

ABRN

AUTO BODY REPAIR NETWORK

ASRN WEBCASTS
DOWNLOAD & LEARN
OVER 800 EXPERT VIDEOS ONLINE NOW @ABRN.COM/WEBCASTS

THE VOICE
OF THE COLLISION REPAIR INDUSTRY

Talk Shop Anytime



AUTOPRO
WORKSHOP

VOLUME 54 | NUMBER 9
SEPTEMBER 2015



TECHNICAL

TAKE SOME OF THE WORRY OUT OF THE WELDING

NEW TECHNOLOGY PROVIDES SOME AUTOMATIC SETTINGS TO HELP TECHNICIANS

SHOP PROFILE

CARSTAR Russom's Collision;
Rutherford, Tenn.

TECHNICAL TRAINING

COLOR MATCH
Both an art and a science in the shop

MECHANICAL FOCUS

REAR FOCUS
Don't overlook RWD post collision

TECHNICAL

FIGHTING FRAUD

HEAD OFF ISSUES WITH PROBLEM VEHICLES AND DIFFICULT CUSTOMERS USING THESE TIPS

OPERATIONS

DEVELOP AND MAINTAIN SOPS

STANDARD OPERATING PROCEDURES CAN BE A ROADMAP TO EASING YOUR BUSINESS STRESS



UBM

Advanced Accelerating



Technology. Results.

ADVANCED
AQUABASE® PLUS
WATERBORNE
BASECOAT

Non-stir toner technology
Unsurpassed color accuracy
Industry-leading process efficiency
Complete refinish system

Aquabase
PLUS

EDITORIAL

MICHAEL WILLINS
GROUP CONTENT DIRECTOR
mwillins@advanstar.com
(440) 891-2604

KRISTA MCNAMARA
CONTENT CHANNEL DIRECTOR
kmcnamara@advanstar.com
(440) 891-2746

CHELSEA FREY
SENIOR ASSOCIATE EDITOR
cfrey@advanstar.com
(440) 891-2745

LARRY MONTANEZ
CONTRIBUTING
TECHNICAL EDITOR

STEPH JOHNSON-BENTZ
ART DIRECTOR

STALIN ANNADURAI
GRAPHIC DESIGNER

CONTRIBUTORS

BRIAN ALBRIGHT
b-albright@sbcglobal.net
(614) 237-6707

MIKE ANDERSON
mike@collisionadvice.com
(301) 535-3333

MIKE LEVASSEUR
mikel@keenanautobody.com
(484) 257-5410

JAMES E. GUYETTE
jimguyette2004@yahoo.com
(440) 584-9180

GREG HORN
greg.horn@mitchell.com
(858) 368-7796

KEVIN MEHOK
k.mehok@comcast.net
(708) 516-2936

TONY PASSWATER
tony.passwater@aell.net
(317) 290-0611

KEITH MANICH
Kmanich@autotraining.net
(888) 471-5800

TIM SRAMCIK
tsramcik@yahoo.com
(330) 475-5969

ALFRED THOMAS
athomas@pct.edu
(570) 329-2712

JOHN YOSWICK
info@crashnetwork.com
(503) 335-0393

EDITORIAL ADVISORY BOARD

TOBY GHESS

I-CAR

MIKE ANDERSON

COLLISIONADVICE.COM

DARRELL AMBERSON

LAMMETT'S COLLISION

JO PIERCE

CARSTAR FRANCHISE SYSTEMS INC.

PUBLISHERS

TERRI McMENAMIN
GROUP PUBLISHER
tmcmenamin@advanstar.com
(610) 397-1667

LISA MEND
ASSOCIATE PUBLISHER
lmend@advanstar.com
(773) 866-1514
Fax: (773) 866-1314

BUSINESS

JIM SAVAS
VICE PRESIDENT GENERAL MANAGER

BORIS CHERNIN
MARKETING DIRECTOR

DOMESTIC SALES

MIDWEST & WESTERN STATES

MICHAEL PARRA
mparra@advanstar.com
(704) 919-1881

ILLINOIS, EASTERN & SOUTHERN STATES

PAUL ROPSKI
propski@advanstar.com
(312) 566-9885
Fax: (312) 566-9884

OHIO, MICHIGAN & CALIFORNIA

LISA MEND
lmend@advanstar.com
(773) 866-1514
Fax: (773) 866-1314

ACCOUNT EXEC./CLASSIFIED SALES

KEITH HAVEMANN
khavemann@advanstar.com
(818) 227-4469
Fax: (818) 227-4023

PRODUCTION & ADMINISTRATION

KAREN LENZEN
SENIOR PRODUCTION MANAGER

TRACY WHITE
CIRCULATION MANAGER

GLADYS HART
ADMINISTRATIVE COORDINATOR

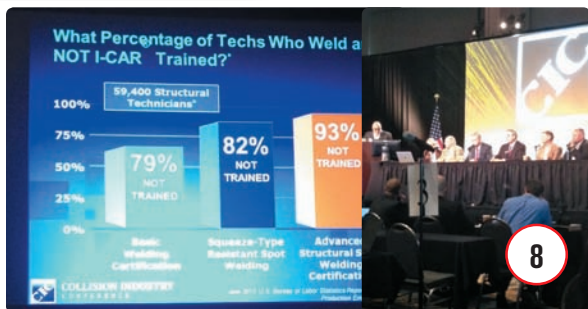
FRANCES FRANCO
GROUP CONTROLLER

CUSTOMER SERVICE
SUBSCRIPTION INQUIRIES
(888) 527-7008
(218) 723-9477

LIST SERVICES
TAMARA PHILLIPS
tphillips@advanstar.com
(440) 891-2773
F: (440) 756-5271

REPRINTS
(877) 652-2955, ext. 121 /
bkob@wrightmedia.com
Outside US, UK, direct dial:
(281) 419-5725, ext. 121

TRENDING



ANALYSIS

THE DISMAL STATE OF TRAINING IN THE COLLISION REPAIR INDUSTRY

BY KRISTA MCNAMARA | CONTENT CHANNEL DIRECTOR

I-CAR's Gene Lopez presented statistics on training in the collision repair industry in Detroit.

TRAINING

I-CAR LAUNCHES PRODUCTION MANAGEMENT ROLE

8 I-CAR's new production management curriculum provides end-to-end instruction designed to drive bottom-line improvements in productivity and profitability throughout the collision repair process.

NACE | CARS WRAP UP

NACE | CARS SHOWS STEADY GROWTH IN MOTOR CITY

10 With more than 6,600 automotive industry professionals visiting the Expo and 8,000-plus throughout Detroit visiting NACE | CARS and related events, the turnout was up slightly from last year and headed in the right direction.

COMMUNITY

FROM THE BLOG SPHERE

14

FINANCIAL INSIGHT

UNDERSTANDING CONSOLIDATION RISKS

BY BRAD MEWES | ABRN BLOGGER

As consolidation trends continue, there are very real challenges and opportunities for business owners.

FEATURED COLUMNS

THE SHOP OWNER

BY MIKE LEVASSEUR

THE POOR VEGA THAT STARTED IT ALL

16 My humble start in the industry began with a Chevy compact car in a 1-bay shop.

THE LAST DETAIL

BY MIKE ANDERSON

THRIVE—DON'T JUST SURVIVE

62 The focus on marketing may include preparing for a shift in automaker's role in the industry.

PRODUCTS

FIND MORE PRODUCTS ONLINE ABRN.COM/PRODUCTS



PPG

Featuring high build and superior vertical hold, the new VC5700 Ditzler Custom Clear promises to deliver a deep, high-gloss, show-quality finish.

59



HYUNDAI
RECOGNIZED COLLISION REPAIR CENTER

HYUNDAI

Hyundai Motor America launched its all-new Hyundai Recognized Collision Repair Center program. This program ensures collision repair centers have the training, tools, equipment and facilities needed to properly repair Hyundai vehicles.



Performance. Reliability. Success.

With our competitively priced replacement parts, you no longer have to settle for anything less than Mercedes-Benz quality. But that's just part of the story. You see, our starters and alternators all carry a 12-month, no mileage-restriction warranty. So our parts are not only a great deal. They're a great value. Since they're genuine Mercedes-Benz, you can have confidence they'll last, and so will your relationship with your customers.

Contact an authorized Mercedes-Benz dealer or learn more at www.mbwholesaleparts.com.

*MSRP excludes state and local taxes, and freight if applicable. Prices may vary by dealer. See your authorized Mercedes-Benz dealer for additional details or a copy of the Mercedes-Benz parts limited warranty. Excludes CORE deposit.



Mercedes-Benz

OPERATIONS



MINDING YOUR BUSINESS

TECHNOLOGY AND INSURANCE

BY JOHN YOSWICK | CONTRIBUTING EDITOR

In this *ABRN* Roundtable, shop and association representatives share their insight, views, and predictions about technology, insurance processes and the need for young technicians.

FEATURES

THE SHOP PROFILE

CARSTAR RUSSOM'S COLLISION;
RUTHERFORD, TENN.

JAMES E. GUYETTE / CONTRIBUTING EDITOR

26 Expansion-oriented goal sets this Tennessee shop on the path to top repairs.



THE PROFIT MOTIVE

DEVELOPING STANDARD OPERATING PROCEDURES: PART ONE

KEITH MANICH / CONTRIBUTING EDITOR

32 SOPs can be a roadmap to easing your business stress.

TECHNICAL



BY TIM SRAMCIK | CONTRIBUTING EDITOR

We offer the following recommendations to enable your shop to spot fraud and form business solutions that help customers, insurers, your shop and the industry at large.

MECHANICAL FOCUS

REAR WHEEL DRIVE

BY PETER RUDLOFF | CONTRIBUTING EDITOR

56 It is important to not overlook damage to drivetrain components that are attributed to a vehicle collision.



BONUS ONLINE CONTENT

VIDEO SPOTLIGHT

HOW CONSOLIDATION affects your business

Consolidation is a very hot-button term that we often hear tossed around in the collision repair industry these days.

[[URL ABRN.COM/MEWESCONSOLIDATE](http://URL.ABRN.COM/MEWESCONSOLIDATE)]

BLOG SPOTLIGHT

CIC WORKING TO improve meetings

Earlier this year, the group formed a Marketing Subcommittee that worked to create surveys to be administered to attendees in order to gain insight on priorities and event strengths.

[[URL ABRN.COM/CICMEETINGS](http://URL.ABRN.COM/CICMEETINGS)]

REPRODUCTION OF non-OEM finishes

The DEG contacted CCC to get a clear definition of the reproduction of Non-OEM finishes.

[[URL ABRN.COM/NONOEM](http://URL.ABRN.COM/NONOEM)]

UBM ADVANSTAR:

- JOE LOGGIA**
Chief Executive Officer
- TOM EHARDT**
Executive Vice-President, Life Sciences
- GEORGIANN DECENZO**
Executive Vice-President Executive
- CHRIS DEMOULIN**
Vice-President
- REBECCA EVANGELOU**
Executive Vice-President, Business Systems
- JULIE MOLLESTON**
Executive Vice-President, Human Resources
- MIKE ALIC**
Executive Vice-President, Strategy & Business Development
- TRACY HARRIS**
Sr Vice-President
- DAVE ESOLA**
Vice-President, General Manager Pharm/ Sciences Group
- MICHAEL BERNSTEIN**
Vice-President, Legal
- FRANCIS HEID**
Vice-President, Media Operations
- ADELE HARTWICK**
Vice-President, Treasurer & Controller

UBM AMERICAS:

- SALLY SHANKLAND**
Chief Executive Officer
- BRIAN FIELD**
Chief Operating Officer
- MARGARET KOHLER**
Chief Financial Officer

UBM PLC:

- TIM COBBOLD**
Chief Executive Officer
- ANDREW CROW**
Group Operations Director
- ROBERT GRAY**
Chief Financial Officer
- DAME HELEN ALEXANDER**
Chairman

ABRN (USPS 437970) (Print ISSN: 2166-0751, Digital ISSN: 2166-2533) is published monthly, 12 times per year by UBM Advanstar 131 West 1st St., Duluth, MN 55802-2065. Periodicals Postage paid at Duluth, MN 55806 and at additional mailing offices. Subscription prices: U.S. one year, \$66; U.S. two year, \$99; one year Canada, \$74; two year Canada, \$148; one year international, \$104; two year international, \$208. For information, call (888) 527-7008 or (218) 723-9477. POSTMASTER: Send address changes to ABRN, P.O. Box 6018, Duluth, MN 55806-6018. Please address subscription mail to ABRN, P.O. Box 6018, Duluth, MN 55806-6018. Canadian G.S.T. number: R-124213133RT001. PUBLICATIONS MAIL AGREEMENT NO. 40612608. Return Undeliverable Canadian Addresses to: IMEX Global Solutions, P. O. Box 25542, London, ON N6C 6B2, CANADA. PRINTED IN U.S.A.

©2015 Advanstar Communications Inc. All rights reserved. No part of this publication may be reproduced or transmitted in any form or by any means, electronic or mechanical including photocopy, recording, or information storage and retrieval without permission in writing from the publisher. Authorization to photocopy items for internal/educational or personal use, or the internal/educational or personal use of specific clients is granted by Advanstar Communications Inc. for libraries and other users registered with the Copyright Clearance Center, 222 Rosewood Dr. Danvers, MA 01923, 978-750-8400 fax 978-646-8700 or visit <http://www.copyright.com> online. For uses beyond those listed above, please direct your written request to Permission Dept. fax 440-756-5255 or email: mcannon@advanstar.com.

UBM Advanstar provides certain customer contact data (such as customers' names, addresses, phone numbers, and e-mail addresses) to third parties who wish to promote relevant products, services, and other opportunities that may be of interest to you. If you do not want UBM Advanstar to make your contact information available to third parties for marketing purposes, simply call toll-free 866-529-2922 between the hours of 7:30 a.m. and 5 p.m. CST and a customer service representative will assist you in removing your name from UBM Advanstar's lists. Outside the U.S., please phone 218-740-6477.

ABRN does not verify any claims or other information appearing in any of the advertisements contained in the publication, and cannot take responsibility for any losses or other damages incurred by readers in reliance of such content. ABRN welcomes unsolicited articles, manuscripts, photographs, illustrations and other materials but cannot be held responsible for their safekeeping or return.

To subscribe, call toll-free 888-527-7008. Outside the U.S. call 218-740-6477.

Engineered for Speed 2015.



Be sure to visit "The Axalta Experience" spray booth across from SEMA's main entrance where you can sign up to spray Axalta products.



See us at both SEMA Locations in Las Vegas November 3-6, 2015!

- Outdoor "The Axalta Experience" Spray Booth #61009 at Main Entrance
- Indoor Booth #22391



Visit www.axalta.us

abrn
TRENDING



ONLINE COVERAGE

THERE'S MORE ONLINE:

PARTS ACT LEGISLATION GAINS COSPONSORS

The "Promoting Automotive Repair, Trade, and Sales Act" now has 14 cosponsors in the U.S. House of Representatives.

»» ABRN.COM/PARTSACT

BASF PREDICTS CAR COLORS FOR 2019 AND BEYOND

BASF's 2015/2016 Color Collection features 65 global automotive paint colors that explore the powerful potential of Real Authentic Ways.

»» ABRN.COM/COLORS

NSF INTERNATIONAL LAUNCHES COLLISION REPAIR SHOP CERTIFICATION PROGRAM

The NSF Automotive Collision Repair Shop Certification Program provides independent, third-party oversight of collision repair shops.

»» ABRN.COM/NSFCERTIFY

SEMINAR TEACHES HOW TO SOLVE SHORT-PAY ISSUES

Body repair industry professionals and attorneys learned a variety of methods to help them collect their short-paid invoices from payers/insurers.

»» ABRN.COM/SHORTPAY

HYUNDAI LAUNCHES RECOGNIZED COLLISION REPAIR CENTER PROGRAM

The program ensures both independent and Hyundai dealership-owned collision repair centers have the training, tools, equipment and facilities needed to properly repair Hyundai vehicles.

»» ABRN.COM/HYUNDAIREPAIR

VISIT ABRN.COM

ENTER (KEYWORD)

SEARCH THOUSANDS OF BREAKING AND ARCHIVED NEWS ARTICLES TO STAY INFORMED



NACE|CARS 2015 NEWS

The dismal state of training in the collision repair industry

I-CAR's Gene Lopez, head of the Education & Training Committee with CIC presented statistics on training in the collision repair industry that painted a bleak picture at the group's Detroit event, July 21-22.

With an estimate of 35,500 shops, Lopez broke down the industry:

- 17,500 are in repair networks;
- 12,000 shops are actively training;
- 8,000 shops are training with I-CAR;
- 3,266 shops are I-CAR Gold Class; and
- 2,102 shops are on the Road to Gold, meaning they are soon to become Gold Class

Lopez then focused specifically on welding training. With an estimate of 180,000 technicians in the industry, 30 percent — 59,410 techs — are performing steel structural welds. Of these, 79 percent do not have basic welding certification through I-CAR. Eighty-two percent do not have squeeze-type resistance spot welding certification, and 93 percent do not have advanced structural steel welding certification.

"This is a tragedy for our industry. Every weld and bolt counts. This is a recipe for a disaster at some point," said committee member Mark Olson with VeriFacts.

Jeff Peevy with the Automotive Management Institute and another committee member presented two questions — "Do we believe poor welds compromise structural integrity?" And "Does compromised structural integrity lead to a lack of occupant safety?"

>> CONTINUES ON PAGE 9

BREAKING NEWS

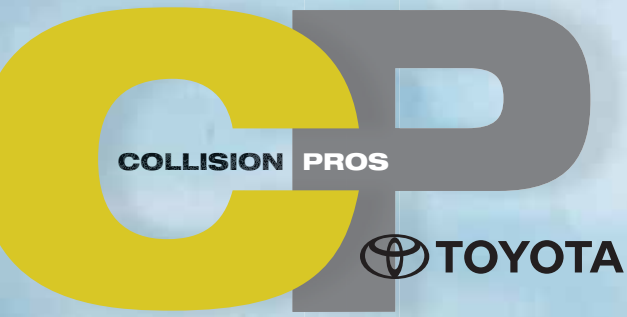
NACE|CARS 2015 NEWS

I-CAR LAUNCHES PRODUCTION MANAGEMENT ROLE

I-CAR®, the Inter-Industry Conference on Auto Collision Repair, announced at the NACE | CARS Expo and Conference the launch of its new Production Management curriculum that provides end-to-end instruction designed to drive bottom-line improvements in productivity and profitability throughout the collision-repair process. Available since August, Production Management will be part of I-CAR's Professional Development Program™ (PDP), filling an important curriculum placeholder that was planned when the PDP was launched in 2010.

The new role and curriculum, which goes beyond technical training, was developed using

>> CONTINUES ON PAGE 9



Dedicated to
Promoting Quality
Collision Repair of
Toyota, Lexus and
Scion Vehicles

Summer 2015



Work by Day—Play by Weekend

The All-New 2016 Toyota Tacoma

RC F Carbon Fiber
Repairs and Tips

Get results using these carbon
fiber repair techniques

OPS—Improving Parts Procure-
ment, Pricing and Delivery

The OPS Technology Suite is now
available to STAR Elite Dealers

To Repair or
Not To Repair?

Learn how to properly handle
wheels during collision repair

Table of Contents:

[2] **Letter from the Editor.** New Technologies Equal New Opportunities. [3] **Stay Updated on CRR Training on Facebook and Twitter!** Find Us on Facebook and Twitter. [4] **RC F Carbon Fiber Repairs and Tips.** A Step-by-Step Tutorial on Carbon Fiber Repair. [6] **Work by Day—Play by Weekend.** The All-New 2016 Toyota Tacoma. [9] **To Repair or Not To Repair?** Properly Handling Wheels During Collision Repair. [10] **OPS—Improving Parts Procurement, Pricing and Delivery.** The OPS Technology Suite Is Now Available to STAR Elite Dealers. [12] **The Last Word.** Training Schedule and Need-to-Know Info.



As the industry continues to advance, Toyota will be there too, helping collision repair shops learn about the latest technologies and deliver the highest caliber service to their customers."

– Kathy Capozza

New Technologies Equal New Opportunities

IN THIS ISSUE OF *COLLISION PROS* MAGAZINE, Toyota highlights new technologies in nearly every story. These new technologies represent advancements in our industry that help make cars safer for passengers, collision centers run more efficiently and help us restore Toyota vehicles back to the original factory specifications with greater accuracy.

The all-new Tacoma is a bold, powerful vehicle, sure to get truck enthusiasts excited. Learn all about the new environmentally conscious refrigerant used in this vehicle, plus new applications of ultra-high strength steel for the vehicle body frame. OPSTRAX is a new parts management solution that launched to STAR Elite dealers in July. This software is designed to improve efficiency in the parts ordering process, allowing for better tracking and communication. Finally, Toyota Collision Repair & Refinish (CR&R) Training is embracing some new technology of its own. You can now find CR&R Training on Facebook and Twitter. And, www.crtraining.com has a new responsive design so you can easily access the site from your mobile phone or tablet.

All of these advancements present exciting opportunities for collision repair shops to learn, grow and evolve. This means being in an even better position to provide high-quality, safe repairs as efficiently as possible. As the industry continues to advance, Toyota will be there too, helping collision repair shops learn about the latest technologies and deliver the highest caliber service to their customers.

Kathy Capozza
Wholesale Marketing Administrator Sr.
Toyota Sales and Marketing | Toyota Motor Sales, U.S.A., Inc.
Collision Pros Magazine | info@collisionprosmagazine.com



SHARE ABOUT COLLISION REPAIR—email us at info@collisionprosmagazine.com

Stay Updated on CRR Training on Facebook and Twitter!

TOYOTA COLLISION REPAIR & REFINISH TRAINING JUST GOT A LITTLE MORE SOCIAL—you can now find us on Facebook and Twitter! You can get the latest repair tips and the most recent training information when you follow Toyota Collision Repair Training on these social media sites.

“Going social is an effort to reach more of our audience,” explains Eric Mendoza, Collision Repair & Refinish Training Assistant Manager, Toyota Motor Sales, U.S.A., Inc. “We have so much great information to offer and we want to make sure it’s easy for people to find.”

The new social media feeds will have tons of helpful information, including:

- Upcoming courses
- CR&R tips
- CR&R videos
- The latest news and information from Toyota
- Behind the scenes photos and information
- New information about certification
- The latest on important Toyota programs

You can find CR&R Training on Facebook by searching for “Toyota Collision Repair Training.” The CR&R Twitter handle is: @ToyotaCRR.

WEBSITE REVAMP

In addition to the new social media sites, the Collision Repair & Refinish Training site also recently received a boost, with a new mobile-friendly design. The new look and feel makes it easier for users to navigate the site on their computers and makes it easy to browse and sign up for courses on a mobile phone or tablet. It is now even easier to find CR&R course information and determine the best courses to take for your professional development.

“Just as our technicians constantly work to stay up-to-date with technology, CR&R Training is constantly evolving to deliver impactful, high-quality training and materials using the best technology,” says Mendoza. 📱



Check out the updated website at www.crrtraining.com

RC F CARBON FIBER REPAIRS & TIPS

THE 2015 LEXUS RC F IS A SLEEK, ATHLETIC COUPE. And, to add even more appeal, owners can purchase an available carbon fiber reinforced roof and rear wing. These braided carbon fiber accents visually reinforce the vehicle's strength and agility. However, if these parts get nicked or scratched, repairing the damage takes time and dedication to detail.

STEP 1: Assess the depth of the scratch.



Lexus outlines the steps needed to repair these pieces in Collision Repair Information Bulletin (CRIB) #189. Toyota's Joe DiDonato, Collision Training Administrator, Technical & Body Training Department, Toyota Motor Sales, U.S.A., Inc., has tested and verified these repair procedures in the Toyota, Lexus and Scion Collision Repair & Refinish lab in Torrance, California. In this article, we explain the repair process and offer tips and advice that DiDonato learned during his testing.

UNDERSTANDING CARBON FIBER

Carbon fiber reinforced plastic (CFRP) is created by binding resin with carbon fibers. The material is extremely strong and lightweight, has a lower density than metals such as steel and aluminum and has a high strength-to-weight ratio. This material is covered with multiple layers of clear coating designed to protect the carbon fiber and create a shiny, aesthetically pleasing finish.

- Layer 1—helps prevent gapping of the carbon fiber material
- Layer 2—improves coating adhesion
- Layer 3—helps increase weather resistance and UV resistance and create a smooth, glossy appearance

The first step when approaching repairs to Lexus RC F carbon fiber pieces is to assess the depth of the scratch. If the damage is too deep, the piece cannot be repaired and you will need to replace it instead of repairing it.

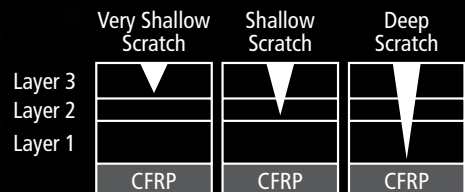
"There is a little bit of judgment involved in how deep of a scratch you are able to repair," explains DiDonato. "If the scratch goes all the way down to the carbon fiber weave, then you need to replace the part. If the scratch is more superficial, use the guidelines in the bulletin and your best judgment to determine if you should repair or replace the part."

You will know that the scratch is too deep to repair if it has reached the carbon fiber below the clear coat or if you can determine that it has penetrated layer 1 of the clear coat. The part is repairable only if the scratch has penetrated no further than layer 2 or layer 3 of the clear coat.

The CRIB gives you a few guidelines for judging the depth of a scratch. You are advised to run your fingernail across the scratch and make the following determination.

- If the deepest part of the scratch is white and your fingernail does not catch then you can refinish the part.
- If the deepest part of the scratch is white and your fingernail catches lightly then you can refinish the part.
- If your fingernail catches strongly then you should replace the part.

"If you are still unsure about the depth of the scratch after you have performed the fingernail test, there are a few other tools you can use," says DiDonato. "Use a magnifying glass to visually inspect the depth of the scratch. Also, you can use a measuring tool such as the Ultrasonic Coating Thickness Gauge for Plastics to measure the depth of the scratch."



SANDING AND CLEAR COAT

The next step in the repair is to sand down the scratch and surrounding area to remove the damage. Sand a wide dish pattern around the affected area. Depending on the depth of the nick, 800 to 1,000 grit paper is recommended. After you have finished sanding, clean the area thoroughly and then apply clear coat. Apply layers until the area is completely filled in. After applying the clear coat, you may need to sand down the area so that it is completely level with the surrounding material. Apply a final layer of clear coat over the entire piece to ensure a uniform appearance in the finished product.

Premium clear coat should be used for its superior protective properties. 🐘

STEP 2: Sand down the nick and surrounding area.



STEP 3: Clean area thoroughly and apply clear coat.



STEP 4: Buff clear coat.



WORK BY DAY— PLAY BY WEEKEND

The All-New 2016 Toyota Tacoma

FOR THE LAST TEN YEARS, THE TACOMA HAS BEEN THE TOP-SELLING MID-SIZE PICKUP IN AMERICA. These highly regarded trucks are something you are used to seeing in your shop. After all, of the roughly three million Tacomas that have been sold, approximately 75 percent of them are still on the road. Now, it's time to meet the all-new 2016 Tacoma—you'll be seeing it for years to come.

FOR 2016, TOYOTA HAS TAKEN THIS MUCH-LOVED TRUCK AND MADE IT EVEN BETTER.

"This truck is badass!" Bill Fay, Toyota Group Vice President and General Manager said when he revealed the vehicle to the press. "Every time I see it, I just want to

get behind the wheel and set off on a new adventure."

While Tacoma aficionados will find the power and reliability they have come to expect, the 2016 Tacoma boasts new fuel efficiency and safety features. The new Tacoma

was created to work hard by day, and play hard all weekend long. It is an agile beast that eats up city streets as well as country roads. No roads where you're going? No problem for Tacoma. The truck is as content off-road as it is on.

EXTERIOR

The new Tacoma has a beefy, robust body that exudes strength. A taller hood and distinctive hex-shape upper grille give the vehicle a proud posture that is sure to stand out in any crowd. The exterior includes unique details that accent the hood, wheels and body. The Tacoma is finished off by a stamped logo on the tailgate that harkens back to vintage Toyota trucks.

Additional features include:

- Locking tailgate
- Easy lowering feature that allows the tailgate to slowly lower into place
- Available LED daytime running lights
- Ultra-high strength steel integrated into the body shell
- Integrated spoiler that helps improve vehicle aerodynamics
- Available 16- and 18-inch wheels

The Tacoma features two new paint colors:

- Beige 4V6
- Blue Mica Metallic 8T0

UNDER THE HOOD

Tacoma comes with several engine options, so you can get the exact combination of power and responsiveness that you desire. One exciting option is the all-new Atkinson cycle 3.5-liter V6 engine. This engine features D4-S technology—the first application on a Toyota vehicle.

D4-S technology uses two injectors per cylinder—a direct injector and a port injector. This allows fuel to be injected into both the combustion chamber and intake ports, depending on engine speed. The result is enhanced performance, optimized fuel economy and reduced emissions.

The V6 comes with two new transmission options: a 6-speed manual or a 6-speed automatic.



The 2016 Tacoma boasts new fuel efficiency and safety features.

INTERIOR

The well-appointed interior of the new Tacoma balances good looks with the ruggedness needed to get the job done. Details like soft-wrapped trim and metallic accents give the cabin space a refined aesthetic. The design of the interior is focused around creating an excellent experience for the driver.

In addition, a new acoustic windshield and strategic placement of more sound-absorbing materials within the cabin make for a quiet ride for passengers.

Interior features include available:

- Qi wireless charging
- Power moonroof
- Blind-spot monitor with rear cross-traffic alert
- Color multi-information display
- GoPro interior windshield mount

NEW REFRIGERANT

Collision repair technicians working on the all-new Tacoma should be aware of a few changes to the vehicle that will affect operations in the shop. The 2016 Tacoma uses a new refrigerant called HFO 1234yf. The Tacoma is the first Toyota to use this new refrigerant. One big advantage of HFO 1234yf is that it is more environmentally conscious than other refrigerants.

To work with this new refrigerant, collision centers will need a new A/C machine. Shops should be aware of this change and be prepared to accommodate it.

Continued pg. 8 >>



This truck is badass! Every time I see it, I just want to get behind the wheel and set off on a new adventure."

**– Bill Fay,
Toyota Group Vice President
and General Manager**

BODY TALK

Changes have been made to the body structure of the all-new Tacoma to help make the vehicle lighter and yet still safe in the event of a collision.

- 1500 MPa high tensile strength steel is used for cabin reinforcement.
- The vehicle's roof has been engineered so that impact will be dispersed in some sections.
- Door openings have an increased number of spot welds to help improve stability (1500 MPa).
- The suspension member and front side member are designed to absorb impact in a frontal collision.

For references on the new Tacoma, view the collision repair manual for the vehicle, body specifications and additional information, which can be found on the Technical Information System (TIS).

WORKING WITH ULTRA-HIGH STRENGTH STEEL

The 2016 Tacoma, like many new Toyota vehicles on the road today, uses strategic placement of ultra-high strength steel to help increase structural strength and rigidity without adding weight to a vehicle. However, special caution must be taken when working with this material because it can become fragile if handled improperly or exposed to high temperatures.

Welding specifications and steel strength ratings can be found in model-specific Collision Repair Manuals. The vehicle-specific structural outlines in these manuals will show all ultra-high strength steel body components. Collision Repair Manuals will also give recommendations for welding.

Additionally, ultra-high strength sheet steel is often used for structural body and frame components. Exposing these pieces to heat can result in structural changes to the material that decrease strength. Heat can also damage the zinc coating on these components, making them less corrosion resistant.

The following guidelines apply to cabin reinforcement repair procedures:

- No hot straightening methods should be used.
- Sectioning 980 MPa and 590 MPa strength-rated pillar reinforcements is not recommended.
- Do not section 440 MPa rated components except at specified locations.

For more information on working with ultra-high strength steel, refer to Collision Repair Information Bulletins (CRIBs) #161, 174, 175 and 176. Additional resources can be found on the Technical Information System (TIS) at www.techinfo.toyota.com. 🐾



TO REPAIR OR NOT TO REPAIR?

PROPERLY HANDLING WHEELS DURING COLLISION REPAIR



Newly revised Collision Repair Information Bulletin (CRIB) #154 Wheel Reconditioning & Replacement gives recommendations about how to approach wheels during the repair process.

WHEELS ARE OFTEN SOME OF THE MOST ATTRACTIVE AND DEFINING FEATURES OF A VEHICLE. But wheels aren't just about looks, they play an important role in occupant safety.

If damaged in a collision, wheels need to be restored properly during the repair process to help ensure that the vehicle is restored to pre-accident condition.

"Wheels should be treated as crucial to the integrity of a vehicle," says James Meyer, Senior Collision Training Administrator, Toyota Motor Sales, U.S.A., Inc. "Safety should be the most significant consideration for wheel replacement, not cost."

REFINISH OR REPLACE?

If a vehicle has been in a collision, wheels should be carefully inspected to ascertain any damage. During the evaluation process, check for visible damage such as nicks, dents, scrapes, cracks, and lateral and radial run out. If a wheel exhibits any of this type of damage, it should be replaced with a new Genuine OEM wheel and not refinished. In addition, salvage wheels are not recommended for use during Toyota, Lexus and Scion collision repairs. Salvage wheels are from unknown origin and the history and previous damage to these parts cannot be known with exact certainty.

Refinishing is acceptable only in the case that the damage to a wheel is superficial. Repairs to wheels should be limited to cosmetic sanding and replacing paint coatings.

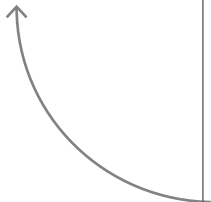
To read Toyota's complete recommendations on this subject, refer to CRIB #154 at: <http://www.crrtraining.com>.





Offering the OPS Technology Suite to our dealerships is an important step in fulfilling our commitment to provide tools to our dealerships that give them a competitive edge. Not only will our dealers' parts department be able to take advantage of cutting-edge technology in parts ordering and delivery distribution, they will be able to pass along better efficiency and generate savings for their collision shop customers."

– Jeff Hilton,
Wholesale Parts &
Collision Manager,
Toyota Motor Sales,
U.S.A., Inc.



OPS

Improving Parts Procurement,

Recently, Toyota announced that it is supporting a new shop management software suite from Overall Parts Solutions (OPS) that is designed to help improve ordering, management and delivery of Genuine Toyota Parts. The OPS Technology Suite is now available to Toyota STAR Elite dealers. Quick, easy access to Genuine Toyota Parts is an important part

chased parts from the time they are ordered to the moment they are delivered. OPS can also help identify disruptions to the shop's supply chain. Finally, OPS can help create greater efficiencies within a collision center's ordering processes by reducing phone calls, which can save time and free up staff to concentrate on other important tasks.



of helping produce satisfied customers, high-quality work and greater profits.

"Offering the OPS Technology Suite to our dealerships is an important step in fulfilling our commitment to provide tools to our dealerships that give them a competitive edge. Not only will our dealers' parts department be able to take advantage of cutting-edge technology in parts ordering and delivery distribution, they will be able to pass along better efficiency and generate savings for their collision shop customers," says Jeff Hilton, Wholesale Parts & Collision Manager, Toyota Motor Sales, U.S.A., Inc.

In today's collision repair environment, having control over the procurement and delivery of parts can help give you an important competitive advantage. OPS helps track pur-

BUY GENUINE

Cost and availability can sometimes be barriers to collision centers using Genuine Toyota Parts. The OPS Technology Suite reduces these issues by offering competitive pricing on Genuine Parts as well as exclusive deals and discounts. OPS also provides the framework for a uniform purchasing process for both dealers and collision centers. This helps ensure consistency and continuity, enabling dealers to deliver the parts as quickly as possible to collision centers. A quality parts purchasing process can help to improve the cycle time and efficiency of collision centers and can help dealerships sell more parts.

Using Genuine Toyota Parts during a collision repair helps ensure that customers' cars


Pricing and Delivery

are returned to the original factory standard and meet all original criteria for safety and appearance. The result is a high-quality repair and a satisfied customer.

The OPS Technology Suite is compatible with most major estimating and management systems. The program is already available to Lexus dealerships.

For more information about the OPS Technology Suite, visit www.OPSTRAX.com. 📄



 The OPS Technology Suite is now available to Toyota STAR Elite dealers

The OPS Technology Suite

The OPS Technology Suite combines several tools to help dealerships streamline their wholesale parts business. The tools are designed to assist with procurement, competitive pricing and delivery of Genuine Toyota Parts. The suite consists of the following components.

OPSTRAX—a parts procurement and communication tool between dealers and collision centers. OPSTRAX gives collision centers the ability to submit and track parts orders electronically and it allows dealerships to view all orders electronically through a centralized location.

VALUTRAX—allows parts departments to offer original equipment manufacturer parts at competitive prices.

DELIVERYTRAX—makes parts delivery logistics a breeze. DELIVERYTRAX provides electronic driver dispatching, live-tracking and accountability for wholesale logistics operations.

TRAXPOD—stay connected with your customer using this handy feature. TRAXPOD provides delivery notifications, deals and discounts, all sent directly to your customer’s computer desktop.

Additional features include:

- Real-time reporting and statistics
- Instantly view purchasing trends and benchmarks
- Helps improve communication between collision centers and dealerships



THE TRAINING CALENDAR



WWW.CRRTRAINING.COM

WEST CALDWELL, NJ

09/15 300 Welding Techniques for Collision Repair
 09/16 601 Hybrid Collision Repair
 09/17 504 Air Conditioning for Collision Repair
 09/22 200 Color Matching for Painters
 09/24 250 Advanced Painting Techniques

JACKSONVILLE, FL

09/09 300 Welding Techniques for Collision Repair
 09/10 601 Hybrid Collision Repair
 09/11 602 Advanced Hybrid Collision Repair
 09/15 301 Non-structural Body Repair Techniques
 09/17 460 Structural Body Repair Techniques
 09/22 300 Welding Techniques for Collision Repair
 09/23 601 Hybrid Collision Repair
 09/24 101 Paint Finish Repair

NEW JERSEY



FLORIDA



CALIFORNIA



TORRANCE, CA

09/09 300 Welding Techniques for Collision Repair
 09/10 601 Hybrid Collision Repair
 09/15 200 Color Matching for Painters
 09/17 250 Advanced Painting Techniques
 09/21 601 Hybrid Collision Repair
 09/22 300 Welding Techniques for Collision Repair
 09/23 460 Structural Body Repair Techniques

Can't find what you're looking for?

More courses can be found at www.crrtraining.com

CHECK US OUT ON FACEBOOK AND TWITTER!

Get the latest information on tools, training and repair procedures on our social media sites.

Toyota Collision Repair Training
 @ToyotaCRR

For a complete training schedule and the latest information on Toyota's Collision Repair & Refinish Training, visit www.crrtraining.com.

TECHNICAL WEBSITES



YOU NEED TO KNOW

www.crrtraining.com

Get Toyota, Lexus and Scion Collision Repair & Refinish Training information

autopartsbridge.com

Order all Toyota and Scion parts and components—clips, fasteners and decals—needed for a repair

techinfo.toyota.com

Get vital information you'll need to effectively service most Toyota, Lexus and Scion vehicles

toyotapartsandservice.com

Search and order Genuine Toyota Parts right from your computer

EDITORS, WRITERS, DESIGNERS



WE WANT TO HEAR FROM YOU

EDITOR: Kathy Capozza

MANAGING EDITORS:

Elisa Liehr, Allison Barker

COPYWRITING AND DESIGN:

Liehr Marketing & Communications

©2015 Collision Pros
 MDC# 00117-00601-SEPT15

CONTRIBUTING DEPARTMENTS:

TIS
 STAR
 Lexus Collision Repair & Refinish
 Toyota Collision Repair & Refinish
 Toyota Certified Collision Centers
 Toyota Genuine Parts
 University of Toyota, Lexus College
 Toyota Technical Education Network
 Toyota Wholesale Parts Department

REFER ALL CORRESPONDENCE TO:

Collision Pros
 Toyota Motor Sales, U.S.A., Inc.
 19001 S. Western Ave., HQ16
 Torrance, California 90501
info@collisionprosmagazine.com

TOYOTA

WHOLESALE PARTS

THE COMMUNICATOR AWARDS

APEX AWARDS FOR PUBLISHER EXCELLENCE

>> CONTINUED FROM PAGE 8**THE DISMAL STATE OF TRAINING IN THE COLLISION REPAIR INDUSTRY**

“When you say yes to those two questions and then we as an industry turn around and continue to have these numbers, it is scary. We’ve pointed these numbers at the collision repair shops, but as an industry we need to own this and be ashamed of this,” Peevy says. “Regardless of the segment we are in, we need to ask, ‘are we contributing to this problem or are we a solution to this problem?’ As an industry, we need to do something about

this. There needs to be a solution. This is an ethical issue that we allow this as an industry to be OK.”

“Instead of talking about training, we should be talking about learning. Only when we learn will things get better,” Peevy said. “It is a cultural thing. We need to listen to the silent mandate that should be demanding that we learn. When we don’t get that, we put our businesses and our industry in jeopardy. Learning is our only way to get through this.”

You need to set the expectations for technicians at the time of hire that place value on training, but shop owners also need to change their expectations of their employees, said Mike Anderson with Collision Advice. “We have to carve time out for them. It is unfair when we want them to produce all day and still maintain their training. We need to suffer some short-term pain for a long-term gain. I want our industry to win. But it scares me with what people don’t know.”

>> CONTINUED FROM PAGE 8**I-CAR LAUNCHES PRODUCTION MANAGEMENT ROLE**

direct industry input, collaborating with production managers, shop owners and experts from the collision repair industry. It provides insight into critical issues and multiple areas of the shop floor, while enhancing critical-thinking and problem-solving skills, enabling participants to quickly address complex problems shop personnel face in collision-repair production.

“The broad-based process focus designed into this new Production Management Role allows shops to empower all of their resources, fine-tune their KPI’s and realize maximum ROI on shop-wide training investment,” said John Van Alstyne, CEO and President of I-CAR. “Effectively managing production is one of the key success factors seen in collision shops that are thriving in the midst of the ‘Technical Tsunami™’, rather than just surviving it. And ‘Learning Culture’ insights, a focus within the new role, will help shops further multiply the benefits of production best practices. In short, organizations with true Learning Cultures can achieve better and continuously improving levels of performance that can become a real competitive advantage.”

This new course of study will deliver content designed to bring people and processes together. Knowledge gained will allow the facility’s production management leader(s) to utilize advanced problem-solving tools, root-cause analysis, process mapping and others, to identify waste and defects in their local workflow process at their facility and improve efficiencies and

ultimately their profitability.

“This industry has a strong, immediate need for production management training,” said Josh McFarlin, I-CAR Director of Curriculum & Product Development. “By working directly with shop owners and experts across the shop floor, we were able to build a unique curriculum that accurately reflects critical areas and challenges the industry faces.”

The Production Management curriculum follows a blended learning model, featuring courses that are optimized for their delivery method and designed to build on each other. This reduces overall redundancy and length of time for courses. The courses feature interviews with industry experts and interactive exercises through a mix of live, online and new virtual formats. The architecture of the Production Management curriculum follows I-CAR’s new “Purpose Built” curriculum design principles; the industry will find these courses will address the myriad of customer improvement feedback customers have shared with I-CAR; I-CAR has listened and responded.

A core component of the Production Management curriculum is the Learning Culture Overview, the first course of the sequential series. Understanding and embracing a culture of learning and knowledge-sharing as a long-term strategy is key to enhancing and maximizing a facility’s success rate in KPIs.

Courses launched in August mark the debut of the ProLevel® 1 pathway for the role within I-CAR’s

industry-recognized PDP. Additional courses are under development for subsequent ProLevels as students progress through the curriculum. This role introduces the idea of prerequisites to the PDP, as each course in the Production Management role must be taken sequentially, thereby minimizing course-to-course redundancy and maximizing learning effectiveness.

Production Management Role courses include:

- Learning Culture Overview (PM101E01)
- Before the Repair Starts (PM105E01)
- Matching the Repair to the Team (PM110V01)
- Workflow Essentials (PM115E01)
- Synchronizing Workflow through Team Communication (PM120L01)
- Problem Solving for Workflow Changes (PM125V01)
- Quality Is Your Business (PM130E01)
- Optimizing Processes, Equipment and Compliance (PM135E01)
- Developing the Team and the Business (PM140V01)
- Refining the Team and the Businesses (PM145L01)

Students will be able to review detailed information, register for upcoming classes and track their training progress for the Production Management curriculum online on www.I-CAR.com.

NACE | CARS SHOWS STEADY GROWTH IN MOTOR CITY

BY ABRN WIRE REPORTS | CONTRIBUTING EDITOR

The automotive collision and mechanical repair industry returned to Detroit this summer for NACE | CARS 2015. With celebrities, industry giants, technical experts, live demos, and a wide array of leading industry associations converging in the Motor City, it was a busy week of business, training, and deals.

With more than 6,600 automotive industry professionals visiting the Expo and 8,000-plus throughout Detroit attending NACE | CARS and related Industry Week events, the turnout was up slightly from last year and headed in the right direction for the future.

Partnering with numerous associations, events, and groups such as CIC, I-CAR, CREF, MERA, CCIF, OEM Collision Roundtable, NABC, CIECA, 1Collision Network, U.S. Department of Commerce Automotive Team Meeting, and State

Farm Corporate Meeting to build the 2015 Industry Week continues to be a recipe for success. It clearly showed there is still significant support and benefits for an industry-specific event.

"The ASA board and management made even more bold changes and launched new ideas for NACE | CARS 2015. We knew we were still taking some risks but we also knew changes had to be made to the event for the benefit of the automotive repair industry, our members, and the association. Although we will continue to make improvements, we are pleased with the results so far and we appreciate the support of everyone involved," said Donny Seyfer, ASA chairman.

The 2015 NACE | CARS Conference & Expo kicked off in full force on July 23, offering a diverse collection of fea-

tures, including a larger show floor with over 54,500 net square feet, a return of the MSO Symposium (MSO) and The Technology & Telematics Forum (TTF), the launch of the Service Repair Leadership Forum (SRLF), as well as OE and manufacturer-specific classes and a strong focus on new materials and technology repair.

"All in all I am very happy with the investment of time and money to come to Detroit for the show. I feel like I took a lot away from the management trainings, and my guys were very pleased and excited with the Young Technicians Symposium," said Reggie Stewart with Reggie's Motorworks Inc.

The numerous live demonstrations on the show floor included aluminum welding, spraying in two prep booths, rivet bonding and more. Chip Foose, KC Mathieu, and Jon Kosmoski performed live paint/spray demos for attendees. John and Brittany Force were also on hand signing autographs. I-CAR hosted a large center stage with presentations throughout the three-day expo.

>> CONTINUES ON PAGE 12

LUSID TECHNOLOGIES

*Americas Fastest Growing Automotive Paint Company – Introduces GenVerde
The paint system that's changing the face of VOC compliance in America.*

**GenVerde, the right answers to
the questions Waterborne raises.**

- Production slow down - **NO** ✓
- Waste disposal issues - **NO** ✓
- Needs special equipment - **NO** ✓
- Needs extensive staff retraining - **NO** ✓
- Simple no nonsense paint system - **YES** ✓



GenVerde



**GenVerde, The truly practical evolution
of VOC compliance.**

LUSID TECHNOLOGIES

WWW.LUSID.BIZ

For Info contact your local General Distributor or Lusid Technologies, Salt Lake City, Utah, on 801-966-5300



We believe replacement parts should perform the same as the originals.

Don't you?

At CAPA, we don't make replacement parts for vehicles. And we don't sell them, either. We test them.

As the nation's leading independent non-profit parts certification organization, we protect vehicle owners and collision professionals from inferior replacement parts. We put crash parts like fenders, hoods, grilles, headlights and bumpers through tough tests to see if they fit, perform and last the same as the originals.

Only those that pass our tests earn the right to be called CAPA Certified replacement parts and carry the distinctive yellow and blue CAPA Seal.

Those that don't pass—whether they're made of inferior materials, don't meet safety standards or don't fit correctly—will never be CAPA Certified. You'd be wise to steer clear of them.

So remind your customer's claims adjuster to specify only CAPA Certified replacement parts by name.

The ones with the yellow and blue CAPA Seal. And after the work is done attach the CAPA Seals right to your invoice as proof your shop uses only quality replacement parts.

Your customer wasn't driving a lemon before the accident: you can make sure they're not driving one after.



The CAPA Seal is your proof a replacement part is CAPA Certified. If it isn't on the part, don't even start.



CAPAcertified.org

If it isn't CAPA Certified, it isn't a genuine replacement part

Want to see what happens to a replacement bumper that isn't CAPA Certified? Check out the video at CAPAcertified.org/crash

>> CONTINUED FROM PAGE 10

NACE | CARS SHOWS STEADY GROWTH IN MOTOR CITY

Real decision makers and shop owners came from throughout the U.S. and more than 30 additional countries to find the latest tools and technology for their shops. Many exhibitors reported making numerous sales throughout the show:

“Celette was very pleased to be able to take part in this year’s NACE | CARS event in Detroit. Being able to support the industry by sponsoring the

MSO Symposium and having presence in the expo continues to support and strengthen Celette’s newest & continuing OEM partnerships. We’re very grateful for the hard work that ASA and the Stonefort Group have put into keeping this show active for the Collision Repair Industry. We are looking forward to more great opportunities in Anaheim next year!” said Jennie Lenk, Marketing

Coordinator and Rental Bank Manager, Celette, Inc.

“As a British company trying to break into the U.S. market the networking opportunities worked out well beyond our expectations. We can’t wait for next years NACE | CARS event in Anaheim,CA!” said Claire Cleland, Sales Manager, Pro Stat, Ltd.

“ProLine Tool & Supply, LLC is very pleased with all of the NACE | CARS team. At the 2015 NACE | CARS Expo ProLine Tool & Supply, LLC was successful with onsite sales, received sales leads, and had outstanding success with new contacts that are becoming allies of ProLine to drive future sales,” said Lyn J Tetreau, Chief Executive Officer with ProLine.

“The networking opportunities at NACE were great. Making connections with such a diverse group of people will undoubtedly drive our sales forward in the future,” commented Shannon Coombs, Vice President, Business Development, Autolights, Inc.

In a major press conference, General Motors said that it’s MyPriceLink automated real-time parts pricing program began a pilot launch in the Denver area on Wednesday, and a national rollout could come as soon as October. Kris Mayer, GM general director of the Wholesale Dealer Channel, made the announcement during a panel discussion on the second day of the 2015 NACE | CARS Expo & Conference.

On the mechanical service and repair side of the business, CARS brought new and improved content to attendees including the return of Technology & Telematics Forum, the Young Technicians Symposium, live demonstrations, a Shop of Tomorrow display, and much more.

“The success of the show is truly defined by the feedback from exhibitors and attendees regarding their experience. The response from them has been positive. We’re very thankful for their support and look forward to building upon the foundation we’ve established the past 2 years in Detroit, as we look to a key move West to Anaheim in 2016,” said Dan Risley, ASA president and executive director.

For all the post-show details, pictures and videos about the NACE | CARS 2015 Expo & Conference, visit NACEexpo.com or CARSevent.com.

EARN HYUNDAI’S TRUST. GET HYUNDAI RECOGNIZED.

HYUNDAI IS LOOKING FOR A FEW GREAT COLLISION REPAIR CENTERS
TO TAKE EXCEPTIONAL CARE OF THEIR CUSTOMERS.

GET HYUNDAI RECOGNIZED.

As a certified member of the Hyundai Recognized Collision Repair Center program, you get:

- Hyundai Recognition signage
- Inclusion in our Consumer Awareness program
- Optional business development to help you reach your business goals
- Plus additional benefits

FACT:

Our manufacturing materials are more advanced than ever.

Less than 2,000 collision repair centers have the right welding equipment.



Enroll today:
www.GetHyundaiRecognized.com
(949) 221-0010



HYUNDAI
RECOGNIZED COLLISION
REPAIR CENTER



AUTOMOTIVE DIVISION
REPAIR & REFINISHING



WORLD CLASS™

PRIMERS & CLEARS

MADE IN THE USA

EZ FINISH™ CLEARCOAT

EZ APPLICATION EZ FINISHING



SEM's newest production oriented,
national rule urethane clearcoat.

- Simple 2 coat application
- Excellent leveling
- High gloss & DOI
- Cures quickly and thoroughly
- Exceptional sand and buff properties
- Excellent UV protection
- 24 month warranty

CLEARS

Part No.	Product Name	Size
50501	World Class EZ Finish Clearcoat	Gallon
50504	World Class EZ Finish Clearcoat	Quart

ACTIVATORS

Part No.	Product Name	Size
50554	World Class EZ Finish Fast Activator	Quart
50556	World Class EZ Finish Fast Activator	Half Pint
50564	World Class EZ Finish Medium Activator	Quart
50566	World Class EZ Finish Medium Activator	Half Pint
50574	World Class EZ Finish Slow Activator	Quart
50576	World Class EZ Finish Slow Activator	Half Pint

Made in the USA



semproducts.com





COLLISION REPAIR INDUSTRY Stats & Trends

U.S. registrations of hybrid vehicles totaled **3.4 million** as of January 1, 2015, which is an increase of **15.7 percent** over last year's **2.9 million**.



Understanding the real risks posed by consolidation

As consolidation trends continue, there are very real challenges and opportunities

BY BRAD MEWES | ABRN BLOGGER

In conversations I have with business owners throughout the industry I often notice a negative view expressed toward the large consolidators, specifically that the large consolidators could never produce the same quality of product or service as a smaller, privately held business. While there may be some truth to this (studies looking at franchises have shown that owner-operated franchises tend to perform at a higher level relative to corporate owned stores), there is much to be learned from the success of these larger organizations.

In the past few years, these large MSOs have grown at a rate that have left even the most well-informed and well-connected individuals shocked at the pace of industry consolidation. Boyd increased revenues by over \$400 million in two short years – doubling in size. The large consolidators have acquired more businesses and

integrated them more rapidly than most thought was possible. The large MSOs have developed a core competency in sourcing, acquiring, closing and integrating independent businesses. The result is that these businesses, using the tools of corporate finance, have fundamentally altered the industry and developed a competitive advantage that many small and mid-sized businesses will find difficult to overcome.



I tend to be agnostic about consolidation, neither assigning a “good” or “bad” value judgment and rather looking at what “is.” I am, however, pro-business, and continue to be impressed from a business standpoint by the rapid and profitable growth of these companies. The large consolidators have done an excellent job of building a comprehensive

abrn.com BEST OF THE BLOGS

BECOME A BLOGGER

abrn.com/JoinCommunity

BEST OF THE BLOGS are articles written by bloggers on ABRN's community pages

A resource you may be missing By PETE MEIER

Girl Power: Attracting, Working with, and Helping Women Succeed in your Business was the name of the panel discussion held July 24 in the Motor City, Detroit, at the 2015 NACE | CARS show hosted by the Automotive Service Association (ASA). Featuring five of the industry's leading ladies, the panel members talked about the challenges they faced breaking into the business, the challenges women in general still face when trying to enter our business, and the misconceptions many shop owners have when dealing with their female customers.

The panelists featured in the discussion were Holly Miller (ASA legislative analyst), Trish Serratore (President, NATEF/

AYES), Bogi Lateiner (owner, 180 Degree Automotive and co-star of “All Girls Garage”), April Hernandez (manager, Hernandez Collision Center) and Diane Larson (owner, Larson's Automotive Services).

Some of the points made by the panelists that really stood out for me included:

If you're a supplier or vendor, don't automatically assume that the lady stopping at your booth is just there to collect the trinkets you're giving away or is subservient to any male company that may be strolling the exhibit hall with her. Even if she isn't the principal owner of the business, you can bet that she has a say in any buying decisions you may propose. The same holds true when you call or visit a shop. Don't assume

the female behind the counter or on the phone is not the decision maker.

Unless you hold a doctorate degree from Harvard or MIT, never assume that you're smarter than the lady you're talking business with. Odds are she has multiple degrees of her own.

Never ask a female technician who is applying to your shop how she deals with the “heavy stuff.” She does it the same way your male techs do — she asks for help.

Female employees tend to be more attentive to the details that can make or break a customer relationship and are a strong addition to any area of your business.

Female employees, friends or customers should be asked to

critique your shop from a woman's point of view. According to one panelist, many male shop owners are surprised to learn just how much business they are losing because of the appearance of their bathrooms, let alone the overall atmosphere of their shop. Women make up the majority of your customer base and influence the buying decision of the partners.

Sexual orientation and an interest in the automotive industry are not related, and your attitudes about either are archaic and have no place in today's business environment.

To read the entire article, go to ABRN.com/girlpower.



NOW STREAMING:

Diagnostics from a Distance

SPONSORED BY LAUNCHTECH USA
Watch at MOTORAGE.COM/DISTANTDIAGNOSTICS



PAGE
16



THE
SHOP OWNER

MIKE LEVASSEUR

The poor Vega that started it all

PAGE
18



THE
PROFIT MOTIVE

KEITH MANICH

Developing and maintaining SOPs

PAGE
62



MIKE ANDERSON

Thrive — don't just survive

collision repair business as opposed to a collection of collision repair shops.

Going forward, it is clear that the large consolidators will achieve nationwide scale. There will be continued consolidation, both on the individual shop level, the regional MSO level, and possibly even large consolidator on consolidator acquisitions. At some point it is likely that one of the large U.S.-based consoli-

datators will go public. Boyd, a company that started as a single location shop in Canada a mere 20 years ago, has proven that the large MSO model is viable both from an operational as well as a capital markets standpoint. By many measures, there truly is no better time to be in the industry. Valuations for collision repair businesses are at all-time highs. Continue at ABRN.com/MandA.

LEARN MORE: ABRN.COM IS UPDATED PERPETUALLY

ENTER (WEBCASTS)

Search thousands of archived and breaking news stories by **keyword**

• **Help your customers say yes**

A purchase decision is based on the value the customer perceives at the time.
MotorAge.com/sayyes

• **Understanding online payments to improve business**

Accepting online payments can help you grow your customer base and sales, get paid for services and ensure security for both your business and your customers.
MotorAge.com/onlinepayment

• **New green standards for vehicle service and repair shops**

The new ratings for new and used vehicles have been met with widespread consumer approval.
MotorAge.com/greenstandard

• **How aftermarket distributors capitalize on Big Data**

What does this push into Big Data automakers mean for the expansive automotive aftermarket?
AftermarketBusiness.com/bigdata

• **Inside the mind of the final decision maker**

Today you can get just about any type of maintenance or repair information online, which is a key reason for DIYers to shop online.
AftermarketBusiness.com/finaldecision

• **How aftermarket companies can lead in 2015 and beyond**

Interview findings indicated several ways in which companies can improve sales and growth.
AftermarketBusiness.com/leadin2015

NOVEMBER 3-4

• **Collision Industry Conference Las Vegas, Nev.**

NOVEMBER 3-6

• **SCRS Repairer Driven Education Series Las Vegas, Nev.**

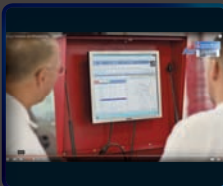
NOVEMBER 3-6

• **SEMA Las Vegas, Nev.**

JANUARY 14

• **Collision Industry Conference Palm Springs, Calif.**

abrn **TOP VIDEOS**



Importance of damage analysis and blueprinting

SEARCH OUR ARCHIVES OF OVER 800 ONLINE VIDEOS

ABRN.COM/ANALYSIS

• **Chip Foose 1965 Impala "Imposter" takes 2015 Ridler Award**

63rd annual Detroit Autorama selected this car as the Ridler Winner.
[\[ABRN.COM/IMPOSTER\]](http://ABRN.COM/IMPOSTER)

• **Curve and contour painting tips**

3M offers tips for using the Paint Defender System in your shop.
[\[ABRN.COM/3MDEFENDER\]](http://ABRN.COM/3MDEFENDER)

• **Suspension diagnostics in the shop**

Robert Hornedo, owner of Pacific Collision Equipment Co., in Signal Hill, Calif., and Thomas Balliet, sales and technical manager, talk about the importance of suspension diagnostics in the repair process and what they can mean for your shop.
[\[ABRN.COM/HORNEDO\]](http://ABRN.COM/HORNEDO)

TO WATCH NOW



JUST SCAN IT

Scan the QR Code with your smart phone's camera, or go to: abrn.com and enter [\[abrn.com/video\]](http://abrn.com/video)

TO GET THE FREE APP: FROM YOUR PHONE'S BROWSER, GO TO: WWW.SCANLIFE.COM



Noteworthy

READER FEEDBACK TO LINKEDIN DISCUSSION

Scott Eckenrode wrote: My shop is having trouble getting customers to take the surveys that one of our DRPs is using. Does anyone have input or suggestions on how to get our customers to take the surveys?

Kaycee Morris: Have the surveys located at the cashier and while they are making a payment have the cashier ask them to fill it out while the receipt is printing.

Bob Medved: Consumers are hit with surveys at coffee shops, grocery stores, when shopping online, you name it. When you call to remind them, just do the survey right there on the phone so they won't have to fill anything out. Make it as convenient and painless as possible.

Cos Licursi: Get \$10 Starbucks gift cards, set up a computer in your waiting room and have them fill it out before they leave for a free gift.

Bill Hawkins: Incentivize your estimators to make sure they communicate the importance of these surveys in a way that ensures the client understands that you really care about their

overall experience and want to measure your performance.

Eckenrode: Great ideas, but it is an automated survey that the insurance company sends out to us.

Genelle Strong: These are a phone or email survey conducted by a third party. We recently had a big push from two insurance companies to get our survey return rate up. We are now at a 50 percent return rate. Part of it was easy — make sure to get the customer's email and cell and put it into the estimating system. We also had to change our entire culture. Our phone system hold verbiage references level 10 service. We have multiple signs and prompts in our office, verbal customer communication and paper documentation that talk about the survey. We do a follow-up call after delivery. We unabashedly ask for 10s. Keeping the level 10 top of mind for our CSRs has really brought about cultural changes we needed to create a great customer service experience. I see our front desk staff asking themselves "did I give that customer level 10 service?" I see the estimators making more frequent and meaningful contact with their customers, and paying closer attention to their interactions.



the community—
join the discussion

GO TO: abrn.com/community



MOTORAGE.COM



AFTERMARKETBUSINESS.COM



2015 INDUSTRY CALENDAR





That poor Vega

My humble start in the industry began with a Chevy compact car in a one-bay shop

Having our business acquired by a larger MSO earlier this year has had me thinking about my start in the industry, which was just shy of 40 years ago. Unlike many shop owners, I didn't grow up in a body shop. My family wasn't in the business.

It was actually my high school consumer economics teacher in the fall of 1976 whom I can credit for my career in the industry. His father operated a body and paint supply store. The examples my teacher used in the class – related to inventory, ratios, income and expenses, etc. – were often based on his father's store and its customers.

That was my introduction to the idea of collision repair, and I thought it sounded like a cool business: taking something that was wrecked and putting it back together. If you'd asked me as a 5 year old what I wanted to be when I grew up, I would have said an artist or a racecar driver. This industry sounded like a chance to combine my two interests: cars and art.

My high school teacher helped me spend a few weeks working in his father's supply store, and he in turn helped line me up a job with Mr. Lee, a Korean immigrant still fairly new to the United States who was doing autobody work.

Mr. Lee had a single bay within a transmission repair business in a suburb of Philadelphia. He'd pick me up from school at 3 p.m., and we'd go to the shop to work. At about midnight, we'd pull all the other cars out of the shop, wet the floors down, put the enamel paint on a hotplate, and by 2 a.m., we'd spray a car. We did the painting when the neighbors wouldn't complain about paint fumes because they were all asleep.

At about 3 a.m., we'd finish and pull all the cars back into the shop. He'd drop me off at home, I'd go to school the next morning, and then I'd ride back to the shop with him after school to start the process again.

The very first car Mr. Lee had me work on was a 1974 Chevy Vega that was in for

a complete paint. Keep in mind that I'd never before worked on a car other than helping my father change the oil on our car. In his thick accent, Mr. Lee instructed me to "sand the car." He gave me a piece of 220 sandpaper and a water bucket and a quick demonstration of how to sand on the fender of the Vega.

I asked him, "What do you want me to sand?" I can still hear Mr. Lee saying, "Whole car. Sand whole car."

So he left, and I sanded the whole car. I sanded the fenders and the hood. I sanded the doors. And I sanded the taillights, the grille and the bumpers – every part of that poor little car except the glass.

I don't know any Korean curse words, but I think I probably heard them all when Mr. Lee returned. You can imagine how many parts he had to replace on that car.

But you know what? The next day after school, Mr. Lee was there to pick me up and drive to the shop for work. I have to think that he gave me a second chance because I really had listened to what he'd said – I'd sanded the "whole car."

It wasn't long before I'd fallen in love with the whole process of fixing cars. I had a passion for it. After high school, I attended autobody training at what is now the Thaddeus Stevens College of Technology in Lancaster, Penn. I like to say I had four years of training in this industry: two with Mr. Lee, who taught me to do everything wrong, and two in college where an old-school teacher (all metal work, no plastic fillers) taught me how to do everything right.

How about you? What was your start in this industry? Drop me an email (mlevasseur@abraauto.com) so I can share your story.

"THIS INDUSTRY SOUNDED LIKE A CHANCE TO COMBINE MY TWO INTERESTS: CARS AND ART"

GO ONLINE NOW

to search thousands of articles, videos & resources. You will also find a complete archive of the author's previous articles.

TO GET THE FREE APP: FROM YOUR PHONE'S BROWSER GO TO: WWW.SCANLIFE.COM

JUST SCAN IT



ABRN.COM/LEVASSEUR

Tell Me What YOU THINK



If there's a topic you'd like me to address, I'd love to hear from you.



Mike LeVasseur is president and COO of Keenan Auto Body, a 12-location ABRA Auto company.

THE SAVINGS SUPERSTORE



Ranger R30XLT

33" Power Assist
Tire Changer



\$3655

BendPak XPR-10A

Dual-Width, 10,000 Lb.
2-Post Lift, Asymmetric



\$3010

Ranger DST64T

Digital Wheel Balancer
with DataWand™ Entry



\$2425

BendPak LR-60

6,000-lb. Capacity,
Low-Rise Lift



\$1590

LS580V-601

80-gal. Air Compressor



\$1940



TIRE SHOP COMBO

\$3700

Ranger R980XR

Swing-Arm Tire Changer



Ranger DST2420

Dynamic Wheel Balancer

Ranger R745

Swing-Arm
Tire Changer



\$1470

BendPak SP-7X

7,000-lb. Capacity,
Scissor, Frame Engaging



\$4370

BendPak MD-6XP

6,000-lb. Mid-Rise,
Frame Lift, Portable



\$1955

Ranger R980AT

50" Swing-Arm &
Single Power Assist



\$2895

BendPak HDS-14

14,000-lb. Standard
Length Car Lift



\$4250

FREE SHIPPING! * FREE SHIPPING! * FREE SHIPPING! * FREE SH

Call Now! 1-800-587-0663
www.wrencherswarehouse.com



*Free shipping on all BendPak and Ranger Products to most areas in the 48 contiguous states.
** We are not required to collect sales tax on orders delivered outside of CA and TN.
You may be required to remit sales tax to your local taxing authority.
© 2015 Wrenchers Warehouse. All Rights Reserved.

Portable. Quick. Safe.

Fastest way to get your car in the air.

Model BL-5000



MSRP \$1295⁰⁰

Model BL-3500



MSRP \$1035⁰⁰



The truly portable QuickJack™ is convenient to use and lightning fast allowing technicians to easily move the lift wherever it's needed. The QuickJack eliminates the need to bend over, kneel or squat when working on vehicles. A lowered height of just 3' means it goes where other jacks don't and an optional 12-volt power supply allows you to use it practically anywhere. Sturdy lock bars, a remote pendant control and adjustable rubber contact pads make it the perfect lifting system. Available in 5,000-lb. or 3,500-lb. capacity. Visit www.quickjack.com to learn more.



See it on YouTube

www.quickjack.com • 1-888-262-3880

© 2015 Ranger Products • Ranger Products is a division of BendPak Inc.

QUICKJACK™
By Ranger Products



IN THIS SECTION

26 Shop Profile

32 The Profit Motive

READ IT ON  .COMDISCONNECTION,
PARTTRADER
INTEGRATIONThe integration will streamline parts ordering. ABRN.com/integrationCCC OFFERS NEW
MOBILE TECHNOLOGY
ENHANCEMENTSEnhancements improve customer service. ABRN.com/cccmobileASSURED
PERFORMANCE
COLLISION CARE
ANNOUNCES BOARD'15-'17 Board of Directors ABRN.com/assuredboard

MINDING YOUR BUSINESS

LOOKING AHEAD:
**TECHNOLOGY AND
INSURANCE**BY **JOHN YOSWICK** | CONTRIBUTING EDITOR

SHOP AND ASSOCIATION REPRESENTATIVES SHARE IDEAS, VIEWS AND PREDICTIONS

WHAT do you get when you bring together some shop owners and shop association executives to talk about what's happening in the industry now and what might happen in the future? Interesting ideas and discussion.

For the sixth year in a row, *ABRN* convened a panel (see sidebar, "Who Was At The Table?") to discuss some of the key issues facing collision repairers – and offer some predictions on what may lie ahead.

Here are some of the highlights of this

year's roundtable discussion. (Some responses were edited for length or clarity.)

ABRN: Let's say you had a chance to sit down for an hour with the national claims manager at a Top 10 insurance company. What is one thing you'd suggest they could do to help shops be more efficient and thus reduce the insurer's costs or improve the customer's experience?

Dan Stander: I would say: Is there something we can do to help the people on the insurance estimating side, the adjusters, write a better quality esti-

mate? I think there are opportunities there with training to make sure we're getting more of the parts on the estimate, to make sure we're getting proper labor on the estimate. Not only to help cycle time but also customer satisfaction. When we start out with a \$1,000 or \$2,000 estimate and it grows to \$3,000, \$4,000 or \$5,000, we just know that creates huge delays.



Dan Stander



Mark Boudreau: Dan, that was pretty close to my No. 1 response, too. Support that idea of doing complete discovery and parts verification at the very front end of the repair. We call it answering every single question at the beginning of the process so we can reduce the number of supplements. When that \$1,000 estimate balloons into \$5,000, that creates de-

lays and tremendous customer dissatisfaction because suddenly their expectations about the severity of the claim and how long repairs are going to take have just shot through the roof. Some of that dis-



Mark Boudreau

satisfaction is directed both at the insurer and the shop. The blueprinting process creates fantastic customer satisfaction, and saves money for the insurer by reducing the number of transactions or supplements as well.

Aaron Schulenburg: I think there's a pervasive belief [among insurers] that market practice should influence repair procedure. Our members see it all the time. The argument can be 'Well, that's not market practice to charge for that,' even if it is a documented OEM procedure. I think one of the best things that any insurer could do would be stop arguing documented OEM required procedures and simply focus on discussing the areas that are more subjective. That would make the process go a lot better and also would encourage much better quality repairs. The consumer would ultimately win.

PAINT IS THE BEST PART OF NAPA.

FROM SMALL SHOPS TO HIGH VOLUME SHOPS, GET YOUR PAINT WHERE YOU ALREADY GET YOUR PARTS. AS THE EXCLUSIVE SUPPLIER OF MARTIN SENOUR® AUTOMOTIVE FINISHES, NAPA AUTO PARTS OFFERS HIGH PERFORMANCE COATINGS, SHOP SUPPLIES, AND REPAIR PARTS FOR ALL OF YOUR COLLISION REPAIR NEEDS.

SOCIAL **FACEBOOK** **LINKED IN** **YOUTUBE**

URL **MARTINSENOUR-AUTOPAINT.COM**

TXT **MARTINSENOUR TO 75309 TO LEARN MORE**

NAPA KNOW HOW

PAINT STORE IN A PARTS STORE

NAPA **MARTIN SENOUR PAINTS**

WHO WAS AT THE TABLE?

Mark Boudreau is the second-generation owner of Spectrum Collision Center in Arlington, Va., and serves on the boards of the Society of Collision Repair Specialists (SCRS) and the Washington (D.C.) Metropolitan Auto Body Association.

Dan Risley is the executive director of the Automotive Service Association (ASA).

Aaron Schulenburg is the executive director of the SCRS.

Dan Stander is the president of Fix Auto Highlands Ranch in Littleton, Colo., and serves on ASA's national Collision Division Operations Committee.

Jerald Stiele is the owner of Hopkins Auto Body in Hopkins, Minn., and is past-president of the Alliance of Automotive Service Providers (AASP) of Minnesota.

ABRN: Dan Risley, you have some previous experience working for a major insurer. What would you talk to a national claims manager about now?

Dan Risley: I would ask them to eliminate requiring having to use a specific part, or having a KPI (key performance indicator) around parts usage. I think if you just allow the shop to choose the right part for the job, it would improve shop efficiency and also help drive down the costs that are passed on to insureds through premiums.



WELDING



MULTI-POINT MEASURING



MULTI-POINT PULLING

PUT YOUR REPUTATION ON OUR LINES.

You've built more than a business — you've built a name. Protect it with a full line of Chief collision repair equipment that now includes our all-new rivet gun and fume extractor.



Check out our new additions at
chiefautomotive.com/OnOurLines/abrn

NEW SHOP TOOLS



RIVET GUN



FUME EXTRACTOR

ABRN: Which aspect of vehicle technology do you see most impacting repair processes moving forward, and how can shops prepare?

Boudreau: Where I see the real challenge is the use of multiple advanced materials on the same vehicle. Like an aluminum and ultra-high-strength steel uni-side welded with an invisible weld. You're going to need to know where those two materials are joined, but it's going to be invisible until you remove the top coat. Or there may be a carbon fiber side structure with an aluminum skin on top next to an ultra-high-strength steel piece. So instead of having an aluminum clean room, you're going to have to have a 'clean shop' because you're going to have multiple materials on the same vehicle. That's going to be a challenge.

REVVING UP THEIR ENGINES

What would you see this year's ABRN Roundtable participants driving if they were handed \$100,000 to spend on a vehicle?

Shop owners Mark Boudreau and Jerald Stiele each said they would get a Tesla Model S.

"The P85D has 691 horsepower, a low center of gravity and enough room for the kids, all in the safest sedan ever tested," Boudreau said.

Dan Stander said he'd go for a Dodge Hellcat Challenger – with enough leftover cash for a nice Harley-Davidson Road Glide.

Aaron Schulenburg, however, said he currently drives a 12-year-old vehicle and just can't get his head around the idea of spending \$100K on a vehicle. He'd opt to spend about half of it for a beautiful used truck and some toys to pull behind it.

"I'd much rather invest in memories with the family," he said.

Schulenburg: Mark is right in that we're going to see a ton more joining of mixed materials. I think 'joining' is going to be one of the biggest design and technology changes. You now have vehicles with laser welding and friction-stir welding and mechanical fastening. Different OEMs have different requirements, if they're using rivets, for example, for how to remove those

rivets, where to re-apply those rivets, which types of rivets to use. Following those procedures is going to be critical to the structural integrity of the vehicle, and some of the OEMs are changing their approach from one model to the next.

Risley: I think the technology piece will probably have an even greater impact on collision repairers than the new materials. Those new materials require information and tooling, but once you have that stuff, you should be able to properly repair the car. The unknowns right now are things relative to technology and telematics. All the accident avoidance systems, for example, need to be calibrated after an accident. Who is going to do that? These vehicles are going to be communicating with satellites, with road signs and streetlights, with the cars in front and behind. Who has the information to fix that? Do I need to send that car out somewhere for that? Even the infotainment systems pose questions. As drivers input all their phone numbers, addresses and music into their car, who has access to all that after an accident and how do you get it back into the vehicle? To me, that will have a far greater impact than other things because there are a lot of unknowns surrounding it.

ABRN: For the shop owners, what is one thing you are doing differently within your business today than you were a year ago?

Boudreau: We have changed the way we manage production. In some ways, technologically it's a step backward. Inside the shop we have what we call a visual production board. We use magnets to represent the vehicles, with information about each vehicle that's color coded. We used to have one or two managers who were responsible for making production decisions. Our goal with this board is to transfer all of the information to all of the technicians to allow them to start making decisions about what they should be working on now and what they should be working on next. It no longer requires a technician to find a production manager. That manager can focus



Aaron Schulenburg

on different issues.

Jerald Stiele: We've moved to a team body tech system. We started out with a 4-tech team working together on all their vehicles. We only implemented it once we had everybody's buy-in as far as who would be on the team. There were definitely some challenges, but overall it has been really positive. They're much more efficient. Cycle time has improved with these particular technicians. Ten months into it, there's not one person involved who would go back. So now we're looking at taking it further with more techs and then involving the paint department as well.

ABRN: What's the make-up of the team? Did this involve a change in pay structure?

Stiele: Absolutely, and of course, that's always scary for everybody involved. But we said this doesn't have to be permanent. Let's give it a try and see if it works. This particular team is three A-level techs and an entry-level tech. In the end, the three A-level techs said they wanted all to be at the exact same rate. The B-tech agreed to what he should be paid as well. So it was almost put in their hands. It's worked out really well for us. They hold each other accountable to make sure things are done correctly, on time and efficiently.

Stander: We recently joined a 20 group to be able to compare benchmark data so we truly know where we are doing well and know where we can improve. Those other shops also offer realistic solutions and ideas. Not everything that works in other markets works as well here. But other solutions are so simple you kind of want to kick yourself for not thinking of it.

ABRN: We always end the ABRN Roundtable with your predictions—something that you think will have happened in the industry three years from now, by mid-2018.

Risley: I said it last year, but I think you're going to see somebody from outside North America buy one of the bigger MSOs here. I also think we will see another insurance company dipping their toe into what it would be like to own shops.

Stiele: Insurance companies, our



Dan Risley



The Right Stuff. Right Now.

Keep it That Way
with Genuine Kia Parts.

Kia vehicles are at the forefront of today's automotive design. Unique details in our Kia vehicles demand precise engineering and fit. Kia customers deserve Genuine Kia collision replacement parts to keep them satisfied for years to come. Our brand's popularity continues to grow meaning more Kia customers for your shop.

Always specify Genuine Kia Parts for the highest level of fit, finish and quality.

Contact your local Kia dealer today for assistance and delivery of your parts.



Genuine Parts

customers and our bottom line are going to demand that we cut cycle times in half, and touch time will have to almost double for shops to survive. Is it doable? I don't know. We're getting better at processes, and technology is allowing us to do more. But we'll have to look at our models. We have these huge investments in these state-of-the-art facilities that are only running 10 hours a day.

Stander: The steering of work will be significantly increased not only with insurance companies but also by what Dan Risley talked about earlier: telematics. The car will be able to automatically communicate you've been in an accident and [the automaker] can instantly contact you to see if you're hurt, if you need an ambulance or the police. With the communication of the vehicle with other vehicles and infrastructure, they may even know who is at fault and which way the claim is going. They could set up a rental car at the scene of the accident. That will wow the customer, and if they then

suggest where to take your car to be fixed, that's probably where the car is going to go.

Schulenburg: With the new steels we're starting to see, we're going to get to a point where the strength of the steel is going to exceed the power capacities of both current welders and current wiring in facilities. The other prediction, which I certainly hope doesn't become a reality, is the potential collapse of list pricing for parts. You have dealers who are joining parts programs essentially to serve insurer requirements for lower parts costs, taking OEM parts and relisting them as 'opt-OE,' or 'alt-OE,' or 'surplus' so they can discount pricing. Short-term, it's a mechanism to capture a bit more of the market; long-term for the industry I think it potentially opens the door for the collapse of list pricing. I think we've seen that



Jerald Stiele

in other markets that have introduced some of these types of parts procurement programs.

Stiele: (laughing) Thanks for the great news, Aaron. Not only am I going to have the increased costs of the additional technology, but also the huge cost of new electron infrastructure, all to get lower margins on my parts.

Schulenburg: It is scary. I think as shops we need to individually look at how we price our services and make sure that the way we are selling the work we do creates a sustainable business to be able to meet all those expectations. 📧



JOHN YOSWICK
CONTRIBUTING
EDITOR

John Yoswick is a freelance writer based in Portland, Ore., who has been writing about the automotive industry since 1988.

✉ E-mail John at [jyoswick@spiritone.com](mailto: jyoswick@spiritone.com)

WORLD'S FIRST LED WORK LIGHTS FOR COLOR MATCHING



> SUNMATCH
PART#: SG-SM
\$149

- For Color Matching
- Latest Lithium-ion battery technology
- For inspection during polishing, painting and cleaning operations
- As a general work light
- 1 year warranty



> MATCHPEN
PART#: SG-MP
\$49



> MULTIMATCH
PART#: SG-MM
\$349

Ideal for painters, detailers, estimators, bodymen



> COLOR MATCH KIT
PART#: SG-CMK
\$499



FOR VIDEO DEMONSTRATIONS AND INFORMATION, CONTACT YOUR LOCAL JOBBER OR FIND ONE ONLINE BY VISITING INNOVATIVETOOLS.COM

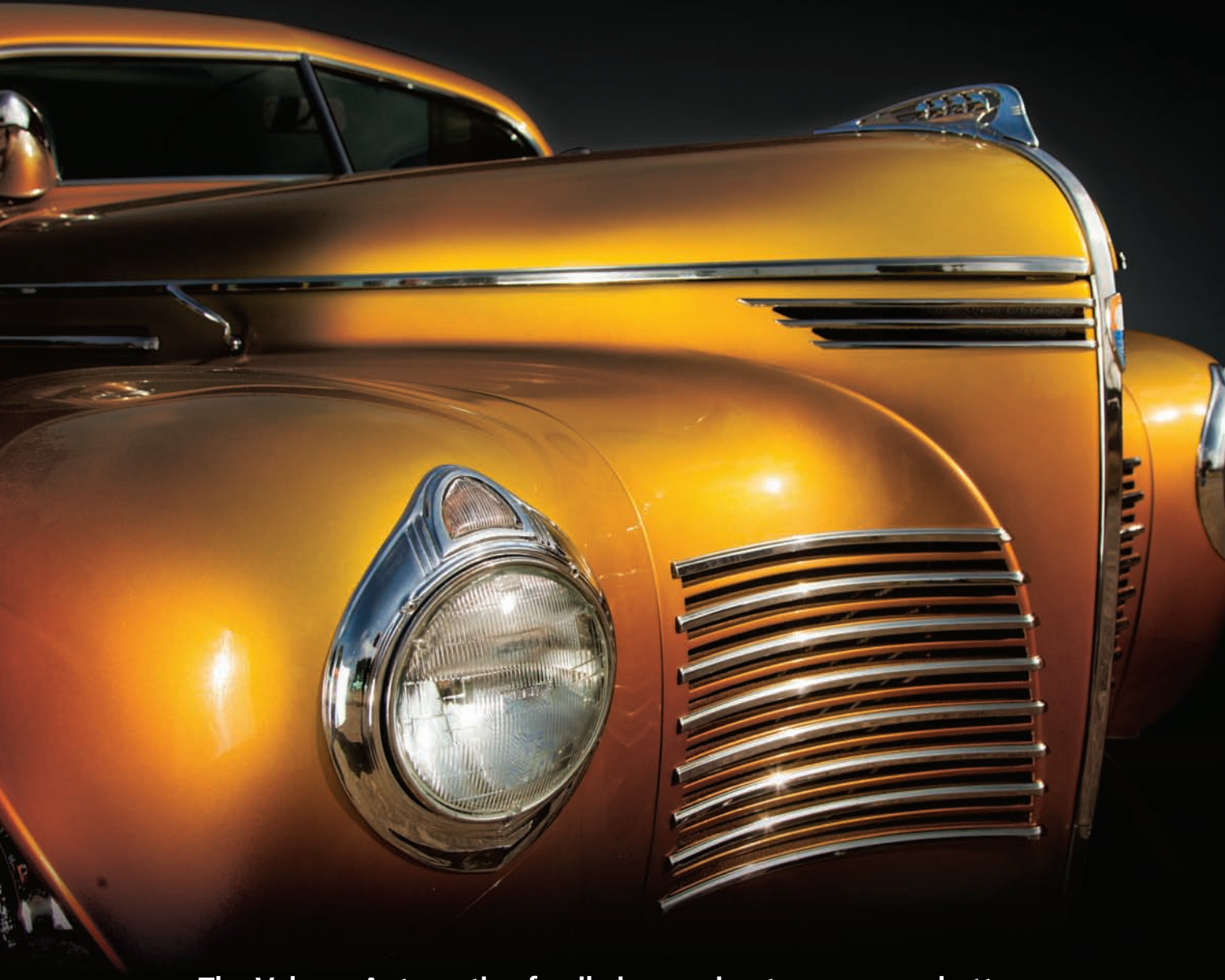


INNOVATIVE
TOOLS & TECHNOLOGIES, INC.

1.866.438.4884

EXCLUSIVE U.S. DISTRIBUTOR OF SCANGRIP PRODUCTS

More power for the curves, tight turns and straightaways.



The Valspar Automotive family is growing to serve you better.

Valspar Automotive has expanded, bringing more power to your business. That means you'll have better access to more of the high-performance refinishing products you want, including advanced technology paints, coatings systems and accessories. Plus, you'll get the technical assistance and expert help you need, all in one place, for great results from start to refinish.

PROXSPRAY

DEBEER
REFINISH

HOUSE OF COLOR

MATRIX

USC

valspar
REFINISH

FX
SERIES

valspar
INDUSTRIAL MIX

valspar
AUTOMOTIVE

www.valsparauto.com

SHOP PROFILE

A snapshot of one of the industry's leading shops

CARSTAR RUSSOM'S COLLISION / RUTHERFORD, TENN.



Community and family driven

Expansion-oriented goal sets Tennessee shop on path to top repairs

BY JAMES E. GUYETTE | CONTRIBUTING EDITOR

When Ryan Russom began working as an estimator at CARSTAR Russom's Collision, he became the family's fourth generation to join the auto repair industry.

Seeking growth in small-town Tennessee by applying the latest technologies, in 2013 Ryan's parents, Brad and LaDonna Russom opened a second shop amid contemplating a third location.

"I grew up in the business," says Brad, whose grandfather, father and uncle established a mechanical shop in 1955. "After a while they started buying wrecked cars to fix and sell, and they built a new building in 1967 that became their first body shop."

"My dad started giving me things to do around the shop when I was 10 or 12. I spent my summers working in the shop along with my two cousins. By the time I got out of high school I could take care of most of the repairs and I was also running the tow truck."

At age 26, Brad left the business and took to the sky, becoming a corporate airplane pilot. "During that time I still repaired cars behind my house. Once I decided to stop flying for a living, I opened my first collision repair shop in Rutherford in 1994."

Brad developed an ambitious business plan to eventually own three locations. "To do that, I needed to be a part of something bigger to be able to struc-

ture each shop in the same way and make them more manageable. That's when I got in touch with CARSTAR."

The original Rutherford location was housed in a 60 by 60-foot building. Another 10,000 square feet was added 2004, and in 2010 Brad officially became a part of CARSTAR to enhance daily operations while furthering his expansion plans.

The relationship led to the 2013 debut of Russom's Dyersburg location. "My Rutherford shop is in a town of 981 people. We've been there a long time and had a great reputation, but I realized that we have been doing as much as we're going to do there. I opened the Dyersburg shop last year to get into a more populated area. Once I get the Dyersburg location running smooth, I'll be looking for another location."

The Russoms purchased a 9,000 square-foot building in Dyersburg that previously housed a Christian Television station. The general office layout was left intact, but everything else was refinished and updated to the current CARSTAR branding. The space was completely gutted and transformed into a state-of-the-art production area.

AT A GLANCE

CARSTAR Russom's Collision

Name of shop

Rutherford, Tenn.

Headquarters location

Brad Russom

Owner

2

No. of shops

29

Years of business

14

No. of employees

5/3

No. of fleet programs/No. of DRPs

30

No. of bays

6 days

Average cycle time

\$2,800

Average weekly repair ticket

10

No. of customer vehicles per week per shop

\$56,000

Average weekly volume

\$1.58 million

Annual gross revenue

Axalta Waterbone

Paint supplier

CCC, Mitchell

Estimating systems used

I ALMOST CONVERTED TO WATERBORNE

UNTIL MATRIX SYSTEM

SHOWED ME THAT I DON'T HAVE

TO CHOOSE

BETWEEN QUALITY AND THE

ENVIRONMENT



Some painters call it a miracle worker. Some accountants call it a windfall. We call it compliance without complication. That's why, from small independent shops to large MSOs, painters across the nation are converting

from waterborne to Matrix MPB-LV Premium Low VOC Basecoat – the solution that delivers expert color match, faster coverage, warranty protection, significant savings and less headaches. With zero equipment upgrade costs, MPB-LV effortlessly transitions your current brand into a green brand.

Ready to make your painter smile?

Contact Matrix at 800.735.0303 to set up a demo.

MATRIX
SYSTEM
AUTOMOTIVE FINISHES
A QUEST AUTOMOTIVE BRAND

800.735.0303 | www.matrixsystem.com

©2014 Matrix System Automotive – A Quest Automotive Brand

Visit Us At
SEMA #10369



LET US PROTECT YOUR MOST IMPORTANT TOOLS YOUR HANDS®



EXCEPTIONAL QUALITY SURPRISINGLY AFFORDABLE

Over 20 styles of disposable gloves to protect against:

- | | |
|----------|-------------|
| Acetone | Gasoline |
| Paint | Isocyanates |
| Solvents | Chemicals |

Adenna gloves are available exclusively through



for PBE dealers and jobbers.

To request FREE samples, contact us:

888-323-3662

Info@Adenna.com

ADENNA®
Protection and Comfort for Your Life
www.adenna.com



© Adenna Inc. | www.adenna.com | Since 1997

Family members did much of the work themselves, including painting, running air lines and refinishing the floors. CARSTAR assisted with design for the outside of the building. The ability to conduct aluminum repairs is being implemented, and additional updates are underway at the Rutherford shop, which also offers mechanical services.

Dyersburg's Chamber of Commerce was receptive and eager to assist with bringing a new body shop to town, as were local government officials. "I can't say enough about how well they worked with us," says Brad, referring to an initial sense of trepidation.

"To come in being the new kid on the block is different for me," he observes, noting that the Dyersburg shop "is doing better than we expected at this point in time due to the community's acceptance of us. It's picking up quite nicely and we've added some new employees. The area is beginning to notice that we're here and they admire the quality of our work."

LaDona serves as the company's human resources/business manager – and she especially enjoys participating in an assortment of civic organizations that has attracted an influx of customers in need of collision repairs.

"We just try to get out in the community and get involved in different things," said Brad, adding that office manager Mindy Carnelle is adept at maintaining a welcoming social media presence. A mobile billboard placed at various high-traffic spots around town is another marketing plus.

The Dyersburg shop was a runner-up for the National Auto Body Council's (NABC) 2014 Body Shop Image Award, and the company clinched honors as the Gibson County Chamber of Commerce 2014 Business of the Year.

Always eager to learn

"As far as philosophy goes, I think training is everything. I try to hire good technicians and let them do their job. At the same time, we want to be sure they have the information that they need to fix the cars correctly and create an undetectable repair," says Brad.

"I think we have a certain culture in our shops that make it a nice place to work," he explains. "I try to hire the right people, and people that I can trust. It also helps having a small staff, and we also try to train and communicate well. We have a reputation of how





BETTER together.

What's one without the other?

The applications in CCC ONE® work together seamlessly - from writing estimates to managing your shop, our platform is fully integrated. They go together like beaches and flip flops.

Contact your CCC Representative to learn how CCC ONE can better your world.



www.cccone.com

ROME SLX III

BUILT FOR SPEED

Integrates With Your Estimate System

Unlimited Cloud Storage

Mobile Apps

Business Services

Professional Technical Support

And Much More!

Everyone hates updates, until now.

Rome Technologies is proud to introduce our newest update to the SLX series. Our management system is built for your shop with your profit in mind. SLX III has unprecedented speed that will allow you to get through your day seamlessly while keeping all information accurate and live. We also have released a new line of apps available for download on your tablet to keep you connected with Rome anywhere in the shop.

Rome management is the solution for a mobile world.

800-373-7663 **www.rometech.com**

we treat people and what kind of work we do. That seems to attract the right people.”

Education through I-CAR and 3M is provided. “Any other training they need, or would like to go through, is also available to them and encouraged.”

Daily release meetings are held first-thing at both locations. “There is a dry erase board with information on each car, including RO number, insurance company, parts status, delivery date, etc. Every morning we go down that list with all technicians and talk about what is needed to make the cars move through the shop faster,” Brad reports.

“I can’t say enough about the staff,” he continues. “They are always eager to learn. When it comes to improving, the best input comes from my staff. They know how to make things work better – better than management. I know there is always room for improvement.”

Russom’s lean production strategy is augmented via the CARSTAR EDGE plan. “It has helped me tremendously to understand where I am at regarding my KPIs compared to others and the collision industry at large. By knowing these numbers, and monitoring our performance, we are constantly striving to improve.”

Brad has a “normal relationships with suppliers” and parts purchases are geared toward serving the customers’ vehicle needs. “Like everyone, we try to get a good discount, but I’m not willing to sacrifice quality for price. It’s not worth it to me to use substandard products because they are cheaper. In the long run, that doesn’t really save anything,” Brad says.

“We also have a great relationship with Axalta; we use their top-of-the-line products.” Both shops utilize waterborne paint. “That’s what most manufacturers are using. If we want the best color match, we have to use what they’re using,” he explains.

“My technicians have taken to it well,” Brad continues. “They want to spray the latest that’s out there. I also think that from a production standpoint, water is faster. With labor being the most expensive thing in the shop, it only makes more sense. It also helps the tech’s bottom line.”

The paint departments have computerized mixing systems along with computerized paint matching systems. “Everything in the back is networked to the front office, which helps me account for the materials that are used,” he says.

“My philosophy on new equipment is that if it’s needed, I’ll make the investment. I want to put the right tools in the hands of my technicians. We’ll buy what we need to do the job correctly.”

Nearly 65 percent of the business comes through five direct repair program (DRP) affiliations. Area insurance providers are visited monthly. “We make sure that we do a good job taking care of their customers. Honesty and integrity in the way we do business with them goes a long way,” he emphasizes. “They know that if we tell them something, that’s the way it is.”



**JAMES
E. GUYETTE**
CONTRIBUTING
EDITOR

James E. Guyette is a long-time contributing editor to ABRN, Aftermarket Business World and Motor Age magazines.

E-mail Jim at JimGuyette2004@yahoo.com

EXPERT ASSISTANCE
WHEN AND WHERE
YOU NEED IT.



Expertise delivered.

Our team of company-trained industry experts have the know-how to help you improve your productivity, and increase your profitability. From equipment and product recommendations to application and process training — we deliver.

ASK



Visit a store, give us a call, learn more or share ideas:
800-798-5872 | sherwin-automotive.com



© 2015 The Sherwin-Williams Company
NASCAR® Inc., is a registered trademark of the
National Association for Stock Car Auto Racing, Inc.

PROFIT MOTIVE: YOUR COMPASS TO FINANCIAL SUCCESS

Develop and maintain standard operating procedures: Part one

SOPs can be a roadmap to easing your business stress

BY KEITH MANICH | CONTRIBUTING EDITOR

How much of your day is spent answering questions about procedural items that could be answered just as easily by a chart, worksheet or other method that clearly identified the necessary requirements or steps? Think about how much easier your daily business activities would be if each step, process or requirement was clearly identified. This is the goal of a robust series of standard operating procedures (SOPs).

SOPs can be a roadmap to easing your business stress by providing the “go-to guide” for your employees to reduce, and in some cases, eliminate daily questions, unnecessary phone calls and unproductive activity that reduce workplace efficiencies.

Let’s look at one area of opportunity: incoming customer phone calls. Think about the customer calls your business receives. Are they from customers bringing new business into your store, or are they from customers with questions about vehicle repairs? Both are customer calls, but one is “productive” and one is not and could be eliminated. How? Develop a system that provides customers with repair updates for their vehicles.

You can set expectations when the vehicle arrives — identify the customer’s need for updates, the method preferred and the frequency. This will eliminate “nonproductive” calls to make room for potential new customers.

The process for developing the SOP isn’t as complicated as you might think. The development of an SOP is an establishment

of rules, tasks, measurements and follow-up processes that will reduce process waste and needless redundancy. Let’s take a closer look at the customer contact SOP and the steps needed in the process.

Identify notification purpose

Explain to the customer that notifications are used to keep them informed throughout the repair process. This is a key performance measurement in most CSI scores as well as with others who watch your business. Next, identify who will make the notification and how you will ensure that it is made on schedule, since the expectation has been set with the customer.

Schedule notification times, type and frequency

Scheduling notifications in a digital calendar program or email system provides a pre-designated time in the calendar and usually a reminder to make the notification.

Documentation

This is key to informing other store employ-

ees that the who, what, where, when and whys were performed, so that if a question surfaces, documentation provides answers without disrupting workflow or at least minimizes the disruption.

A measurement process also ensures that employees assigned with specific tasks are completing them within the SOP requirements. An audit process is an alternative, but a visual indicator may be a better alternative. Using a visual identifier such as initials in a check box located on a file jacket, or a color indicator for contact calls are examples.

Measurement

Be consistent and repeatable in your processes so that there becomes an expectation of a specified performance.

1. Provide detailed repair plan
2. Identify contact requirements
3. Provide options for notification
4. Identify method of contact
5. Identify contact frequency
6. Provide required information
7. Schedule calls using calendar
8. Complete documentation
9. Complete visual identifier

Improving performance or eliminating waste for something as simple or sometimes as complex as a customer call will reduce the time spent reacting to a call. This proactive approach in controlling the calls coming in to your shop will free up the opportunity for additional business to reach you through your phone and provide you with enhanced sales and profit potential.

In Part Two, we will examine building SOPs for the production areas. ■

SEARCH THESE & HUNDREDS OF OTHER ARTICLES

▶▶ ABRN.COM/ProfitMotive ◀◀

\$ Making money on paint and materials

\$ Finding future technicians

\$ Technology equals opportunity

If You Don't Already Know...

Find Out How *SuperAssilex* Can Improve
The Way Sanding Is Done In a Way
You Never Thought Possible Before !

- Fast Sanding Speed
- No Deep Scratches
- Increases Productivity
- Extremely Uniform
- Minimize Sanding Steps
- Improves Bottom Line



Nov. 3 - Nov. 6, 2015
Booth #: 11131

- Extremely shallow scratch pattern, safe from "over-sanding".
- Fast and uniform coverage, leaves no unsanded areas.
- Perfect for Blending, Light Scuffing and Primer Finishing.
- Time saving of 70% or more, thus greatly improves productivity.



EAGLE
ABRASIVES
Achieving quality through consistency.
Manufactured by Kovax Corporation, Japan


 abrn
TECHNICAL


IN THIS SECTION

- 40 Fighting fraud
- 50 Welding
- 56 FWD

READ IT ON  .com
**NASCAR TEAMS TO
HOST SHERWIN-
WILLIAMS ECOLEAN**

 Workshop set for Sept.
15-16 in Charlotte, NC.
ABRN.com/EcoLean
**ROBOTIC, GAS
CATALYTIC DRYING
OFFERS NEW OPTION**

 System speeds drying
time, boosts efficiency.
ABRN.com/Catalytic
**MISTAKE-PROOF YOUR
NEXT BODY FILLER
REPAIR**

 Tips for working with
body filler in the shop.
ABRN.com/Filler
TRAINING  IN FOCUS


THE ART OF

COLOR

MATCHING

COLOR MATCHING IS AS MUCH OF AN ART AS IT IS A SCIENCE

 BY **DANIEL BENTON AND JAMES EVANS** | CONTRIBUTING EDITORS

Each and every day collision refinish technicians undertake the task of matching colors to complete repairs. They deal with a wide array of vehicles, various repair needs, different colors both in appearance and composition, and have the challenge of making their refinish repair work undetectable to car owners. After all, color is what the customers see when they come to collect their vehicle.

The chemistry of automotive paint has changed significantly over the years. It has transitioned from basic lacquers and enamels to more vibrant base coat and clear coat chemistries including specialty pearls, three stage, tinted mid coats and tinted clears, all of which are available in solventborne and waterborne systems. Automotive manufacturing plants utilize different paint suppliers' products and a variety of application equipment and techniques to apply modern coatings, which can result in color variances. Although there is a master styling standard for each color that paint suppliers have to match, these

variances can lead to issues for the technicians when they are ready to apply the paint.

Fortunately, the science of color and color retrieval has also changed over the years. Collision refinishing technicians now have an arsenal of options to address the issue of color match no matter what type of vehicle they are painting. The game plan is simple – follow your manufacturer's suggested system for color retrieval, select colors, use appropriate color application and make color adjustments, if necessary.

Let's walk through a typical color-retrieval process. The simplest and fastest approach is to use a spectrophotometer – more commonly referred to as a "camera." The camera-reading process requires cleaning the area around the repair that will be "read" by the camera. Once the readings are completed – it is simply a matter of downloading the data from the camera to the formula-retrieval software. The closest available formula will be located in the database, and (depending on

the paint supplier) adjusted if necessary for the closest possible match.

If a camera is unavailable, there are a number of different process steps that can be used to find and adjust a formula. When more than one formula is available for a given color, formula-retrieval software often includes information associated with each variant. For example, a color description of a variant formula to the standard position, e.g., darker, coarser, redder.

The Vehicle Identification Number (VIN) can also be used to isolate the closest variant formulation with color-retrieval software. Many shops use conventional color tools like fan decks. The process includes keying in the manufacturer and paint code information into the formula-retrieval software. If more than one formula (variant) of a given color is available, the painter will be directed to the fan deck if the color is represented there. Once located, the painter visually evaluates the quality of the match by holding the chip to the repair area and adjacent panels.



Blowtherm®

USA

“Best in Class” Spraybooths, Prep Stations & Mix Rooms

BLOWTHERM “WORLD 8000”



Dual skin wall panels joined by H channels with rock-wool insulation.



Electromechanical control panel.



Internal push bar on the front door and the side personnel door.



starting at **\$38,995***

***Price Includes:**

- » World 8000 Booth Solid Back
- » Single Row Pit
- » 10 HP Direct Drive Fans
- » Electromechanical Control Panel
- » Ductwork Packages (15' Roof Height)

Options:

- Air Speed/Waterborne Flash-Off «
- Drive-thru «
- Side Wall Light Fixtures «
- 2 or 3 Row Pits / Basements «
- Semi-Down Draft «



Heavy duty adjustable steel hinges allow doors to open to optimum position.

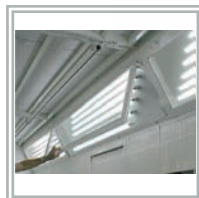


Direct drive centrifugal fans.



Hinged ceiling filter frames for easy replacement of 10 micron media filters.

AQMD Compliant Low Nox Burners Required in California at an additional cost.
Freight and Installation not included.




Eight 6-Tube light fixtures with hinged access for ease of cleaning and maintenance.



Pre- and Post-filtration: Intake and Exhaust. Two direct drive centrifugal fans with 2 sets of 10 bag filtration for each.



Paint-stop filter trays for balanced, pre-engineered air flow.



Plan ahead! Visit Blowtherm USA
in **BOOTH #11373**
Nov 3-6, 2015: Las Vegas Convention Center

The name you trust, the quality you deserve.



Proudly distributed in the USA



100% Italian

Learn the difference. Call now.

1-855-GO-EXTRA

(1-855-463-9872)

www.blowtherm-usa.com

sales@blowtherm-usa.com

Jump to Blowtherm USA's website from your smart phone



The painter must decide if the given color variant represented by the fan deck chip is close enough to be blended, or tinted to a blendable match. If the closest available formula needs to be further adjusted for a better color match, the painter will have to manually tint the color. Paint manufacturers provide tinting charts to assist in the color adjustment if no camera is available.

Tinting requires experience and training, and should only be done when absolutely necessary. In collision repair, the practice of blending color is an industry standard. Blending is often recognized and recommended as the most productive and efficient method to achieve a commercially acceptable color match. The decision to blend into an adjacent panel or within the panel lies with the paint technician. The decision process is dependent upon the type of repair and the technician's evaluation of a number of critical factors for a decision to blend within a panel:

- The painter's personal experience with specific colors, especially those considered the most difficult to match
 - The evaluation of the location and size of the repair
 - The color being applied: solid, metallic, pearl, three stage, etc.
 - Condition of the original equipment manufacturer (OEM) color at the time of the repair
 - Size of the finished body work
 - Type of damage, repair or replacement
 - Styling lines of the vehicle and the plane of the adjacent panel
 - Paint labor hours on the estimate
 - Productivity – blending vs. tinting
- Blending into an adjacent panel is considered to be standard operating procedure to produce an acceptable color match. Tinting a color is not the primary recommendation when preparing to re-finish a vehicle. Tinting involves a series of color adjustments and the spraying of test panels to determine color accuracy. Tinting is most often per-



Axalta's Acquire Plus EFX is a handheld spectrometer designed to help achieve the best color match possible.

formed when either the adjacent panels are too large in relation to the repair area, for example, bumper cover to front clip, bumper cover to quarter panels or deck lid, or when the available color formulas or alternates are not representative of the car being repaired. Blending and tinting may be performed together, especially when the color variance is so great that tinting in combination with

EXPLORE YOUR UNLIMITED PROFIT POTENTIAL

REDUCE COSTLY DOWNTIME. UTILIZE THE INFINITY 3D LASER MEASURING SYSTEM AS A DIAGNOSTIC TOOL DURING THE DISCOVER PROCESS.

ULTRA ACCURATE LASER MAPPING WITH INTELLIGENT TARGETS MEASURE THROUGHOUT THE TOTAL REPAIR PROCESS—SAVING TIME AND MONEY!

- Enhanced target design for greater accuracy
- Color-coded LEDs on each target provide a constant, real-time 3D display of the damage and corrective action
- Visual display shows degree of structural change on every target location
- Measures damage in height, width and length
- Automated compensation for vehicle and scanner tilt/attitude



\$24,500
FOR COMPLETE 12
TARGET XMS² SYSTEM—
NO HIDDEN ADD-ON
COSTS!



MADE IN THE USA

U.S. Patent No. 8,381,409 | U.S. Patent No. 8,997,361

CALL **877.392.6092**
or VISIT **infinity3Dlaser.com**

INFINITY
3D LASER MEASURING

Southern Polyurethanes Inc.

SPI

Automotive Coatings

PERFECTION TOP to BOTTOM

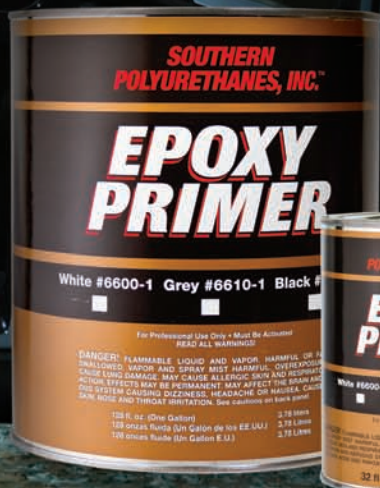
Leading the Industry in High Performance Clears & Primers

Southern Polyurethanes provides you with the finest clears and primers made today, using only the highest quality raw materials and latest technologies, achieving superior quality to anything in the market at any price.

The Epoxy Primer Advantage:

- Easy to spray
- Easy to sand
- Excellent chemical resistance
- Unsurpassed corrosion resistance
- Available in Black, White, Grey & Red Oxide
- Outstanding adhesion directly to aluminum, metals & fiberglass
- \$182 for 2 sprayable gallons
- \$71 for 2 sprayable quarts

Seeking Jobbers:
Protected territories
available in the US and Canada



Follow Us On Facebook



706-781-2220 spiuserforum.com southernpolyurethanes.com


blending, in the judgment of the paint technician, is the most efficient and productive procedure for ensuring a quality color match and repair.

Once the technician has finalized his or her approach, the following general recommendations should be followed.

- Clean the repair and blend areas with a wax and grease remover to remove contaminants.
- Finish sand body filler with P180/240 grit paper.
- Finish sand the OEM area with P320/400 grit paper.
- Clean the repair and blend areas with a final cleaner to remove sanding sludge.
- Mask all appropriate areas.
- Apply etch primer to all bare metal areas.
- Apply primer filler to the repaired area.
- Finish sand with the appropriate P600 grit paper.
- Prepare the blend area with P1000 sandpaper or sanding paste and gold pad.

- Perform final clean.
- Apply recommended wet bed or color blender to blend panel.
- Apply color to full hiding and blend according to manufacturer's recommendations for either solventborne or waterborne finishes.
- Apply clear coat according to manufacturer's recommendations.

The paint technician must always use good judgment when establishing a strategy for the repair/refinish. Under certain circumstances and conditions noted above, tinting in conjunction with blending is an accepted and recommended practice when, in the paint technician's judgment, it is the most efficient and effective procedure to deliver a quality repair.

Color matching is as much art as it is science. Always follow the paint manufacturer's recommendations, processes and procedures for color selection and color matching techniques. This will reduce variability and ultimately deliver a quality repair to the customer. 

DANIEL BENTON
CONTRIBUTING EDITOR

Daniel Benton is the Refinish Color Marketing Director at Axalta Coating Systems and is based at the North American headquarters in Glen Mills, Pa. Dan leads a team responsible for the color offering across all the refinish brands distributed in North America. Dan and his team identify color variation in the field and ensure the availability of high-quality color matches.

 E-mail Daniel at daniel.a.benton1@axaltacs.com

JAMES EVANS
CONTRIBUTING EDITOR

James Evans is the North American Training Director at Axalta Coating Systems and is based at the Lionville Learning & Development Center in Exton, Pa. Jim works in a strategic capacity leading a team of training professionals to design, develop and implement sustainable training solutions for Axalta employees and customers throughout North America.

 E-mail James at james.b.evans@axaltacs.com

PRIMA MULTI APPLICATION 5-IN-1 INVERTER WELDERS

MIG, MAG, TIG-DC, MMA & FLUX Synchronized Pulse & Double Pulse Welders SS, Brazing and Aluminum Silicon, Magnesium & OEM Software Programs



Multi 204

Prima software programs virtually eliminate training **Select** software program **set** material thickness and **weld**

Multi 190 BASE

\$1,895.00



Approved Pulse, Dbl Pulse, Brazing etc 5554 software Ford, Fiat, Chrysler, Honda etc

- MULTI 190 OEM PKG 18 LBS \$2,395.00**
- MULTI 190 CART ALUM DENT PULLER \$5,700.00**
- MULTI 5 OEM PKG 35 LBS \$3,995.00**
- MULTI 6 CART & STEEL DENT PULL \$5,500.00**
- MULTI 204 DBL PULSE ETC INCL CART \$5,995.00**
- ALUMINUM DENT PULL KIT W WELDER PURCHASE \$2,500.00**

WELDERS COMPLETE WITH SPARES.

On line live video or onsite training optional. Plus freight & tax FOB

primawelds.com info@primawelds.com

Fort Myers, FL Minneapolis, MN. 239-314-7683



Multi 190/alum dent pull

SEMA 10973

Multi 6w cart & steel dent puller



The best Touch-Up system available, period!

Tolecut Touch-Up System

- Total DRY, No Water Needed For Easy Monitoring
- Fast Cutting Power
- Extremely Shallow Scratches Cut Polishing Time
- Eliminates Nibs & Runs
- Ideal For Waterborne Paint Systems



**Start to benefit,
call your supplier today!**

 **EAGLE**
ABRASIVES
Achieving quality through consistency.
Manufactured by Kovax Corporation, Japan



Nov. 3 - Nov. 6, 2015
Booth #: 11131


 abrn
TECHNICAL
TRAINING  **IN FOCUS**

FIGHTING FRAUD

HEAD OFF ISSUES WITH PROBLEM VEHICLES AND DIFFICULT CUSTOMERS USING THESE TIPS

Thousands of vehicles with flood damage are sold to unsuspecting motorists every year, creating headaches for insurers, motorists and shops alike.

BY **TIM SRAMCIK** | CONTRIBUTING EDITOR

Estimators and customer care associates represent the front lines of your business. How would yours address the following scenarios:

Scenario 1: After reviewing an estimate, the customer claims your shop has overlooked additional collision damage. That damage, to your estimator, appears to be unrelated to the accident in question. It's not uncommon for shops to encounter customers making similar claims, which can be immediately countered and resolved. This case is different. This customer won't back down. There's a small chance the

damage is related to this claim, and the customer is demanding you take her side against an insurer who is balking at her claim.

Scenario 2: While performing damage analysis, your estimator encounters evidence the vehicle may have experienced serious water damage, perhaps as part of a recent flood in your state. This is a new occurrence for your shop, one that could carry serious financial repercussions. The customer wants to know how to proceed and what his insurance will cover.

Scenario 3: Your estimator is in-

specting a vehicle with a moderate hit to its side and uncovers some previous repairs that fall well below standards and could compromise the vehicle's safety. The insurer wants more information on the repairs, and the customer is worried about how this discovery will affect his claim. You need to get answers for both quickly.

These aren't everyday occurrences for most shops, but they represent challenges for which your shop should have a plan. More significantly, they present opportunities for your business to help sniff out potential fraud and



1-800-442-7628

The RIGHT TOOL for the JOB

Now Garmat is Twice as Nice!

Introducing
Garmat USA's
Dual Bay Frontier
all the performance of
a Frontier with twice
the throughput



- Space Saving Design with Garmat's patented integrated mechanical
- Equipped with Garmat's dual inlet reverse incline fan
- Garmat's innovative Touch Screen Controls with self diagnostics
- Available with curtains or fully enclosed with Garmat's heavy duty tri-fold doors



The Dual Bay Frontier comes standard with Garmat's new touch screen controls. User friendly interface features switches and touch screen. Includes self diagnostics and paint recipe functions. Optional WIFI upgrade, allows you to operate and monitor your paintbooth from a smartphone, tablet or PC.

Contact us at

1-800-442-7628

or email

info@garmat.com

Win a Trip to SEMA 2015
Sharp Shooter Contest
Details at
www.Garmat.com

SPRAY BOOTHS, CTOF's, PREP AREAS, MOBILE SOLUTIONS & more...

protect your business and the repair industry's good name.

Refer to the following recommendations to enable your shop to spot fraud and form business solutions that help customers, insurers, your shop and the industry at large.

Flooding facts

In 2012, Hurricane Sandy slammed into the Northeast Atlantic region of the U.S., carrying with it high winds and torrential rains that spilled into 15 states. According to the National Insurance Crime Bureau (NICB), storm damage claims were filed on more than 250,000 vehicles (150,000

just in New York state). Thousands more uninsured vehicles were also probably damaged. Damages ranged from paint scratches to vehicles that ended up under water.

Being submerged isn't the end of the driving life of many vehicles. CarFax estimates that more than 212,000 flood-damaged cars are on the road today—many of them from Hurricane Sandy. CarFax says statistics show half of the cars damaged in floods are resold after being cleaned up, frequently by dishonest retailers who never notify customers.

Flood-damaged vehicles are a major headache for consumers, insurers and the automotive retail and service industry. Damage from flooding is relatively easy to conceal since it destroys vehicles from the inside out, eating away at electronics and vital engine components. Typically, owners don't discover the awful truth about these vehicles until they begin breaking down and a technician has the chance to examine them.

Locating flood damage is one of the greatest services you can perform for a customer. Not only does it head off potential disasters caused by compromised safety and control systems, but doing so also helps customers resolve a serious issue sooner.

Use the following steps during damage analysis to locate flood damage:

Step 1. Note any unusual corrosion, specifically rust, occurring in areas where moisture isn't typically an issue or rust is not consistent with a vehicle's age.



Photo: Allstate

Insurers often send reps to speak directly with customers with complaints over their estimates. Shops can help both sides reach an agreement.

IF YOU CHANGE NOTHING,
NOTHING WILL CHANGE.

Franchise your existing business with ABRA Auto Body & Glass. ABRA's franchise system is complete with proven operational processes, purchasing power, marketing support and national insurance relationships to help your business grow.

Call Now: 763.585.6360

abraauto.com/abrn



abraauto.com • 1.888.USA.ABRA

ABRA® Auto Body & Glass LP F-1683
7225 Northland Drive Suite 210, Brooklyn Park, MN 55428



WE KNEW
IT WAS
GOING TO
CHANGE...

...SO WE INVITE
YOU TO SEE THE
FUTURE WITH

 **TOUCH VIRTUAL**

**WELCOME TO
THE FUTURE**

 **SPANESI**[®]
Americas, Inc.

123 Ambassador Dr. Suite 107
Naperville, IL 60540
1-224-SPANESI (772-6374)
www.spanesi.com

**SCHEDULE YOUR
DEMONSTRATION TODAY!**

Examine the paint near chrome or rubber for bubbles, which indicate rust hiding under the paint. Look for corrosion on trunk brackets or latches under the dashboard. Pay special attention to door hinges and screws, along with areas where the door meets the body, including the bottoms.

Also check for rust on the vehicle interior and undercarriage, especially on the springs beneath the seats.

Step 2. Examine the interior. Obvious indications of flooding include grass, mud and silt under the seats and in the glove compartment. Also look for loose-fitting or mismatched carpeting or upholstery (mismatched based on color and age), which are signs that they have been replaced. Note too if the shape of the interior is consistent with the vehicle's age. An eight-year-old vehicle with a like-new interior should raise suspicions.

Inspect the entire interior, seats included, for brown, blotchy water stains. Note any musty odors or indications of mildew. If the upholstery looks fine, but

you still suspect water damage, try running your hands along the carpet to locate moisture. Pat areas that appear or feel damp. If the carpet has pulled away from the vehicle, peel it back and feel it for moisture. Look for any rust.

Step 3. Test the electronics. Note any malfunctioning exterior, interior or dashboard lights, along with the stereo, A/C, heater, power outlets or windshield wipers. Look for warning lights, particularly those indicating problems with the airbags or ABS. Finally, look under the dashboard for any brittle wires.

Step 4. Examine the trunk and wheels. Check the trunk carpet for moisture and water marks. Remove the spare tire and check that area for any moisture.

While the vehicle is on a rack, examine the brakes and wheel components for mud and silt. Check the underside of the vehicle for flakes and other signs of excessive corrosion.

Not every vehicle that visits your shop will need this level of examination



Examine carpeting and areas under the seats for water stains, dampness and rust.



When searching for flood damage, always check the trunk for water and silt trapped near the spare tire and in other spaces.

Photos: GM

LIMITED TIME OFFER!

WITH PURCHASE OF
**21mm Random
Orbital Polisher**

RBL #21001



RECEIVE THE FOLLOWING

FREE

EXP. 8-31-15



RBL Logoed Duffel



6" Cutting Pad



4 oz. 1-Step Polish

www.RBLProducts.com





Sunmight

Supplying the best quality
to the global market



NEW



Nov. 3 -Nov. 6
Booth 11455

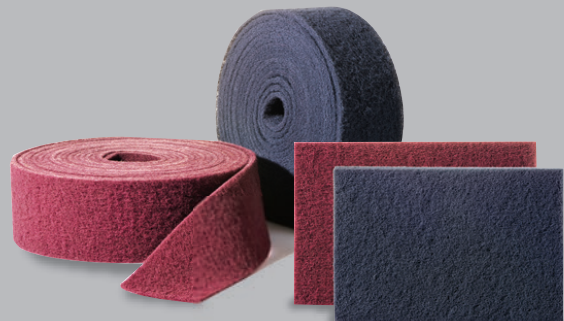
CUT-OFF WHEELS

Sunmight Ceramic Cut-off Wheel is made with premium ceramic grains to cut faster and last longer than previous cut-off wheels



SCUFF PADS & ROLLS

Sunmight Scuff Pads and Rolls are an excellent choice for Surface Preparation and Fine Finishing.



Sunmight USA Corp. 14943 Desman Rd. | La Mirada, CA 90638 | Tel.714-952-5020
Fax.714-952-1307 | sales@sunmightusa.com | www.sunmightusa.com

for water damage (though it pays to be vigilant if you work in or near an area subject to flooding). According to Allstate, most evidence for flood damage is easy to spot and usually turns up during a typical inspection. The object here is spotting the more obvious signs and then looking for additional evidence to corroborate your suspicions.

From there, you'll need to determine the extent of the damage, which will involve a thorough inspection of the engine since the most expensive, critical damage usually occurs there.

Estimating challenges

After identifying a flood-damaged vehicle, you'll have to inform both the customer and the insurer. Since you're dealing with a vehicle that probably was sold or titled dishonestly (not titled as a salvage or flood-damaged vehicle as the law requires), all sorts of complications will set in.

First off, the insurer won't be responsible for the flood damage since it was incurred before the current owner

took possession. Repair costs of that damage, according to Allstate spokesperson Justin Herndon, could force the insurer to total out the vehicle. Helping drive this possibility is the fact that flood damage drastically lowers the vehicle value (by as much as 75 percent) — making it a more obvious candidate for totaling and decreasing the amount the insurer pays out.

In short, you'll be dealing with a customer who's going to receive some bad news. Because insurers handle these situations on a case-by-case basis, both you and the customer will be left waiting for a decision on what work is covered, if any can be done.

This decision will have to be worked out between owner and insurer, but there are some things you can do to help. First, share any information you have and prepare customers for some potentially bad news. Also, offer any solutions you have for repairs they may have to cover. Finally, since so many of these situations must be resolved in the courts with fraud charges against



Examine carpeting and areas under the seats for water stains, dampness and rust.

Photo: GM

the vehicle seller, it doesn't hurt to be able to recommend an attorney.

Rotten repairs

Mike Walker, South Euclid location manager for 2014 Top Shops winner Mayfield Collision Centers, rarely sees flood-damaged vehicles at his Northeast Ohio shop. He does see something similar—vehicles with previous repairs that are substandard, even dangerous. These repairs can affect current work since they can interfere with new repairs or may need addressed to ensure the ve-

COLOR-CORRECTION/ PAINT INSPECTION LIGHT

*Excellent for color correction—
Easy to identify wheel marks,
sand scratches and dirt defects*

- Cordless
- 6 Hour Run Time
- Recharges in 1 Hour
- Heavy Duty Aluminum Construction



This is my BendPak

There are many, but this one's mine.

"Keeping my shop working efficiently and safe during endless hours of filming and running a Mopar specialty shop is not easy. That's why I use the best tools and equipment money can buy. I am a true believer in BendPak because they build the best products and offer great service. My BendPak's are one part of my operation that I can truly depend on which allows me to focus on other parts of my business, like resurrecting the best Mopars on the planet."

- Mark Worman, Master of all things Mopar
Owner Welby's Car Care Center and star of
TV's "Graveyard Carz"



For more information on BendPak's entire product line, call 1-805-933-9970 or visit www.bendpak.com

© 2015 BendPak, Inc • BendPak, Inc is a registered trademark

There's a lot riding on the safety of your lift.



Protect your technicians, your customers and your business. Have all your lifts inspected annually by an ALI Certified Lift Inspector.

Don't trust your lift safety to just anyone. ALI Certified Lift Inspectors are proven qualified to inspect every lift in your service department to determine if they are functioning properly.

Annual lift inspections are required by health & safety officials, ANSI standards and local regulations. But even more importantly — taking care of your lifts means taking care of your team. Their safety is riding on it.

To find an ALI Certified Lift Inspector in your area, visit www.autolift.org/inspection



Inspect to Protect™
Your business is riding on it™

hicle is safe and roadworthy. Insurers, again, will evaluate their financial responsibility on a case-by-case basis.

One of their chief concerns is determining whether the policyholder had knowledge of these repairs or approved of them. Walker says that most customers, fortunately, own up to any responsibility they may have. "They usually tell you right away what they know," he says.

This kind of admission can result in the customer having to cover some repair expenses, but the important thing here is that honesty speeds the insurer's decisions, meaning that work can start on the vehicle sooner. Everyone involved benefits.

Tough complaints

Honesty is also at the heart of settling some common customer disputes raised during the estimate—namely, disagreements over what constitutes damage on the current claim.

Most shops eventually have to deal with customers who declare their estimate ignores additional damage created during the collision. Walker says

Mayfield helps head off these problems by walking every customer through the estimate, giving them both the time to understand the repair and opportunity to raise questions.

"We take the time to explain our findings and why the insurer might dispute anything additional," he says. "That usually solves most of these issues."

In rare instances, some motorists aren't satisfied and continue to pursue their claims. Herndon says Allstate prefers to handle these cases directly. "We would either set up a drive-in appointment or send an auto technician to the body shop at which time the shop would discuss the concern with an Allstate auto tech," he explains.

In some of these cases, insurers speak directly with the claimant. Walker says shops also can lend a hand here to create a resolution. Mayfield preps customers by reviewing the kind of questions the insurer will most likely ask and explaining the information they'll need.

There is that small minority of customers who will attempt to defraud an insurer with claims they know to be

false. Shop integrity and a firm focus on evidence should stop these fake claims in their tracks. By offering them support, customers with legitimate concerns who receive disappointing decisions from insurers come away from the experience knowing the shop did all it could to help.

Unfortunately, fraud anywhere in the automotive industry creates many victims. Shops can do their part in fighting it. That starts with professional estimating and customer care centered on open communication and honesty. ☺



TIM SRAMCIK
CONTRIBUTING
EDITOR

Tim Sramcik has written for *ABRN*, *Motor Age* and *Aftermarket Business World* for more than a decade. He has produced numerous news, technical and feature articles covering every aspect of the collision repair market. In 2004, he was recognized for his work by the American Society of Business Publication Editors.

E-mail Tim at TSramcik@yahoo.com

Rigid Sanding Blocks for High-Performance Blocking

MOTOR GUARD has developed seven new Super-Rigid Big Block models for fast and aggressive blocking of Aluminum or Steel. **MOTOR GUARD** rigid blocks are available in standard and hook faced versions in a variety of sizes.



**MOTOR
GUARD**

800.227.2822
www.motorguard.com



*... on the road to success ... my tool of choice
for the future ... empowering ...*

**AMI courses have had a huge
impact on the way I operate
my business...**

*great instructors ... only AMI training ...
unparalleled real world approach ...*



See what everyone is talking about ...
www.amionline.org/talk14

AMI AUTOMOTIVE
MANAGEMENT
INSTITUTE

Success Starts Here
800.272.7467 ext. 101


 abrn
TECHNICAL

TRAINING  **IN FOCUS**

TAKE SOME OF THE WORRY OUT OF THE WELDING

OEMs often use color-coded or labeled “body in white” displays at trade shows and training events to show which body parts are made of what metals. In the real world, though, all metal looks the same. Automatic welders can help technicians transition to the metal being welded.

NEW TECHNOLOGY PROVIDES SOME AUTOMATIC SETTINGS TO HELP TECHNICIANS

BY **RICHARD PERRY** | CONTRIBUTING EDITOR

Look around your shop, and you’ll likely see an old, transformer-based spot, MIG or MAG welder. Every facility has at least one, and many of these welders have been in service for years, if not decades. If it has lasted this long, there’s no rush to replace an old welder, right?

Wrong. Car and truck body design is evolving rapidly, driving advancements in welding technology. Welders that have limited, all-manual inputs and no feedback for the operator are now facing competition from automatic setting transformer welders as vehicle manufacturers increase their use of advanced high-strength steels and aluminum. These metals react very differently than traditional mild steel when welded. To repair the vehicles of today and the future, you will have to continually update your welding equipment and maintain your welding training to ensure you can properly work with modern materials and those to come.

Understanding advanced high-strength steel and aluminum

OEMs are using a variety of strategies

to boost the fuel efficiency of their vehicles. One way to limit fuel consumption is by making the vehicle body lighter through the use of two groups of metals: advanced high-strength steels and aluminum alloys.

Advanced high-strength steels include a variety of steels with tensile strengths ranging from 550 MegaPascals (MPa) to 2,000 MPa. These are significantly stronger than traditional mild steels, enabling OEMs to design thinner, lighter structural pieces and panels. Automakers also save weight by replacing steel components with aluminum ones. Today’s aluminum alloys have tensile strengths similar to mild steel, but weigh up to 40 percent less.

According to a Ducker Worldwide study, North American vehicle manufacturers nearly doubled their use of advanced high-strength steels between 2005 and 2009, and are expected to more than double it again by 2025. A separate Ducker study predicts that North American OEM demand for aluminum will grow from less than 200 million pounds in 2012 to nearly 4 bil-

lion pounds in 2025.

As the vehicle body becomes lighter in the coming decades, it will also become more diverse. That’s because automakers can pick and choose from an array of advanced high-strength steels and aluminum alloys, each with its own strength and weight characteristics. Some of these metals are ideal for crumple zones or structural pieces, while others are more suited for body panels and closures.

What advanced high-strength steel means for your spot welder

The next vehicle that comes into your shop could include a variety of advanced high-strength steels in its body, but all of these metals will look the same once the paint is removed. There are no labels to tell you which metal is being used where, and a manual spot welder will have no idea what kind of steel it is welding. It will be up to the technician to not only identify the metal he or she is going to weld, but to also properly set up the welder.

So why not let the technician fire up a manual spot welder and see if he or

Some things just feel right.

You know the feeling. It's like second nature.
You put them on and go. There's no guesswork.

It's sort of the same thing with our Pro-Spray
H2O Waterborne Basecoat. It's revolutionizing
the industry with an ease-of-use that feels right
at home, with all the benefits: pure, beautiful
high-opacity colors, amazing color match,
seamless blends, extensive formulas and value
that brings a smile to your face.

It's proof that compliance can be rewarding for
the environment and your bottom line. And
that's something we can all feel good about.



This bottle of wonder is a premium automotive waterborne
paint system and has been engineered to exceed expectations.
Just ask our competition.

PROSPRAYFINISHES.COM

Fro-Spray
AUTOMOTIVE FINISHES

Serious color. Smart Business.™

A Quest Automotive Brand

she can figure out which settings will work? You only get one chance to weld a piece of advanced high-strength steel. If too much heat is added, you'll create a large heat effect zone that will significantly weaken the part. If you add heat too fast, the metal will rapidly melt and become brittle upon cooling.

That's why automatic spot welders are becoming more common in collision repair shops. These welders continually detect metal composition and material thickness through impedance — electrical impedance is the measure of the opposition that a circuit presents to a current when a voltage is applied. In quantitative terms, it is the complex ratio of the voltage to the current in an alternating current (AC) circuit — and automatically adjust current levels, clamp pressure and weld time on the fly. There's no need to worry about heat control or ruined parts, because the welder adapts to each change in metal as you work.

Aluminum MIG welding

Spot welders lack the power needed to work with aluminum, since the metal

conducts heat away from the weld at a much higher rate than steel. That leaves MIG welding as the preferred method for welding an aluminum-bodied vehicle. Tungston Inert Gas (TIG) would affect and damage electrical components in the vehicle due to the high frequency.

So what happens when you try to weld aluminum with a non-automatic MIG welder? At a recent training event, a participant with plenty of welding experience found out. This welder laid what looked to be a good weld to join two pieces of aluminum. After the weld cooled, the instructor picked up the two pieces and promptly snapped them apart, to the surprise of many in attendance. While the weld appeared visually to be sound and strong, the bead never sufficiently penetrated the metal.

The inability to visually tell a good aluminum weld from a bad weld is one reason OEMs now recommend that aluminum be welded with a modern inverter pulsed MIG welder. These welders are designed specifically to penetrate aluminum, and they come with preset programs that ensure proper voltage



Automatic spot welders are becoming more common in collision repair shops. These welders continually detect metal composition and material thickness through electrical impedance and automatically adjust current levels, clamp pressure and weld time on the fly.

and current, making the process easier. The technician does have to enter the type of wire before beginning to weld, and also adjust settings for arch length, pulse correction, two step/four step, wire size and amp and volt adjustments based on the welder's speed.

OEMs also require inverter pulsed MIG welders because the aluminum wire required for most vehicles today

Grow or Go?



Experience Matters

With over 100 collision repair deals, Veritas Advisors has the most experienced M&A team in the industry

VERITAS ADVISORS, INC.
OFFICE: 949.573.7373
INFO@VERITASADVISORSINC.COM

CAR-O-LINER®

INNOVATION MEET PROFICIENCY

DID YOU KNOW?

Aluminum repairs require more than just a welder.

Are you prepared?

Watch our ALUMINUM REPAIR videos on YouTube,
www.youtube.com/user/CarOLinerAuto



Dent Pulling



Anchoring & Fixturing



Electronic Measuring



Tool Organization

Ready To Get The Car-O-Liner Advantage?



CALL

Contact Your Local
Distributor For a
Free Demonstration!



SHARE

Talk Shop With Us!



LEARN

Watch Product Videos
On Our YouTube
Channel!

844-833-9419

Leading the Industry in OEM Certified Approvals

www.car-o-liner.com

is incompatible with old welders. Since the wire is so soft, it can easily be tangled if loaded in a welder that uses a single feeder to push the wire all the way from the roll to the gun. An ideal inverter pulsed MIG welder will come with a push-pull torch that maintains constant, uniform tension on the wire, minimizing breakage or tangling.

Inverter pulsed MIG welders are not just for aluminum. They can also be used for MIG brazing (silicone-bronze), a low-current soldering-like bonding method



Advanced MIG/MAG welders are available with a push-pull torch (left) that maintains constant, uniform tension on soft aluminum wire. Traditional MIG/MAG torches are fed solely by a feeder in the base unit, which can lead to wire tangles.


for advanced high-strength steel. Since brazing requires little heat, there's less chance that the advanced high-strength steel piece will be damaged.

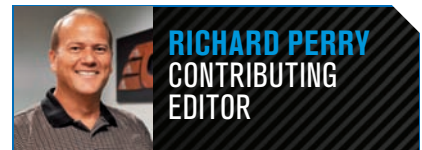
Ease of use

New automatic spot, MIG and MAG welders save time during setup, since little input is needed from the technician. They also will assist in helping the technician produce the best possible weld the first time, so there's less chance of needing to go back to correct insufficient work. But please keep in mind that travel time/speed, gun angle, gun position, gas pressure and technician steadiness can all affect the weld quality, and this is why test welds are paramount prior to welding on the vehicle.

Technicians may prefer working with new welders for several other reasons. Inverter pulsed MIG welders with double pulsed technology repeatedly cycle current from high to low during the welding process, which allows the aluminum weld droplets to slightly cool as soon as they are created. Since technicians often have to weld above their heads or

on a vertical surface, this slight cooling prevents excess droplets from falling on their masks or on the floor.

When it comes to spot welders, today's versions have longer cables than their old counterparts, making it easier to reach confined areas of the vehicle and reducing the need to frequently move the welder base. Some modern spot welders also detect which electrodes and arms are in use, reducing the risk of operator error while also eliminating the need to stop and program the welder every time the technician changes tips. 



RICHARD PERRY
CONTRIBUTING
EDITOR

Richard Perry is the OEM and strategic account sales manager for Chief Automotive Technologies. Perry sits on the International Board of Directors for I-CAR, serves as a SkillsUSA collision advisor, and represents Chief at Collision Industry Conference (CIC) and National Automotive Technicians Education Foundation (NATEF) meetings.

 E-mail Richard at perry@chiefautomotive.com

2015 COLLISION INDUSTRY PROFILE

SEM PRODUCTS, INC.

www.semproducts.com

SEM Products, Inc.

Defined by Quality

SEM Products, Inc. is a leading manufacturer of innovative repair and refinishing products for the automotive, aerospace, marine and industrial markets. SEM manufactures a full line of quality items, including Dual-Mix™ Adhesives, Ez Coat™ OEM Primers, Factory Pack™ Automotive Basecoat, World Class™ Primers and Clears, Color Coat™ and Sure-Coat™ Interior Coatings, Pro-Text™ and Rock-It



Liner™ Truckbed Liners, and many more items that make collision center day to day operations run smoother. SEM products are defined by quality and backed by the best warranties in the business.

Driven by Innovation

Dedicated to body shop solutions, SEM provides innovative products and procedures that reduce the number of steps to increase efficiencies in vehicle repair. For example, SEM's OEM Refinishing System reduces labor up to 85% on refinishing support parts, cut-ins and jamps by utilizing aerosol technology.

Invested in Training and Support

SEM provides a comprehensive "SEM School," which includes four I-CAR training certifications plus a certification on "materials identification." SEM School is offered 20-30 times per year at SEM's headquarters or remotely. Additionally, SEM offers industry leading, live technical support from expert technicians.

The SEM Experience

SEM is an employee-owned company, meaning each employee has a vested interest in producing top quality products and services. From manufacturing to customer care, everyone is committed to an exceptional customer experience.

Made in the USA, SEM products are manufactured in Rock Hill, South Carolina.



CONTACT INFORMATION:

SEM Products, Inc.

(866) 327-7829

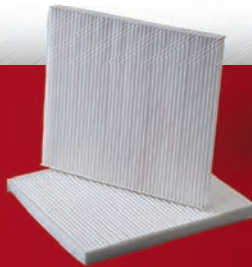
www.semproducts.com

Keep Kias Genuine. Keep your business growing.

Installing Genuine Kia Parts can help keep your customers satisfied and your Kia service business growing. 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.

Contact your local Kia dealer today for assistance and delivery of the parts you need.

www.kiagenuineparts.com



CALIFORNIA

The Kia Depot

Santa Ana
(888) 859-6573
Fax (714) 560-4124
parts@kiacarparts.net
www.kiacarparts.net

KENTUCKY

The Kia Store on Preston

Louisville
(502) 962-3261
Fax (502) 962-3239
Largest Kia Parts Dealer
in KY
Next Day Delivery

MASSACHUSETTS

Wagner Kia of Shrewsbury

Shrewsbury
(888) 859-4827
Fax (508) 581-5789
wagnerkia.com
CollisionLink Dealer

Lev Kia

Framingham
(508) 879-5555
Fax (508) 626-1585
www.levkia.com

NORTH CAROLINA

Gerry Wood Kia

Salisbury
(704) 216-2688
Fax (704) 638-9095
www.gerrywood-kia.com

SOUTH CAROLINA

Best Kia

Easley
(864) 312-4049
Fax (864) 312-4061
Bestkia.com

WASHINGTON

Performance Kia

Everett
(425) 609-5622
Fax (425) 609-5661
parts@performanceKia.com



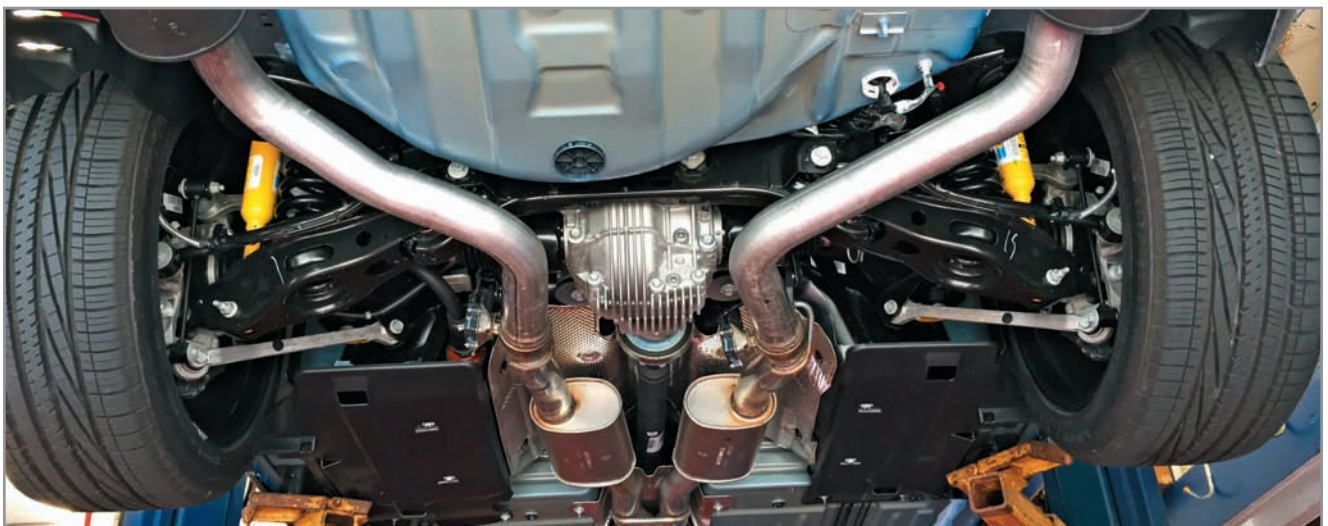
Genuine Parts

*Contact an Authorized Kia Dealer for details.



Identifying drivetrain components Part 2: Rear Wheel Drive

Do not overlook RWD components when assessing a vehicle post collision



Typical independent suspension differential. This one is compliments of Jim Testa at JD Automotive in Dover, NJ, and the car is a 2015 Challenger Scat Pack Shaker.

Images: Peter Rudloff

BY **PETER RUDLOFF** | CONTRIBUTING EDITOR

WHEN an automobile is involved in a collision, it is important to not overlook damage to drivetrain components that are attributed to the collision. Not only is it in the best interest of the vehicle owner to get their vehicle made whole, a collision shop opens up a whole new revenue source when they perform repairs beyond the sheet metal.

This month we will cover typical rear wheel drive (RWD) components and what to look for when assessing a

vehicle post collision. RWD has been around since the early days of combustion engine powered automobiles.

RWD systems can be found on cars, vans, mini vans, SUVs and trucks.

Automatic transmission

When inspecting the exterior case of a transmission, pay special attention to any impacts and look for cracks. Automatic transmissions typically utilize aluminum housings and aluminum tends to crack and/or break when im-

pected. One of the reasons engineers use aluminum is because it is quite rigid and will retain its form under normal use. Unfortunately, this rigidity becomes a detriment during a collision. While this is bad for the crashed car, it is good for those of us doing the inspecting, as generally aluminum damage stands out quite well.

Manual transmission

RWD manual transmissions will come in two case types, aluminum and cast

iron. Both are quite rugged, but both can be damaged in a collision.

Bell housing

The bell housing is the section that bolts to the engine. This is a common spot for fracture, as the material can be pretty thin in spots. Any signs of cracking or fractures should be a flag that the transmission will need to be removed and inspected more carefully. Either the entire transmission will need to be replaced or, for the more technically savvy, the damaged housing can be replaced. When inspecting the bell housing, do not forget to look at the engine too. Many cars utilize an aluminum block engine and if a transmission is damaged, often the engine will suffer damage as well.

Transmission case

Cracks in the automatic transmission case often result in leaks because you have an internal pump pressurizing passages inside the case. So, if you have a crashed car spewing out transmission fluid, that is an indicator that the main housing of the transaxle may have been fractured. Usually just cleaning off the fluids and having a helper start the car and cycle through the gears is sufficient to nail down the source.

Manual transmission cases generally won't spew fluid running so you may have to drive and re-inspect for leaks.

Transmission coolers

Like case sections, damaged transmission coolers tend to leak badly when the engine is running. Keep in mind

transmission coolers are exclusive to automatic type transmissions. Generally, if equipped with a cooler, it will be located in front of the radiator, integrated into the radiator, or both.

Tail shaft

The tail shaft of a RWD transmission is where the drive shaft connects to the transmission output shaft. You will generally find two types of connections: slip yoke or a fixed yoke (fixed yoke is more common on independent suspension RWD and 4x4 drive trains). To tell the two apart, look for bolts that hold the drive shaft to a flange on the output shaft. This would be a fixed yoke. A slip yoke is generally bolted to the differential pinion flange and then instead of being bolted to the output shaft, it free floats on it.

Driveshaft

The driveshaft connects the output shaft to the rear differential. Constructed of aluminum or steel, if impacted it is no longer fit for service. Some drive shafts can be sent out and repaired, including getting them rebalanced. Most driveshafts have a means to extend and retract either by utilizing a slip yoke on the transmission output shaft or a slip yoke built into the shaft itself. This allows for suspension compression and extension.

During significant rear end collisions, inspect the slip yoke section of the shaft. If the slip portion has bottomed out, the transmission output shaft should be measured with a dial indicator. If bent, the output shaft should also be replaced.



Typical fixed yoke transmissions will incorporate a slip section on the driveshaft to account for suspension travel and drive train movement.



The more common type of output is a slip yoke. This one is on a 2002 Chevrolet 2500 Silverado. The slip portion in the tail housing serves the same purpose as the slip section on a fixed yoke driveshaft.



Fixed yoke transmission

Differential

The differential is used to convert the power coming from the transmission and split it to both drive tires. For RWD vehicles you will find 2 types of rear differentials, solid axle units that travel up and down as terrain changes and independent suspension based differentials that keep the differential fixed in one place and allow the axle shafts to move with suspension movement.

Like a manual transmission, the differential is something that may need to be driven and double checked post repair. On top of physical damage externally, differentials can be broken internally during a collision, so when performing a quality control check post repair, pay attention to any odd noises or vibrations. A four-wheel alignment is a good way to assess if a solid axle is bent.

Axle shafts

Some independent rear suspension RWD vehicles have 2 Constant Velocity (C.V.) axle shafts that deliver power from the differential of an independent suspension system to the wheels. These are very common components broken during a collision. They are comprised of three major components: shaft, joint (2) and boot (also 2). Shafts and joints can break and boots can tear during a collision. Any damage to these components should be remedied by replacing the respective assemblies.

Electrical

You won't find a modern car that doesn't have some sort of wire or sensor going to it. Many automatic transmissions even have Electronic Control Modules (ECMs) and/or solenoid packs mounted internally or externally to the case. Damage to ECMs, solenoid pack or sen-



RWD transmission 2003 Ford F350 Automatic

sors warrant replacement. Damaged wire harnesses should be assessed for either reconstructing or replacing depending on your shops skill level. Do not reuse cracked or smashed electrical connectors and remember that ECM and solenoid pack replacement may require special manufacturer-specific scan tool procedures or programming to get them operational.


RWD exceptions

Some RWD configurations are built as a mid- or rear-engine configuration. These powertrains most closely resemble Front Wheel Drive (FWD) systems and the guide for FWD vehicles should be utilized in those cases.

Fluids

Often overlooked, it is important as a service professional to make sure you are putting the correct Automatic Transmission Fluid (ATF), (gear oil or other OEM specified fluid) in when you are topping up after a repair. Red is not an indication of transmission fluid type and failure to use the OEM spec fluid could cause shifting concerns or, even

worse, a premature failure. Universal transmission fluids often do not meet the OEM spec. Use your service information to ensure you are ordering the correct ATF. Likewise using the wrong oil in a rear axle could lead to bearing or internal differential failure.

Taking the time to identify powertrain concerns while doing your post collision damage assessment adds a higher level of service for your customer and will bring a lot of money to your bottom line in broken components. Failing to take the time to verify the condition of power-train components is doing your clients a huge disservice! 



PETE RUDLOFF
CONTRIBUTING
EDITOR

Pete is a technician, instructor, technical writer and co-owner of Pete's Garage Inc. in Newark, Del., which is a friend to the general repair auto shops. He created the Delaware Training Group to bring techs together for education.

 E-mail Pete at PeterVRudloff@gmail.com



Typical solid axle configuration from a 2004 Cadillac Escalade at Pete's Garage Inc.

DENT FIX

ALUMINUM HAMMERS

The Aluminum Hammer Set, part #DF-AH714, can help technicians avoid unlike metal cross contamination on aluminum-bodied vehicles. Because the lightweight aluminum hammers offer a more forgiving strike compared to heavier steel hammers, users are less likely to damage aluminum body panels. Genuine hickory oval handles provide a solid base with less chance of breakage.

www.Dentfix888.com

(800) 523-1751



HYUNDAI



HYUNDAI
RECOGNIZED COLLISION
REPAIR CENTER

CERTIFIED REPAIR PROGRAM

Hyundai Motor America launched its Hyundai Recognized Collision Repair Center program, which ensures both independent and Hyundai dealership-owned collision repair centers have the training, tools, equipment and facilities needed to properly repair Hyundai vehicles. Hyundai has teamed up with Assured Performance Network, a non-profit consumer advocacy organization, that will guarantee both Hyundai dealership-owned and independent collision repair centers meet the program's specified capability requirements, and pass an annual onsite audit and inspection.

www.GetHyundaiRecognized.com

(949) 221-0010

PPG

CUSTOM CLEARCOAT

PPG has introduced VC5700 Ditzler Custom Clear to its VIBRANCE COLLECTION® line of custom paint finishes. Featuring high build and superior vertical hold, the new Ditzler Custom Clear promises to deliver a deep, high-gloss, show-quality finish. This clearcoat is easy to apply and polish, and is compliant for all markets, depending on reducer used.

www.ppgrefinish.com

(800) 647-6050



URETHANE SUPPLY COMPANY

WELDING SYSTEM

Urethane Supply Company introduced the 6066-CG Nitrogen Plastic Welder. The new 6066-CG Nitrocell is now the most advanced nitrogen welder on the market. The 6066-CG is designed to generate its own nitrogen gas from shop air and requires no onboard air compressor. The new 6066-CG is lighter in weight, easier for technicians to maneuver into position and features an easy-to-handle welding torch that can get into tight spots without causing user fatigue.

www.urethanesupply.com

(800) 633-3047



USA MADE FRAME MACHINES

GT MAXX

Big is now BIGGER

Optional Accessories

Combination Tool Package

EZ Clamp,
Ridged Body & Frame Clamping
for Aluminum & Steel Repairs

CALL 1.800.445.8244
WWW.AUTOBODYSHOP.COM

PRODUCTS & SERVICES

You! Can do paint pinstriping with the STRIPER® Paint Pinstriping Stencil Tape for the sharpest painted-on stripes



FOR FREE SAMPLES CALL TOLL FREE 1(800) 228-1258

Paint stripe complete cars or match and repair just about any stripe that comes into your shop as easy as 1-2-3 with our unique stencil tapes. Just apply the stencil, paint over it and peel it off! Leaves the cleanest, sharpest line. Available in 56 different styles.

Finesse Pinstriping, Inc. www.finessepinstriping.com

MarkingPenDepot.com

**Collision Shops, Towing,
Auction Sites, Dealers,
Recyclers, OEM's**

- Tow Pro \$2.60
- Autowriter \$3.75
- Posca \$3.50
- Sakura \$3.10
- Bopagla \$2.15
- Unipaint \$3.86
- MPD-15 \$1.30
- Volume Discounts!



Call 888-906-9370 or online at MarkingPenDepot.com

**Hit the fast lane
of the
Automotive Industry**

**for Web Exclusives and
Advertising Opportunities
Go to our Websites**

www.searchautoparts.com



**Content Licensing
for Every
Marketing Strategy**



Marketing solutions fit for:

- Outdoor
- Direct Mail
- Print Advertising
- Tradeshow/POP Displays
- Social Media
- Radio & Television

Logo Licensing | Reprints | Eprints | Plaques

Leverage branded content from ABRN to create a more powerful and sophisticated statement about your product, service, or company in your next marketing campaign. Contact Wright's Media to find out more about how we can customize your acknowledgements and recognitions to enhance your marketing strategies.

For more information, call Wright's Media at 877.652.5295 or visit our website at www.wrightsmedia.com

NAME (please print) _____
 SUBSCRIBER NUMBER FROM LABEL _____
 JOB TITLE _____
 COMPANY NAME _____
 ADDRESS _____
 CITY, STATE/PROVINCE _____

ZIP/POSTAL CODE _____
 IS THIS YOUR HOME ADDRESS? yes no
 PHONE _____
 FAX _____
 EMAIL _____

Check the box for more information on all:

- | | | |
|---|---|--|
| <input type="checkbox"/> Accessories | <input type="checkbox"/> Frame/Structural Straightening Equipment | <input type="checkbox"/> Office Management/Information Systems |
| <input type="checkbox"/> Adhesives | <input type="checkbox"/> General Repair Parts | <input type="checkbox"/> Paint and Refinish |
| <input type="checkbox"/> Air Supply Systems | <input type="checkbox"/> General Shop Equipment | <input type="checkbox"/> Paintless Dent Repair |
| <input type="checkbox"/> Clothing and Personal Safety | <input type="checkbox"/> Hand and Power Tools | <input type="checkbox"/> Shop Supplies |
| <input type="checkbox"/> Collision Repair Parts | <input type="checkbox"/> Heating and Cooling Services | <input type="checkbox"/> Spray Booths |
| <input type="checkbox"/> Detailing | <input type="checkbox"/> Interior | <input type="checkbox"/> Welding |

WWW.ABRN.COM/READERSERVICE

AD INDEX

ADVERTISER	Page #	ADVERTISER	Page #	ADVERTISER	Page #
ABRA AUTO BODY & GLASS.....	42	GARMAT USA INC.....	41	PRO SPOT.....	CV3
ADENNA.....	28	HYUNDAI MOTOR AMERICA.....	12	MATRIX SYSTEM.....	27
AMI.....	41	INFINITY 3D LASER MEASURING.....	36	PRO-SPRAY AUTOMOTIVE FINISHES.....	51
AXALTA COATING SYSTEMS.....	7	INNOVATIVE TOOLS.....	24	RBL PRODUCTS INC.....	44, 46
BASF CORPORATION.....	CV4	KIA.....	23, 55	ROME TEECHNOLOGIES INC.....	30
BENDPAK INC.....	17, 18, 47, 48	LUSID TECHNOLOGIES.....	10	SEM PRODUCTS.....	13, 54
BLOWTHERM USA.....	35	MARTIN-SENOUR AUTOMOTIVE FINISHES.....	20	SHERWIN-WILLIAMS.....	31
CAR-O-LINER.....	53	MERCEDES-BENZ CORP.....	5	SOUTHERN POLYURETHANES INC.....	37
CCC INFORMATION SERVICES.....	29	MOTOR GUARD CORP.....	49	SPANESI.....	43
CERTIFIED AUTO PARTS ASSOCIATION.....	11	PPG.....	CV2-3	SUNMIGHT USA.....	45
CHIEF AUTOMOTIVE TECHNOLOGIES.....	21	PRIMA SRL INC.....	38	TOYOTA COLLISION PROS.....	9A-L
CJ INC.....	59			VALSPAR REFINISH.....	25
EAGLE ABRASIVES.....	33, 39			VERITAS ADVISORS.....	52

PRODUCT INDEX

MANUFACTURER • Product	Page #	MANUFACTURER • Product	Page #
Dent Fix • Aluminum hammers.....	59	Hyundai • Certified repair program.....	59
PPG • Custom clearcoat.....	59	Urethane Supply Company • Welding system.....	59

THE LAST DETAIL [✓]

In my last column I began a series on how I think you can position your business to thrive – not just survive – in the collision repair industry. I said doing that requires focusing on three things: sales and marketing, production and finance, and human resources.

So now let's start with sales and marketing. Some discussion I heard at several conferences this year gave me insight into some dramatic changes I see ahead for our industry in terms of how shops may get some of their work.

Many shops say when an insurance company refers a job to them, that's a referral, but when an insurance company refers a job to another shop, that's steering.

Well, regardless of what you call it, I think the automakers are very close to getting into that game. Several OEMs at the conferences I attended said their vehicles already have the technology to notify that automaker when the vehicle has been in an accident. Right now insurance companies are often the first to talk to a customer about vehicle repairs when they call to report a claim. But what if automakers can contact that customer right at the scene of the accident? They suddenly become that first point of contact.

A video shown at one of these conferences offered an idea of how it might work. Right after the accident, the automaker could speak to the customer through the car's speakers, asking if they are injured, if they need medical assistance or the police, if they need towing assistance, if they have a shop in mind, even if they would like the automaker to contact their insurance company. All those arrangements could be made at the scene of the accident.

Rick Tuuri of AudaExplore dubbed this concept "virtual steering," and I think it's a term you're going to continue to hear. A number of people I've talked to at car companies and insurance companies are convinced this is coming soon. One automaker even said they're already doing it in other countries.

An insurer at one of the conferences laughed and said "good luck" to the automakers in terms of building a network of shops and other providers. But other friends of mine in the insurance industry said their companies are already in talks with automakers to become the "certified" insurer for a particular OEM brand.

Your first guess as to why automakers would be interested in get-

“Right now insurance companies are often the first to talk to a customer about vehicle repairs when they call to report a claim. But what if automakers can contact that customer right at the scene of the accident?”

THRIVE — DON'T JUST SURVIVE

Focus on marketing may include preparing for a shift in automakers' role in the industry

ting involved in the industry in this way is probably that they want to sell more parts. But remember, they're as likely to sell many of those parts no matter where the car is repaired.

I think their real motivation is protecting their brand by making sure their vehicles are repaired well and their customers are treated right. One automaker told me that 60 percent of customers who have to return to a shop after a repair because of a problem will sell or trade in that car within a year – and of those, almost two-thirds will switch to a different brand of vehicle. So the automakers want to ensure their customers' experience after an accident is a good one.

What does all this mean to shops who want to thrive, not just survive? I think first it means giving serious consideration to the automaker shop certification programs as part of your focus on sales and marketing. Direct repair programs aren't going away. But I think it would be a mistake not to consider the role the automakers are going to play in the industry in the near future.

That doesn't mean jumping into any OEM certification program blindly. Choose the ones that make the most sense based on your market. Paint companies and industry consultants often can help you understand the vehicle demographics in your area to know which certifications offer the greatest potential return on your investment.

Being financially able to make that investment is going to mean managing your money and cash flow well. People often complain about the costs of the required equipment, but remember, some of that equipment will be needed even if you're not certified, just to repair cars properly. And there also can be tax advantages to reinvesting earnings back into equipment to help your business.

Next time I'll discuss honing your company's online presence as part of the sales and marketing steps that I think will help you thrive and not just survive. 📧

GO ONLINE NOW

to search thousands of articles, videos & resources. You will also find a complete archive of the author's previous articles.

TO GET THE FREE APP: FROM YOUR PHONE'S BROWSER GO TO: WWW.SCANLIFE.COM

JUST
SCAN IT



ABRN.COM/ANDERSON



Mike Anderson, a former shop owner, currently operates COLLISIONADVICE.COM, a training and consulting firm.

If you have a business issue or question you'd like Mike to address, email him. mike@CollisionAdvice.com

PRO SPOT

**GET ON YOUR WAY
TO BECOME
ALUMINUM CERTIFIED**

SP-5 SMART PULSE MIG

- ALL-IN-ONE: ALUMINUM, STEEL
- SILICON BRONZE, TIG & STICK
- 3 BUILT-IN SPOOLS
- CONTINUOUS OR PULSE MODE
- AUTO SWITCHING SOFTWARE
- FORD 2015 F-150 APPROVED
- CORVETTE FRAME RAIL APPROVED



PR-5 RIVETER

- SELF-PIERCING, FLATTENING,
- AND RIVET REMOVAL
- NON THERMAL JOINING PROCESS
- ELECTRO-HYDRAULIC
- PORTABLE, BATTERY OPERATED



F-150 APPROVED

ALUMINUM WELD STATION

- AL-5 CAPACITOR DISCHARGE
- STUD WELDER
- SINGLE PULL PRO PULL
- PULL BAR DENT PULLING SYSTEM
- ADJUSTABLE WORK BENCH
- 110V UTILITY PANEL (220V OPTIONAL)
- ALUMINUM HAMMER SET
- AND MORE!



Pulse MIG Welder



Riveter



Alu Dent Repair

SEMA SHOW

BOOTH 10839

prospot.com

Toll Free: 1-877-PRO-SPOT (776-7768)

All info Copyright © Pro Spot International, Inc. 2015



CONTINUOUS COLLABORATION. SUPERLATIVE SHINE.



The scorching days and frigid nights of Austin, Texas demand you use products that hold up through harsh conditions—and that's why Chris Raeder has long trusted his partnership with Glasurit® and FinishMaster. His renowned body shop, Autocraft BodyWerks, has an extensive track record of delivering the exceptionally high quality service his customers expect. Car owners appreciate a superior finish and shop owners like Chris Raeder depend upon the excellent support and quality products of Glasurit to deliver remarkable and reliable results. Learn more at basrefinish.com/glasurit.



A brand of
BASF
We create chemistry