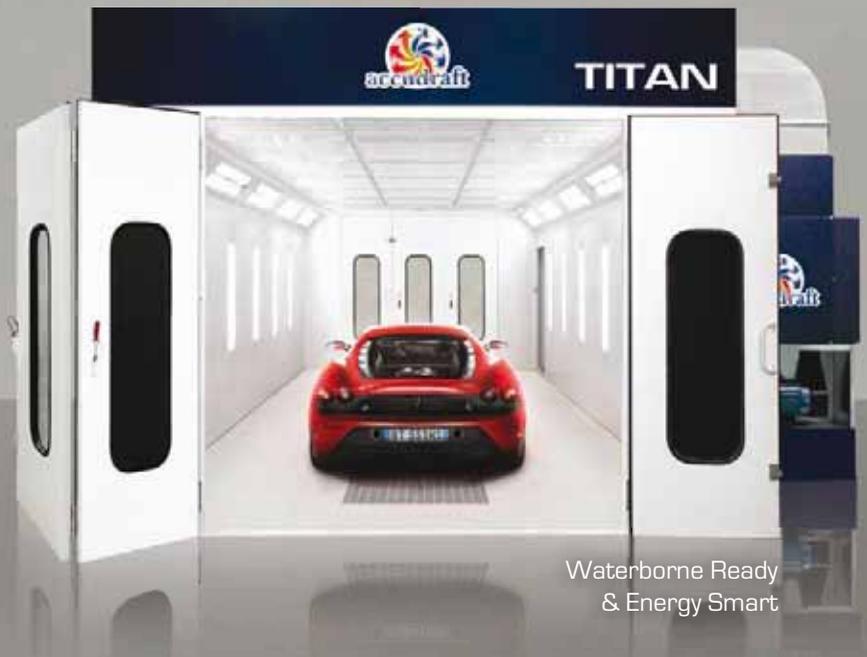
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PROFIT MOTIVE: YOUR COMPASS TO FINANCIAL SUCCESS

Numbers of profitability

Make needed changes to attain your total gross profit goals

BY **JOHN SHOEMAKER** | CONTRIBUTING EDITOR

For my last Profit Motive article, I'd like to provide a review of some important numbers of profitability. Since we just finished the first quarter of 2013, it will give you an opportunity to see how your shop matches up, make any needed changes and move forward to a profitable 2013.

The first and most important number to look at is total gross profit. Ideally it should be about 45 percent, but I have seen shops where it hovered in the thirties. There are several numbers that play into total gross profit. The one that plays a big part in reaching the 45 percent goal is labor gross profit because it is the highest area of profitability at 60 to 65 percent.

Attaining 60 to 65 percent labor gross profit can be difficult if you have multiple labor rates. I was talking to a shop manager the other day who could not understand how he was losing so much in labor gross profit. We talked about his door rate, what his insurance companies were paying and the rate he was charging a fleet customer. After a short discussion, I identified the problem was in how he was calculating his technician rate. He was doing the math properly but he was paying his technicians an average of 40 percent of his door rate, not an average of the rate he was actually being paid.

When we discussed his rates, I found there was a \$10 swing between his door rate and the lowest rate he was collecting. A technician rate of 40 percent of the door rate ended up being 52 percent of the rate he was charging his fleet customer. There are several ways to correct this, either develop an average labor rate for your shop and calculate your techni-

cian pay based on that or have some lower waged technicians to handle the work that pays the lower rate.

A second number that plays a valuable part in attaining your total gross profit goal is paint and material gross profit. A shop with high total gross profit is generally recording its paint and material gross profit in the area of 35 to 40 percent. The biggest obstacle to reaching the goal in paint and material gross profit is waste.

Track numbers as the month progresses. Month end is too late to make changes.

When visiting shops, I like to look and see how much paint is left over and sitting on the bench. I think an average of one half ounce is acceptable and believe anything over an ounce is a problem. I recommend that painters use the panel calculators available in most computerized mixing systems as a base level and then reduce the amount they mix in one-half ounce increments until they eliminate over mixing. Using this process helps them build confidence that they will not run out of paint in the booth, as well as

reducing the amount of waste on the bench. As the painters refine their process, you should be able to keep your costs below \$19.50 per refinish flag hour.

The last area we will look at is parts gross profit. Reaching a parts gross profit goal of 28 to 32 percent would put you in a good position in your efforts to attain 45 percent total gross profit. Negotiating with parts vendors and acquiring discounts based on purchase volume is one of the best ways to reach the parts gross profit goal. Another area to look at is LKQ parts purchases. It is standard to mark-up LKQ parts 25 percent of the purchase price, however this only allows 20 percent gross profit. I encourage shops to ask for 25 percent gross profit from their insurance partners, rather than mark-up. To appreciate a true 25 percent gross profit you have to mark up the LKQ part 33 percent, which will get you closer to the 28 to 32 percent parts gross profit goal.

Keeping these three areas on track will help you keep your business profitable. As you review your numbers, you will also see how quickly your total gross profit number will drop if one of these areas falls out of line. Use your management system to track your numbers per repair order and as a cumulative number as your month progresses. Waiting until month end is too late to make changes that will allow you to recover and post numbers of profitability.

I enjoyed writing Profit Motive articles the last couple of years while working as a consultant. I recently accepted a position as director of Bowditch Collision Centers, an MSO in Southeastern Virginia. The demands of that position won't allow me to dedicate the time needed to write for *ABRN*. I hope you were able to take something away from each of my articles and apply them in your business. Thanks for reading and good luck. ☺

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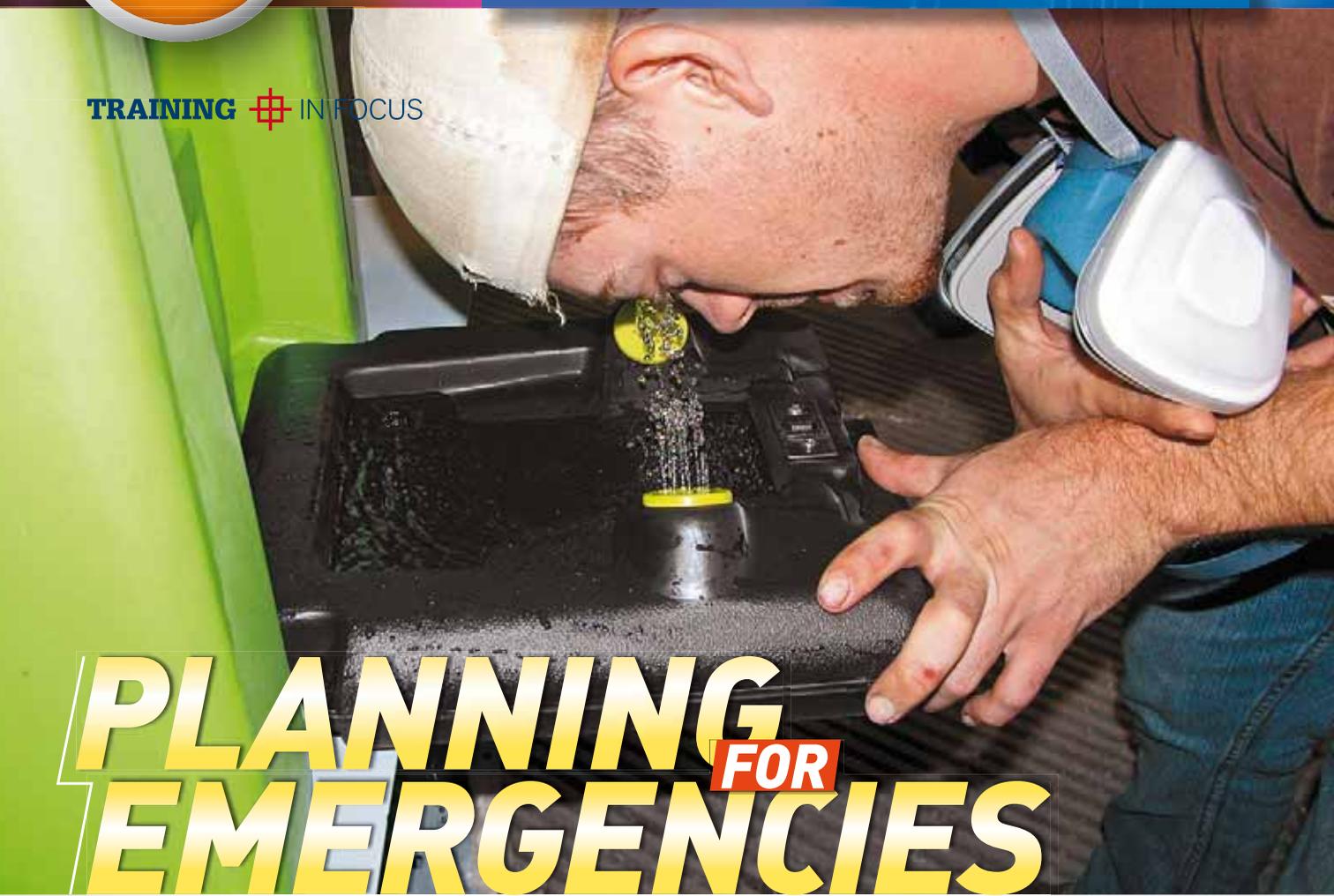
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THE TAKE AWAY

PLANNING TO PREVENT ACCIDENTS BEFORE THEY OCCUR HELPS ELIMINATE ACCIDENTS OR LESSEN THEIR NUMBER AND SEVERITY.

TRAINING  IN FOCUS


PLANNING FOR EMERGENCIES

BY AL THOMAS | CONTRIBUTING EDITOR

WITH CAREFUL PLANNING, TRAINING AND PROPER PROTECTIVE DEVICES, MOST WORKPLACE HAZARDS CAN BE ELIMINATED

The body shop is a potentially hazardous place to work. An environment that presents risks all around us, working in a shop requires that we plan to prevent all mishaps that we can. Planning to prevent accidents and injuries before they occur will help eliminate accidents or lessen their number and severity.

Shop safety involves practicing correct hazardous waste handling and disposal; understanding, knowing and

following material safety data sheets (MSDS); properly labeling all materials used in a shop; using the appropriate personal protection devices (PPDs); and planning for environmental and other emergencies that could occur around the shop.

Shop safety

Some of the most basic shop safety preventive measures may seem routine, and therefore be easily overlooked. Some

examples are: using the proper tools for the job, being trained and tested (Fig 1) on how to use tools safely, not using tools that are not working properly and working properly, and using the proper safety equipment with the tool being used.

If a tool or piece of equipment is not working properly, it should not be used until it is repaired. During the repair or maintenance process, the tool should be deactivated and the lock-out/tag-





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out system should be used. To do this, the machine is turned off and locked so that it cannot be restarted until the lock is removed. Until then, a tag is placed on the control panel, indicating that it is being worked. By doing this, no one will mistakenly turn on a machine when someone else is working on it.

Flammable liquids should be kept away from any type of ignition source such as sparks (welding and grinding) or open flame (torch or plasma cutters). They should be kept in ventilated and

flame-resistant cabinets (Fig 2). Fire extinguishers should be kept throughout the shop for easy access (Fig 3). The appropriate type of fire extinguisher for the type of flame should be used. An ABC fire extinguisher will extinguish a common fire from flammable substances such as paper and wood, electrical fires and chemical fires. In addition, though, with modern vehicles and their use of flammable metals, a D-type fire extinguisher should be on hand specifically for these types of fires.

When working with batteries,

whether lead acid, nickel metal hydrate, or lithium, technicians should wear all proper personal protective devices such as the correct gloves, glasses or goggles and protective clothing. They should not smoke nor allow sparks or open flames around batteries when servicing them. Also, when charging batteries, follow the manufacturer's recommendations. Make sure that when batteries are stored outside of the vehicle (particularly damaged ones) that they are placed in a safe area and have an acid/alkaline resistant spill contain-

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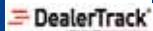
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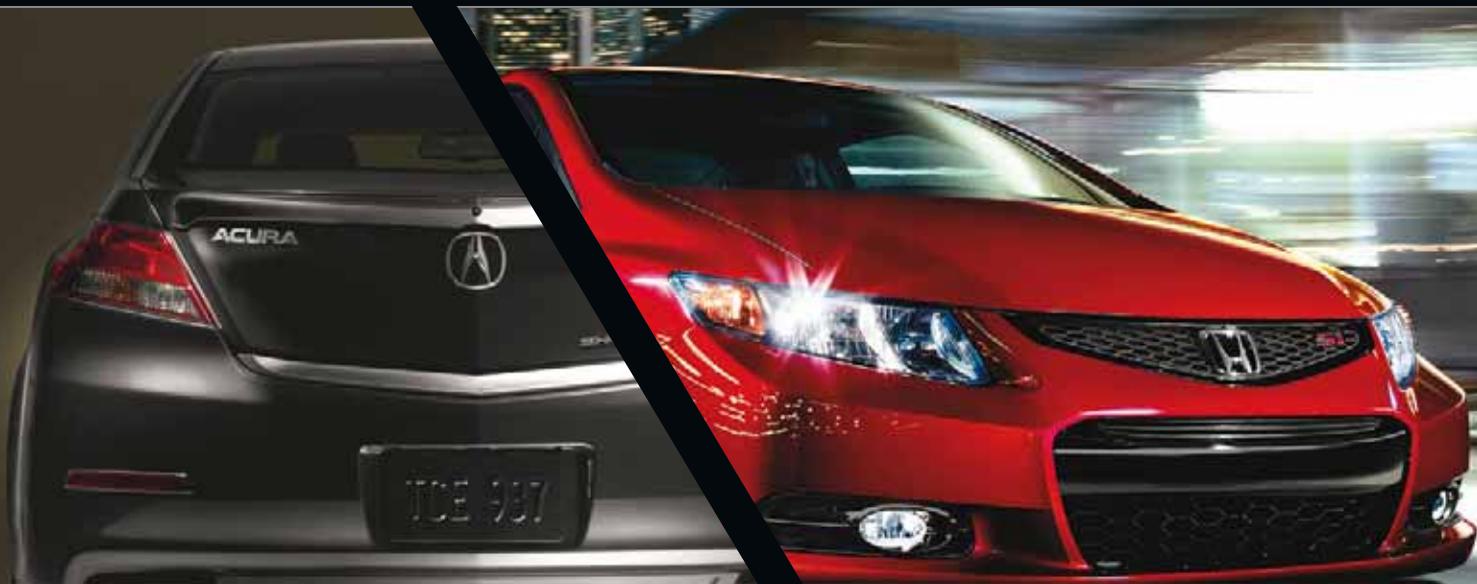
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ment mat under them.

Safety signs (Fig 4) and labels, along with safety equipment, should be well stocked and close at hand (Fig 5). Workplace labels should be on all containers that do not have the original manufacturer labels. All safety equipment such as eye wash stations, either permanent (Fig 6) or portable (Fig 7), should be in working order and tested periodically.

Responding to emergencies

Along with planning to prevent emergencies, it's important to plan how to respond and if a hazardous emergency occurs. Having an emergency plan that clearly indicates who to call for emergency services (Fig 8), which hospital will take responsibility for what type of emergency, are all necessary advance decisions. Have a clearly drawn-out emergency evacuation plan to use in case of fire, storms and other such



emergencies. Having a person who is trained as a first responder is very helpful. The American Red Cross offers classes in first aid, CPR and other training that at least one, if not more employees, should complete.

Collision repair shops have hazardous materials in every corner, it seems. And laws (the right-to-know act in the United States and the WHMIS laws in Canada) require that all products be labeled, either from the manufacturer or using workplace labels. Also, workplace symbols should be placed throughout the shop in their appropriate areas (Fig 9 and 10), indicating the type of hazard that exists.

Acute and chronic exposure

Hazardous exposure is classified as one of two types. Acute exposure displays signs of health effects immediately or within one hour after exposure. Chronic exposure indicates the health effects occur as the result of



long-term exposure to low concentrations of the chemical. Such symptoms as shortness of breath, coughing and dizziness may result from an acute exposure to high levels of vapors in fumes from spray, while other types of illnesses such as emphysema will occur after long-term exposure to lower levels of those same vapors.

Chronic exposure, such as low levels of noise for long periods of time over years, may not show itself until after the damage is done. Unfortunately, prevention of hearing damage by the use of ear plugs (Fig 11) is often neglected because of the subtle damage of chronic exposure.

Portal of entry

The portal of entry is that point in which the damaging exposure reaches the body. Hazardous materials can enter through breathing, swallowing, absorption into the skin and eyes, and injection into the skin. To prevent the



hazardous materials from entering through breathing, the appropriate respirator should be worn (Fig 12). Respirators such as the purple HEPA respirator seen in figure 12, the charcoal respirator (either partial or full face, also in figure 12), and the fresh

air respirator (Fig 13) help to protect workers in various work conditions.

Swallowing hazardous wastes can be prevented by washing hands frequently and by not eating or smoking in hazardous work areas, and not touching your face with your hands when

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coughing or sneezing. Most people have been taught to cough or sneeze into their elbow as opposed to coughing into their hand. Wearing the appropriate nitrile gloves and safety glasses can prevent absorption into your skin and eyes. Many types of contamination are attracted to water, and the moisture that forms between the eye and the inside of safety glasses draws that vapor to it. Using goggles or a fresh air respirator will eliminate this type of contamination.

As a portal of entry for hazardous materials to reach inside the body, injection can occur through a cut or split in the skin, which allows direct access to either our soft tissue or blood vessels. Injection can occur when air blasts from air tools or blow guns drive a contaminant into a body's portal of entry.

MSDS

In the United States, a material safety



data sheet, or MSDS, must accompany every hazardous material sent to the workplace. In Canada, the hazardous material awareness program became known as the Workplace Hazardous Material Information System (WHMIS), and documents similar to the MSDS also accompany hazardous materials to the workplace.

The supplier-provided MSDS covers a variety of areas, such as:

- Project identification
- Hazardous ingredients
- Physical data
- Fire and explosion hazards
- Reactive data
- Health hazard data, or toxic properties
- Protective measures
- First aid measures



- MSDS preparation information

Though the style of the individual MSDS may vary, these nine categories must be included in each one. Explaining each one of these categories is beyond the scope of this article, but certain sections that are extremely important to worker safety will be discussed.

All the MSDS sections are important and should be read, understood and followed. MSDS should be readily at hand so they can accompany an employee to the emergency room in case

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of exposure. The information contained in them will help emergency room staff and physicians know the appropriate treatment for the type of exposure that the person has encountered.

Workplace labels

There must be a supplier label on every hazardous material that comes into the workplace, and the workplace also must have an MSDS on hand and readily available for every chemical in the work area.

But often these larger containers of the materials are transferred to a smaller container. If any chemical is placed in a container that does not have the original manufacturer's label, a workplace label is required (Fig 14). A product that is mixed or diluted to keep for further use, such as an all-purpose cleaner solution mixed in a spray bottle, must also have a workplace label.

Workplace label requirements

Labels prepared for the workplace do not require as much information as manufacturer's labels. In fact, the two required items are the product's name as it appears on the MSDS, and any hazardous warnings that were on the original label.

Many workplace labels such as the one seen in figure 15 have fire hazards (in red), health hazards (in blue), reactivity (in yellow), and specific hazards



(in white) and can be purchased for attachment in the workplace.

Personal protective equipment

Personal protective equipment, sometimes called personal protective devices, are pieces of safety equipment that need to be used to safely handle the common hazardous materials found in a collision repair shop. All employees must have certain standard pieces of safety equipment and must know the proper way to use them.

Glasses that have satisfied rigorous safety testing are labeled Z87 (Fig 16). Not all glasses that appear to be safety glasses have been tested and approved for use.

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Respirators come in all different types specific to the type of work being done. Particle masks (N95) are used for blocking airborne particles (Fig 17), as are HEPA filter masks (Fig 18) — but should not be used when vapors or acids are

present. Where vapors are involved, either charcoal respirators (Fig 19) or air supply respirators (Fig 20) should be used. Charcoal respirators should be stored in an airtight container (Fig 21) when not in use to prolong their usefulness.



Gloves also are suited to different types of work. Common workplace gloves protect the hands, and in some cases have gel inserts in the palms to help reduce vibration damage (Fig 22). Heavier work gloves are used for welding (Fig 23). Also, to protect your hands from chemicals, various types of chemical-resistant gloves such as light gloves (Fig 24), which only protect hands from splashes in use for such things as wax and grease remover, are appropriate. This type of glove should never be submerged in solvent or used when cleaning a gun. Instead, heavier solvent-resistance gloves (Fig 25) should be used for such work involving long-term and heavy exposure.

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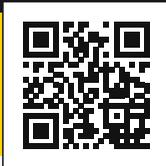








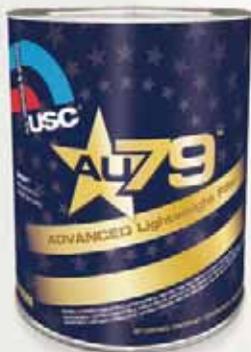


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tually using the loud equipment, but also when other equipment nearby raises the noise to a damaging level. The rule of thumb for hearing safety: When standing at a normal “conversational” distance from a coworker, if you must raise your voice to be heard, then hearing protection is needed.

Many other personal protective devices are available too, and should be worn when working in hazardous situations. Referring to the MSDS for recommended use of these devices should be a routine procedure.

With careful planning, training and the availability and use of the proper protective devices, most workplace hazards can be eliminated, and body shop employees can work safely, even in a hazardous environment. 

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- Tony Rivera, Owner of Hoffmantown Body Shop



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TECHNIQUES  INFOCUS

Cabin fever

Vehicle interiors become the next great frontier in automotive design



The 2013 Dodge Dart may be slotted as an “economy car,” but the interior is designed to appear far more expensive.

IMAGE: CHRYSLER

BY **TIM SRAMCIK** | CONTRIBUTING EDITOR

When repairers look at the next generation of vehicles being created by automakers and the challenges they present to the collision industry, their thoughts typically turn to obtaining access to OEM repair instructions and new equipment. If you're focused on new vehicle exteriors, you're only getting half the story – if that. A far bigger issue is what's happening on the inside, in the driver and passenger cabins. Some of the biggest consumer trends in the auto industry are driving automakers to rethink both the function and form of interiors.

Let's look at what's behind these changes, along with what innovations repairers will be seeing and how they will impact the collision industry.

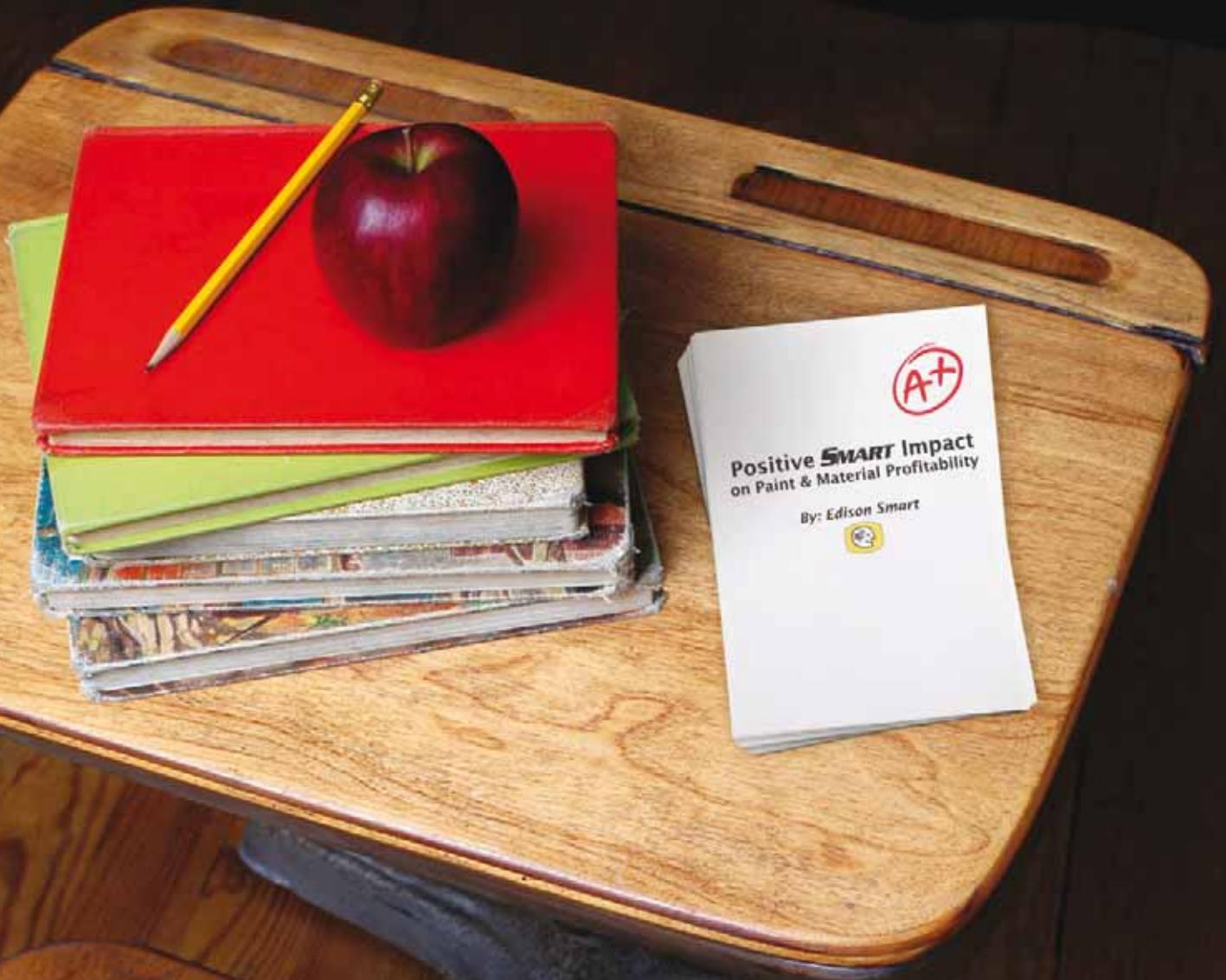
Fresh territory

Dina DeSenso is vice president of Autoterior Perspectives, a Los Angeles-based design company that works with automakers and the aftermarket. She says automakers have two good reasons to focus their design efforts on interiors. First,

pressure to meet CAFE standards and keep their products in specific model groups (SUVs, crossovers, sedans and economy cars) have compelled manufacturers to stick to an increasingly limited set of design principles.

“Right now the public is seeing more vehicle brands than ever on the street, but if you ask your average car buyer to distinguish one car from another – say at about 50 feet – they're going to have a lot of trouble,” she says. “With the exception of the styling cues that distinguish one vehicle from another,





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The Dart also features LED illumination throughout its interior, a trend that soon will appear in vehicles everywhere.

IMAGE © CHRYSLER

for example a sedan, cars look a lot alike. Our research is finding that customers care less and less each year about the exteriors.”

Increasingly, customers – particularly young and female customers – are drawn more to interiors. DeSenso says this factor makes sense since the interior is where customers actually experience the vehicle. For years, aftermarketers have been benefitting from the sale of interior accents and other products. In an attempt to grab some of this market and distinguish their brand, manufacturers are finally looking to exploit this part of the automotive market.

“The goal now is to attract buyers by letting them personalize this part of the vehicle,” DeSenso says. “People have always used their vehicles to make a statement about themselves. The most natural place to do this is where they sit.”

Material changes

With more customers indicating that environmentalism is an important part of their choice in selecting vehicles, customers are making a statement by choosing vehicles that utilize materials that are eco-friendly and sustainable.

Ford has led much of the charge in this area. The manufacturer already utilizes soy foam in the seats and head restraints of some of its vehicles. Ford plans to use the foam in its entire fleet, where it is today using other bioproduct materials such as wheat straw (used as plastic filler in the third-row plastic bins on the 2010 Ford Flex).

It's also begun using parts fashioned from kenaf plant fiber. Kenaf is native to Africa and related to hibiscus, cotton and okra. The plant has been adapted

to grow in parts of California and the southern United States and has become popular with environmentalists since it requires few pesticides. Ford's use of kenaf will offset 300,000 lbs. of oil-based resins annually in North America. Since interior parts make extensive use of petroleum-based resins, kenaf holds the promise of being a centerpiece in eco-friendly interior designs.

That promise currently is being delayed by costs, but DeSenso expects costs to drop as more manufacturers adopt kenaf and other bioproducts. DeSenso expects that day to arrive soon – probably within the next five years.

“It's a lot easier for auto manufacturers to switch gears and change how they source interiors parts than other vehicle parts,” she says. “In this case, it's critical that they respond to customer wants and demands quickly in this area because car buyers are fueling changes to the interior. If they're not satisfied, they'll opt for another brand.”

Luxury for everyone

When customers investigate other brands, along with ecofriendly materials, they also want the look and feel of luxury – even in entry-level vehicles and economy cars.

gone are the days when buying an inexpensive car entailed being stuck with an interior fitted with thin, unattractive cloth seats and cheap-looking plastic moldings and trim. Automakers are now giving customers options such as leather seating and providing driving interiors that normally would be expected in a far more expensive vehicle.

DeSenso notes that this development has been driven largely by younger buyers, who have greater expectations for vehicle comfort and convenience.

“Unlike their parents, this generation grew up being transported to afterschool and other activities in a vehicle,” she says. “To them, it's home. They expect to be comfortable during their commutes, have access to their music and information and be surrounded by something attractive.”

Chrysler drew from these expectations for its recent reincarnation of the Dodge Dart, which features soft-touch, high-gloss fittings and options such as

touch-screen controls and a heated steering wheel. Just as significant, the Dart comes with a laundry list of interior options, giving customers the opportunity to build the interior they want and not simply “the interior the manufacturer wants them to have,” DeSenso says.

DeSenso says domestic automakers are counting heavily on upgraded interiors to help their vehicles compete with the expected influx of low-cost vehicles from India and China.

“They know they're not going to win on price so they need to offer customers a trade-off for spending a little more each month on a car payment,” she says. “Giving customers a cockpit that makes them feel like they're in a \$50,000 vehicle is just the ticket.”

Shining some light on the situation

There's little sense in providing upscale interiors if they're hidden from the driver and passenger views. This factor is helping drive one of the most significant trends in interior design – the addition of ambient lighting.

For years, drivers have struggled to find window, environmental and other controls when driving at night, even though these controls were designed to be within easy reach. Manufacturers now are creating interiors rife with LED illumination rings, lines and other lights.

The additional lights, says DeSenso, serve a dual purpose. They are both functional and add aesthetics and personality to the interior.

“It's the kind of sensible addition that designers have been pushing for years,” she says. “Adding soft whites, reds, blues and other colors brings this space to life. It makes the cabin enjoyable. You're in the vehicle to drive, not sleep.”

Ultimate goal: A blank slate

DeSenso believes the addition of all the options and niceties ultimately will lead manufacturers to a new design paradigm – the fully customizable interior. While this notion may seem decades off or a car show concept model pipe dream, she says its realization is closer than many industry analysts can grasp.

DeSenso says this attitude can be





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The latest Ford Fiesta offers buyers the choice of three “custom” interiors. Eventually, interiors could be fully customized for every buyer.

IMAGE/FORD

attributed to the short shrift analysts have for years given interiors. They may only now be grasping just how quickly interior designs are advancing and how their design is gradually dictating the design of the vehicle itself.

“Along with how a vehicle is powered, the other force that is really impacting the industry is branding to customers the same way that electronics companies are able to,” she says. “You don’t do this with the exterior. You do it with an interior the customer can personalize the same way they do with smartphone apps. That’s the future.”

Repairer impact

The new manufacturer interest in interiors obviously means more repairer focus on the same area. How does this truly impact collision repairs?

On the repair level, it means refocusing efforts to spot any damage to the interior and ensuring it is returned to pre-crash condition. The same effort repairers invest in restoring exteriors will need to be invested in the interior. Considering the growing number of interior options available to motorists and the number of these that have electronic applications, this stands to be a serious

challenge. Having access to OEM repair instructions, along with having employees trained to work on these areas who have access to the necessary diagnostic and repair tools, should be more important than ever.

Repairers will have to turn their minds to new details. For example, restoring and cleaning of ecofriendly parts might be best done with ecosafe products to better appeal to customers.

DeSenso says that the greatest impact new interiors have on the collision industry could be the opportunity they present to reconnect repairers with their true customers – vehicle owners.

“If you’re restoring a damaged interior, you’ll probably need some face time with the customer,” she says. “The owner will know better than anyone if everything is put back in place and functioning the way it should be.”

Imagine that development – a repairer both working and dealing directly with the vehicle owner. 

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T H E L A S T D E T A I L [✓]



Like many of you, I can be plenty critical of the decisions made by insurance companies and vendors serving our industry. I'm not bashful about calling them out when I think it's needed.

That's why it's also important to give them a shout-out when they do something right. Just as with employees, they're more apt to listen and respond to what we tell them they're doing wrong if we also make an effort to recognize what they are doing right. So here are three companies that I think have done something right.

1 TOYOTA'S PREDICTIVE ESTIMATING. If you haven't yet seen a demo of this, it will likely blow you away when you do. Toyota's Jerry Raskind called the system a "game-changer," in that rather than having an estimator start from a blank page and add line items based on what they know or can locate about OEM procedures, the new system begins with a complete estimate that incorporates all necessary parts and Toyota-recommended procedures, along with links to all related Toyota bulletins and published documentation.

The system requires the user only to select the damaged portions of the vehicle (left front fender, for example), and all items related to that section of the vehicle are automatically listed, including such items as one-time use fasteners, necessary information labels and procedures such as color sand and polish (with a link to Toyota's bulletin indicating that is a procedure necessary even at the factory).

It allows the user to adjust the estimate, such as changing the type of part to be used or omitting a procedure not necessary based on actual damage. Repairs can be substituted for parts replacement. But Toyota believes the system will help ensure estimates are more complete based on the automakers' prescribed procedures.

Toyota indicated other automakers are interested in working on the project. It could really improve the thoroughness of estimates and the accuracy of blueprinting, and eliminate a lot of the friction costs in the industry.

2 CCC'S OPEN SHOP. I've said for some time that a shop that's not on an insurer's direct repair program should be able to exchange estimates, supplements, digital images and reinspection requests electronically with the insurer. CCC Information Services' new "Open Shop" product makes that possible. If a car comes into your shop and you're not a DRP for the insurer involved, that insurer

“Toyota's system could improve the thoroughness of estimates and the accuracy of blueprinting.”

WELL DESERVED KUDOS

If we criticize insurers and vendors, we should speak up when they do something right

can still electronically send you an assignment through your CCC ONE system, and you can electronically send back your estimate and photos for approval.

This isn't a cure-all for all the issues shops face when working in a non-DRP environment. But I think for a lot of jobs, this will expedite the estimating and supplement approval process tremendously, wasting less of your estimator's time and letting your shop get to work on the car more quickly. It's win-win for the shop and insurer – and for customers who we all know are happy when they get their cars back quickly. Hopefully this will be something a lot of insurers will embrace.

3 STATE FARM'S HI TECH TOOLBOX. I've long been a proponent of using good line notes and great digital images to support that you "wrote it right" when it comes to the estimate. State Farm has added a 14-minute video to its online "toolbox" that offers some great tips and techniques for taking digital images that really document the damage well.

For example, the auto-focus feature on most cameras won't always work well when shooting damage on the dark underside of a vehicle. Try putting your hand next to the damage, depressing the camera button half way to initiate the auto-focus, and then remove your hand to take the photo. Check out the video here: <http://www.youtube.com/watch?v=M5pBlqMM9xc>. And while you're there, check out some of the other videos State Farm has posted.

As I said, we all tend to be quick to beat up on State Farm or others when we don't like what they do. I like to give these companies credit for making decisions that can help improve the day-to-day challenges we all face in this industry. 📱

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Pro Spot International is proud to announce the launch of its new **SMART spot welder**. The i5 measures the thickness of the metals automatically using the latest optical technology. The i5 then senses the metals to be welded from a pre-delivered current to determine the type of metal. Based on the thickness and resistance feedback information the i5 delivers the correct weld power every time regardless of type of metal or thickness. **All with the press of a single button.**

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The i5's new graphical user interface delivers the same great features of the i4 but with an all new high resolution color touch screen and added functionality.



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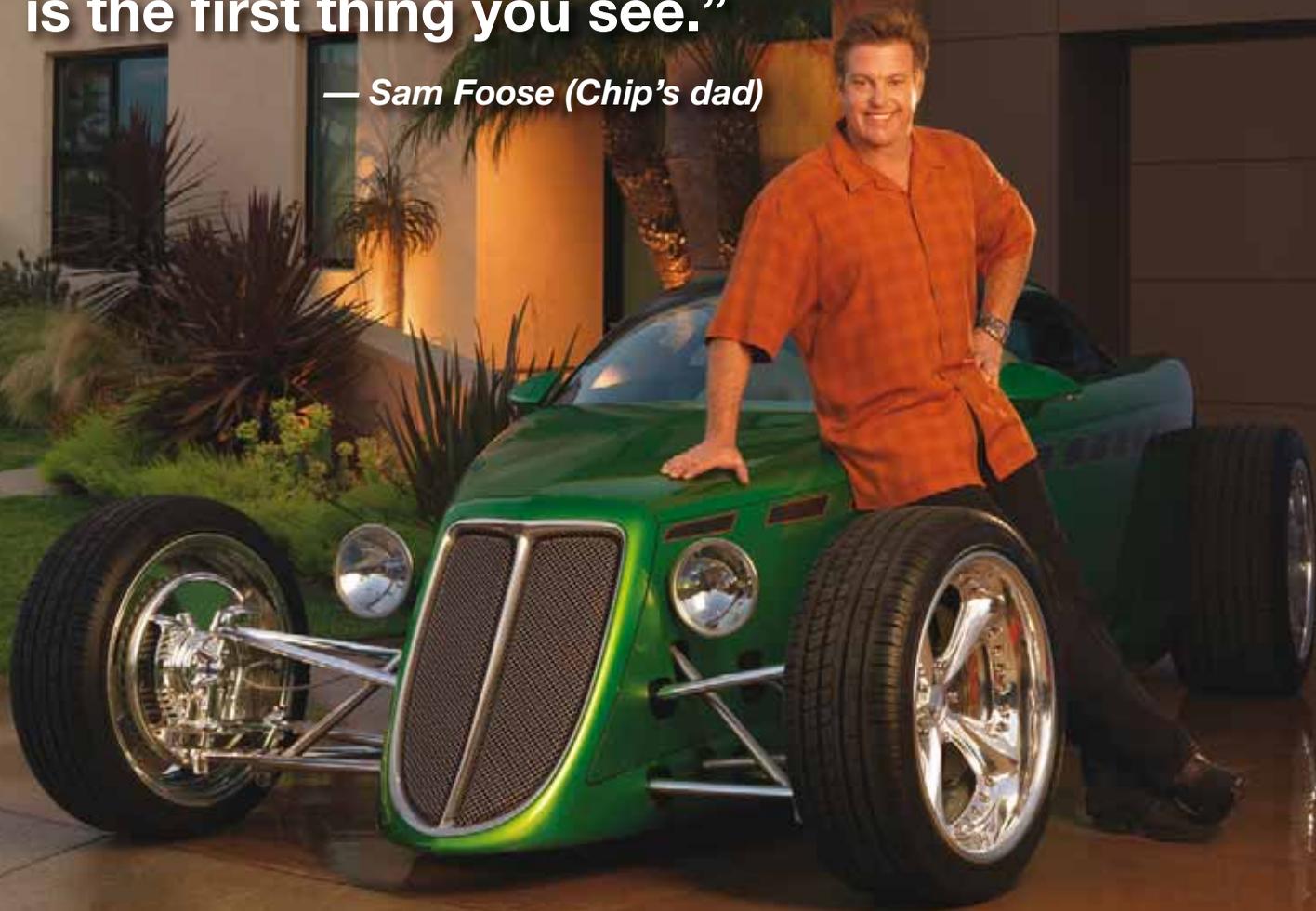
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**“The last thing you do to a car
is the first thing you see.”**

— Sam Foose (Chip’s dad)



My dad taught me to demand the very best of everything—from the wheels on up to the finish. Fortunately, BASF shares our passion and delivers. World-class finishes, outstanding durability and industry-leading color tools all back up that claim.

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BASF
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QualityConnection

Dedicated to Quality Kia Vehicle Repairs

Visible Improvement

Chatter-free sunroof operation

Corrosion Resistance

Sedona heater collant
pipe replacement

Rare Air

Genuine Kia Parts
ensure quality



2014 Kia Forte
2014 Forte Sedan expected Q2 2013
www.kia.com



Genuine Parts

Positive Outlook for Repair Opportunities in 2013 and Beyond

Kia Motors America (KMA) announced record-setting sales performance for the first month of the year. In addition, a number of all-new and significantly redesigned vehicles are scheduled to hit showrooms this year. The steady stream of new Kia vehicles in the market foreshadows future maintenance and repair opportunities.

KMA reported all-time record sales for January 2013. The sale of 36,302 vehicles represents a 2.2-percent increase over the same period in 2012. Continuing to lead sales for the brand, sales for the Optima midsize sedan and Sorento CUV were 11,252 and 8,005 units respectively. One of only three automotive brands to increase U.S. sales in each of the past four years, Kia surpassed the 500,000 unit annual sales mark for the first time in 2012.

Sustaining KMA's momentum in the

New vehicle launches combined with the number of Kia vehicles on the road provide tremendous opportunities for service providers.

new year is the arrival of several all-new or significantly redesigned vehicles. Leading the way is the debut of the stunning, all-new 2014 Cadenza premium sedan. Cadenza is the most technologically-advanced vehicle Kia will introduce in North America. It is expected to start to arrive in Kia retail showrooms in the second quarter of the year.

Debuting at the Los Angeles Automotive Show late last year were the all-new 2014 Forte and the significantly redesigned 2014 Sorento. Poised to take the compact car segment by storm, the Forte will represent the heart of KMA's

small-car line-up. It will replace the current Forte, which has been a sales success story since launching in 2009. Both the Forte and the Sorento are expected to land in showrooms by the second quarter of this year.

New vehicle launches combined with the number of Kia vehicles on the road provide tremendous repair opportunities. And your local Kia dealer is there to help with complete coverage for all models. The best parts for Kia vehicles are Genuine Kia Parts designed, engineered and manufactured specifically for Kia vehicles. They are the only parts backed by the Kia name and warranty*. Combined with the best technical support, Genuine Kia Parts and accessory products help you put your mind at ease and ensure customer satisfaction.

Kia Motors America, Inc.

* Kia Genuine replacement parts (except battery) installed by an Authorized Kia Dealer under warranty are covered for the greater of (1) the duration of the New Vehicle Limited Warranty or (2) the first 12 months from the date of installation of the Kia Genuine replacement parts or 12,000 miles.

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Kia Motors America makes no warranties/guaranties regarding the instructions represented in this publication



Rare Air

Keeping the HVAC system clean while preventing air restrictions

Help your customers breathe a sigh of relief by installing a Genuine Kia cabin air filter. Cabin air filters block leaves, dirt, bugs and other debris from entering the Heating, Ventilation, and Air Conditioning (HVAC) system. This helps to prevent air restrictions that reduce airflow and the output of the heater, defroster and air conditioner. Keeping the HVAC system clean also helps reduce the growth of odor-causing mold and other microbes on the A/C evaporator.

Genuine Kia cabin air filters are highly efficient and have electrostatically charged fibers that do an outstanding job of trapping even the smallest particles.

So, the next time your Kia customer comes to your shop with a poor heating or cooling condition, it may be time to replace the cabin air filter. When you install Genuine Kia cabin air filters, everyone breathes easier. 



Contact your local Kia dealer for the complete range of Genuine Kia Parts.



Genuine Parts

Visible Improvement

Chatter-free sunroof operation



Silicone-based grease provides vibration-free operation for Kia Sorentos equipped with panoramic sunroofs. Application of Kia's dampening grease will ensure proper lubrication of your customers' vehicle.

Kia vehicles requiring collision repair service offer repair outlets opportunities to perform preventive service and enhance customer satisfaction. The Kia Global Information System – www.kiatechinfo.com - is a rich resource for 24/7-access to model-specific technical information and repair instructions. Reviewing the site for information on the Kia model in your facility will go along way to promoting loyalty to your repair facility.

Some 2011-12 Sorento models (produced prior to 11/29/11) may exhibit vibration or chatter in the operation of the sunroof during normal operation.



» See your local Kia dealership for model application and product availability.



Sunroof track panels must be free of debris and dust.



Ensure all existing grease is completely removed.



Apply silicone-based grease front to back on both sides of the track panels.



Apply grease evenly to prevent chatter.

This condition is caused by insufficient lubrication and/or debris in the side sunroof tracks. To remedy and/or prevent this condition, Kia offers a dampening grease, Kia part no. UM011 CH052. It is a silicon-based grease that is incompatible with hydrocarbon-based grease that may be present in sunroof's side track channels. Effected models are in the production date range from October 23, 2009 to November 29, 2011.

Replacing the grease

The following information provides the proper procedure to replace the grease to ensure chatter-free operation on affected models. *As with any procedure requiring the use of compressed air, always wear proper eye protection.*

1. Open the sunroof completely and use compressed air to blow out any foreign material or dust that has built up in the side track channels. Then thoroughly clean out the existing grease from both channels. It is important to ensure that the existing grease is completely removed, otherwise cross-contamination could occur with the new grease, reducing the lubricating effectiveness.

2. Inspect the sunroof track channels for any binding or broken components. Repair and replace if necessary.

3. Apply the new grease evenly to the right and left-side of the sunroof channel tracks. Ensure the tracks receive an adequate amount of dampening grease to completely lubricate the entire right- and left-side track channels front to rear.

4. Inspect the channel tracks for proper grease distribution. Inadequate amounts may cause chatter and noise during normal operation of the sunroof.

5. Open and close the sunroof five times to evenly spread the lubricant throughout the track channels. Allow five minutes for the sunroof motor to cool down, and then repeat the cycle one more time.

The factory-spec quality of Genuine Kia Parts guarantees quality repairs the first time every time. Contact your Kia dealer for quality parts and expert advice. 



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factory bulbs

No modification
required

Manufactured to
original standards

Fully backed by Kia
Factory Warranty*

100% Kia

Quality finish

Precision fit

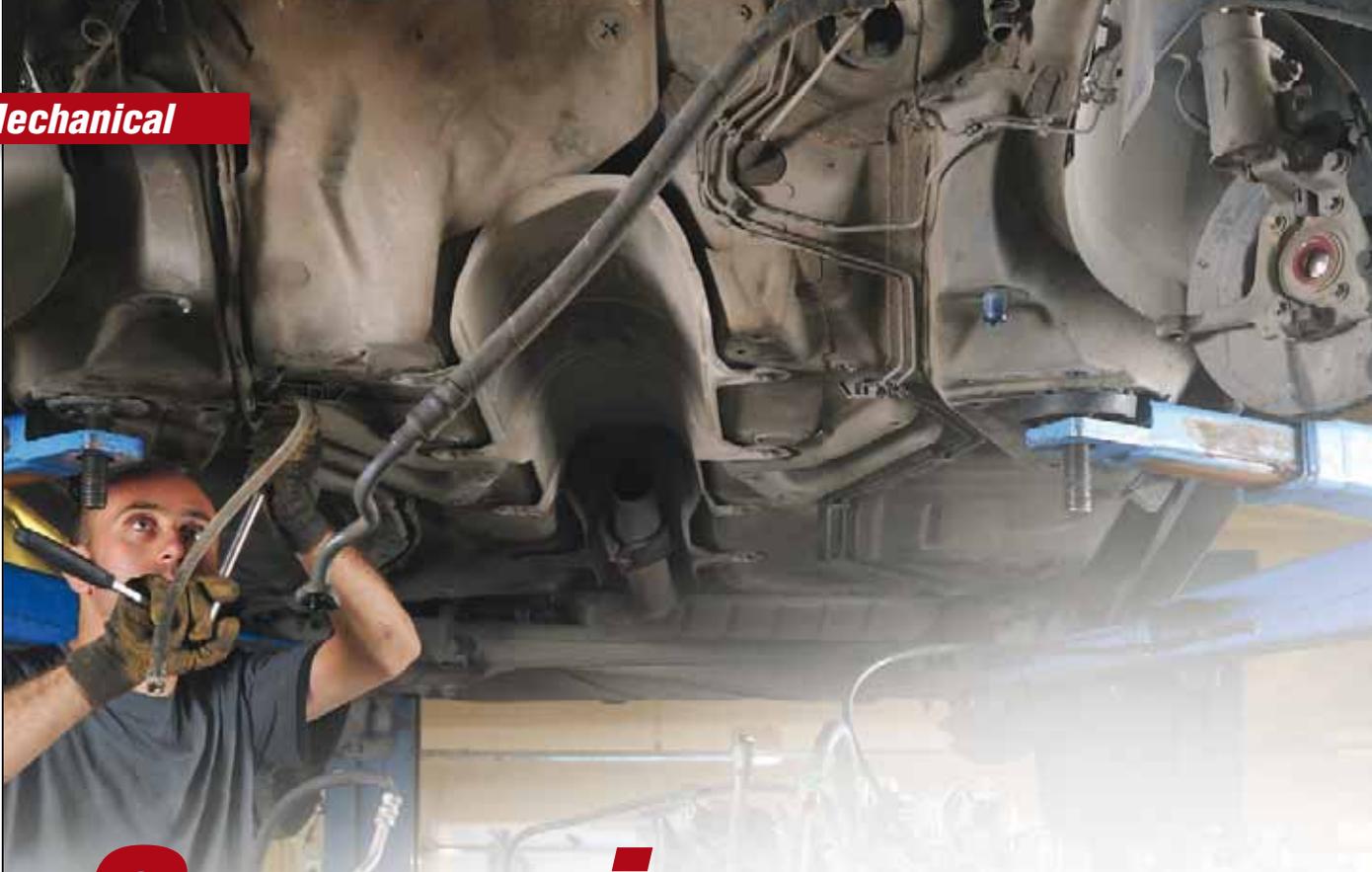
What part of “genuine” don’t you understand?

From headlights to tail lights, body parts to engine parts and lubricants, there is no substitute for genuine. And the only way to assure that you are getting genuine Kia parts, backed by the Kia warranty*, is to order them from your local Authorized Kia Dealer.



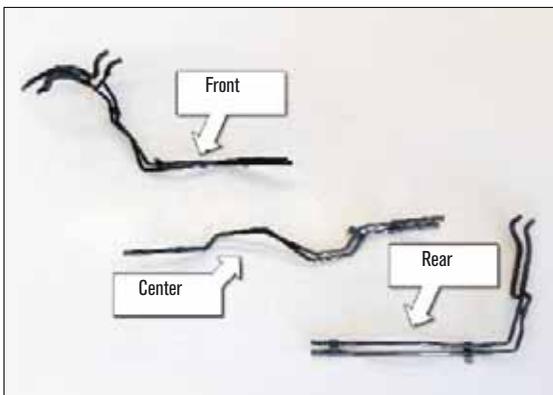
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Corrosion Resistance

Sedona heater coolant pipe replacement



Kia Pipe and Hose Assembly Part Numbers

Front	OK52Y 61 211BFFF and OK52Y 61 211CFFF
Center	OK552 61 212NFFF and OK552 61 212MFFF
Rear	OK552 61 213KFFF

HEATER COOLANT PIPE CORROSION can occur without warning in some Sedona models. This condition is often found in areas of the country, where corrosive compounds such as sodium chloride and calcium chloride are spread on pavement to control freezing and melt ice. It is also found in warm seasons and climates to control dust on unpaved roads. Effected Sedona models are in the production range May 1, 2001 through August 30, 2005. During routine maintenance, inspect the heater coolant pipes for severe corrosion. The following procedures detail the steps required for removal and installation of new pipes.

Contact your Kia dealer for the new corrosion-resistant components needed for the procedure.



Front Pipe Removal

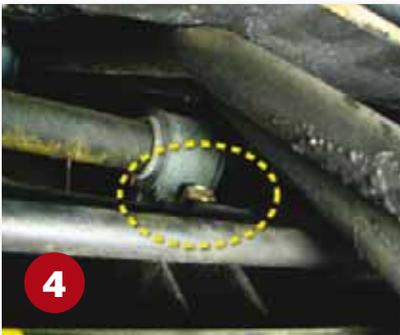
1 Once the engine has cooled sufficiently, remove the radiator cap, and raise the vehicle on a lift. Cut the two flexible coolant hoses between the front coolant pipes and center coolant pipes, and allow coolant to drain into a large container. Note that a large amount of coolant will drain from the hoses.



2 Remove the catalytic converter.



3 Remove the splash shield from the sub-frame on the right-hand passenger side.



4 Remove the bolt holding the power steering lines on the right-hand passenger side.



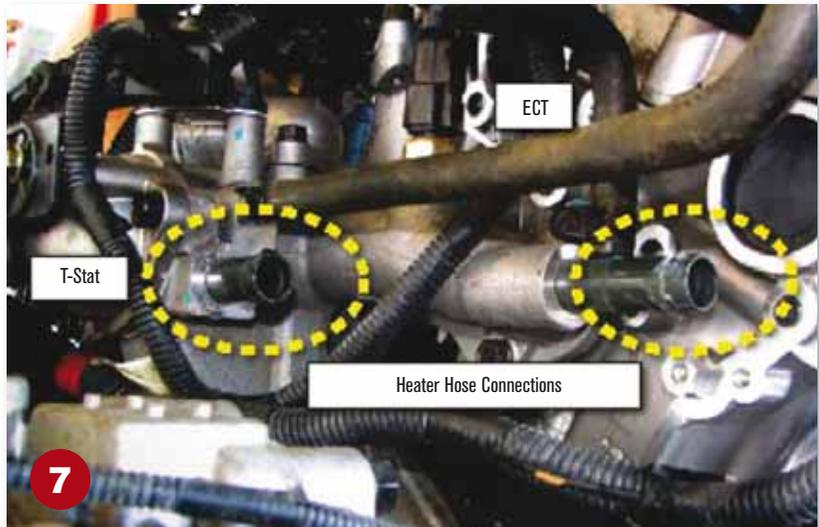
5 Detach the oxygen sensor connector from the coolant pipes,



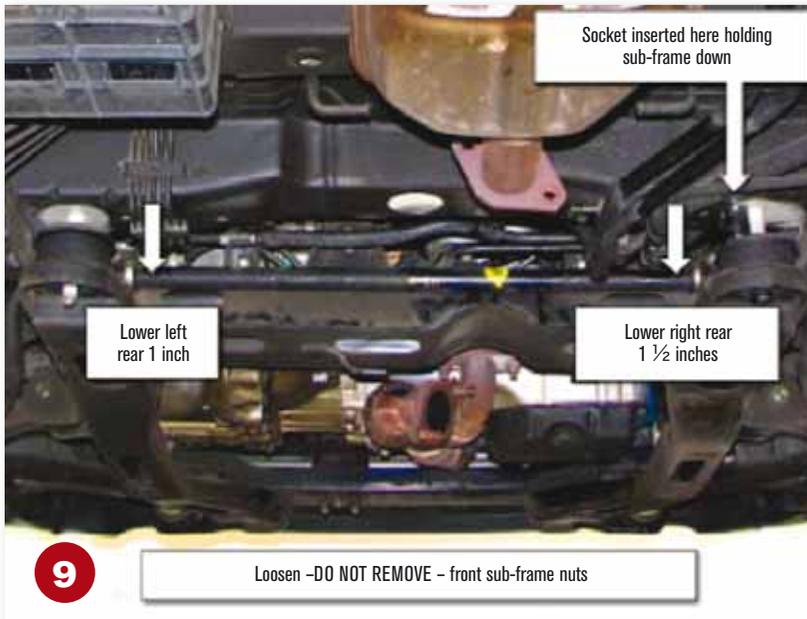
then remove the one nut and two bolts that attach the coolant pipes to the body.

6 Lower the vehicle leaving the drain pan in place to catch any additional coolant. Remove the air filter assembly and intake hose to the throttle to access the area where the two heater hoses attach to the engine. The hose connections are below the thermostat/ECT area.

7 Disconnect the two heater hoses from the engine. Cut the two hoses just removed off of the original coolant pipe assembly as close to the coolant pipe connections as possible.



8 Cut the coolant hoses off the heater connections as close to the heater core as possible. Remove the clamps and remaining pieces of hoses from the heater core assembly. Take extreme care not to damage the heater core or its connections.



9 Raise the vehicle on a lift. Loosen but do not completely remove the two front sub-frame nuts. Remove both rear sub-frame nuts and carefully pry the sub-frame down about 1 inch on the driver side, and about 1½ inches on the passenger side. Do not pry the driver side down further than recommended. With the steering rack attached, it may be damaged. It may be necessary to hold the sub-frame down on the right passenger side while removing the coolant pipe assembly. If necessary, place a shallow socket or similar material that is 1½ inches in height between the body and sub-frame assembly on the right-hand side. Carefully remove the front coolant pipe assembly, noting its original positioning and routing for reference during installation of the new part.

Front Pipe Installation

10 In preparation for installing the front coolant pipe assembly, turn both clamps for the heater hose connections 90 degrees (¼ turn) outward. This will enable ease of positioning the pipe.



Do not remove any hoses. Install the front coolant pipe assembly. Begin by inserting the hoses that connect the engine, and carefully work the remaining assembly into place.

After the front coolant pipe assembly has been properly positioned, loosely reinstall the assembly to the body. Reattach all hose connections, and then fully tighten the coolant pipe assembly to the body. It is important to check the clearance between the coolant pipes and hose connections to ensure there is no contact with any other component, line/hose or electrical harness.

Install all remaining components in the reverse order of removal. If



replacing additional coolant pipe assemblies, stop here and skip to the procedures for removal and replacement of those assemblies.

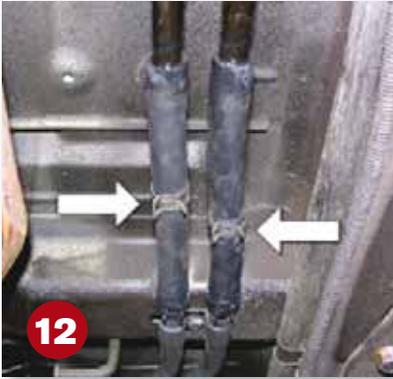
Otherwise, refill the system with the correct coolant mixture referenced below. After filling the system, the rear heater core/pipe assemblies can be bled of air by temporarily clamping off either front heater core connection while raising the engine speed to approximately 2500 RPM for approximately one minute. Check for coolant leaks, and ensure proper operation of both the front and rear heaters.

Ambient Temperature	Mixture Percentage (Volume)	
	Coolant Solution	Water
-15°C (5°F)	35	65
-25°C (-13°F)	40	60
-35°C (-31°F)	50	50
-45°C (-49°F)	60	40

Center Pipe Removal

11 Once the engine has cooled sufficiently, remove the radiator cap, and raise the vehicle on a lift. Cut the two flexible coolant hoses between the rear and center coolant pipe assemblies, and allow coolant to drain into a large container. Note that a large amount of coolant will drain from the hoses. Do not cut the hoses between the front and center pipe assemblies.

12 Loosen and slide forward the two clamps attaching the center coolant pipe assembly to the



front coolant pipe assembly, and then loosen the hose connections. Do not damage the hoses between the two assemblies; they will be reused.

Remove the bolts holding the coolant pipe assembly to the body, and then remove the original center coolant pipe assembly. Remove the two remaining clamps from the front end of the rear coolant pipe assembly and the hoses that were previously cut off. It may be necessary to loosen the two bolts at the rear of the front catalyst before removing the center coolant pipe assembly.

Center Pipe Installation

Install the new center coolant pipe assembly to the body, and then install the hose connections to the front and rear of the assembly. If replacing additional coolant pipe assemblies, stop here and skip to the procedures for removal and replacement of those assemblies.

Otherwise, refill the system with the correct coolant mixture referenced on page 10. After filling the system, the rear heater core/pipe assemblies can be bled of air easily by temporarily clamping off either front heater core connection while raising the engine speed to approximately 2500 RPM for approximately one minute.

Check for coolant leaks, and ensure proper operation of both the front and rear heaters.

» This and other technical information is available at www.Kiatechinfo.com.



Rear Pipe Removal

13 Once the engine has cooled sufficiently, remove the radiator cap and the spare tire assembly. Then raise the vehicle on a lift.

14 Remove the right-hand passenger side rear wheel mud flap and bracket to allow better access to the rear heater core connections.

15 Cut the two flexible coolant hoses between the rear heater core assembly and rear coolant pipes, and allow coolant to drain into a large container. Note that a large amount of coolant will drain from the hoses. Do not cut hoses between the center and rear pipe assemblies.

16 Loosen and slide forward the two clamps attaching the rear coolant pipe assembly to the center coolant pipe assembly, and then loosen the hoses connections. Take care not to damage the hoses between the two assemblies as they will be reused.

Remove the nuts holding the coolant pipe assembly to the body,



and then remove the original rear coolant pipe assembly. Carefully remove the remaining clamps and hoses that were cut off of the rear heater core assembly. Take care not to damage the heater core or its connections.

Rear Pipe Installation

Install the new rear coolant pipe assembly to the body, and then install the hose connections to the center coolant pipe assembly and the rear heater core assembly. Reinstall the mud flap/bracket and spare tire. If replacing additional coolant pipe assemblies, stop here and skip to the procedures for removal and replacement of those assemblies.

Otherwise, refill the system with the correct coolant mixture. After filling the system, the rear heater core/pipe assemblies can be bled of air by temporarily clamping off either front heater core connection while raising the engine speed to approximately 2500 RPM for approximately one minute.

Check for coolant leaks, and ensure proper operation of both the front and rear heaters. **KIA**

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Kia is your source for quality replacement parts and quality technical repair information. Just register at www.kiatechinfo.com for immediate access to detailed instructions and schematics to make your repairs fast and accurate.

Search by model, model year and engine size, by transmission type and also by vehicle system.

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