



NORTON
SAINT-GOBAIN

RSG
Refinish Solutions Group

Norton VAC RACK™

Brings Dust Extraction to a New Level

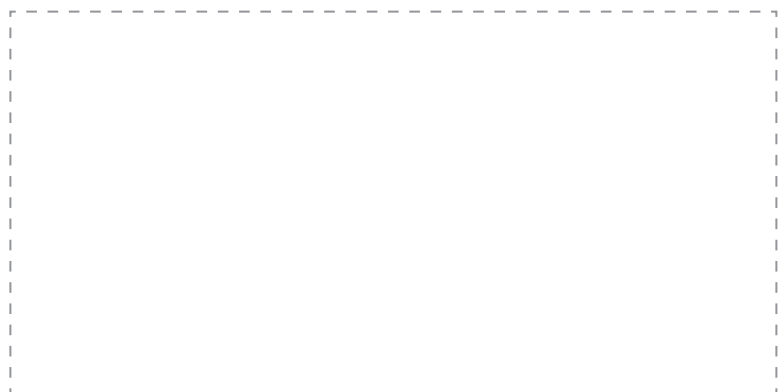
Phone: (800) 456-8444 | email: norton.automotive@saint-gobain.com
<http://nortonsga.us/vrabrn>

12 COLLECTIVE THOUGHTS

Panel of industry representatives discuss ADAS, worker shortage, sources of solutions

42 SPECIAL SECTION: ADVANCED MATERIALS

A look at OEM predictions, industry challenges and opportunities for the advanced materials market





Perfection Worth Waiting For!

The Norton VAC RACK is a powerful vacuum system featuring:

- Lightweight and versatile vacuum
- Quiet/low running mode
- Anti-static flexible hoses
- Customizable work cart
- Minimal maintenance needed

Set-Up A Demo and See The Difference

Toll Free: (800) 456-8444 | email: norton.automotive@saint-gobain.com

www.facebook.com/NortonAbrasivesNA

www.youtube.com/NortonAbrasives

<http://nortonsga.us/vrabr>



© Saint-Gobain August 2018



How proper repair documentation leads to proper payment

12 **COLLECTIVE THOUGHTS**

Panel of industry representatives discuss ADAS, worker shortage, sources of solutions

42 **SPECIAL SECTION:
ADVANCED MATERIALS**

A look at OEM predictions, industry challenges and opportunities for the advanced materials market





DELTRON® DBC BASECOAT

The perfect match for high-production shops.



- *Fast air dry time*
- *Extensive database of prime and variant colors*
- *Latest toner effects for today's sophisticated colors*
- *Easy to mix and spray*

**AN
AMERICAN
ORIGINAL**



OPERATIONS

12 COLLECTIVE THOUGHTS

Panel of industry representatives discuss ADAS, worker shortage, sources of solutions

JOHN YOSWICK // Contributing Editor

THE COLLISION EXECUTIVE

22 IT'S NOT ABOUT THE MONEY — IT'S ABOUT GREAT MANAGEMENT

Learn to build a motivated team by listening to shop owners who already have one

STEVE FELTOVICH // Contributing Editor

ASA INSIGHT

24 OEM REPAIR ISSUES HAVE NO PLACE IN PUBLIC POLICY ARENA

Pre- and post-repair scans should be industry norm

ROBERT REDDING // Contributing Editor

THE SHOP PROFILE

28 FORMING THE DREAM TEAM

Maaco MSO leverages metrics, training to beat industry profitability benchmarks

JAMES E. GUYETTE // Contributing Editor

THE LAST DETAIL

62 TIME MANAGEMENT AMID GROWING ADMIN BURDENS

Part One of this two-part series tackles how adding more staff alone is not enough

SHERYL DRIGGERS // Contributing Editor



TECHNICAL

38 BUILDING THE PAPER TRAIL

How proper repair documentation leads to proper payment from insurers

SEAN GUTHRIE // Contributing Editor

SPECIAL SECTION

44 STEEL SOLUTIONS

Repairing martensitic steel in automotive body structures

JOHN CATTERALL // Contributing Editor

52 TALKING TECHNOLOGY

Two OEM representatives share their insights on advanced material developments to come

ABRN WIRE REPORTS

54 CHALLENGES, OPPORTUNITIES IN MODERN MATERIALS

A panel investigates the materials revolution and what is to come

I-CAR // Contributor

automechanika
Commitment to **TRAINING**

NACE
automechanika
ATLANTA

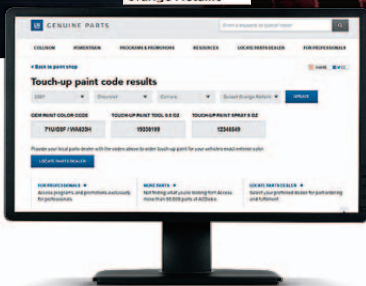
34 KNOW YOUR WORTH WHEN YOU THINK "I CAN'T AFFORD IT"

Positive and successful action and outcome starts with your thinking

MIKE JONES // Contributing Editor

+ SOCIAL INSIGHTS, WATCH & LEARN, TRAINING EVENTS

I CRY WHEN SUNSET FADES.



Whichever color you're using for your next paint job, make sure it's the right one — with the Genuine GM Parts paint code lookup tool. Simply enter the year, make, and model of any GM vehicle dating back to 1982 to find its precise color code — taking the guesswork out of your bodywork. Visit genuinegmparts.com to utilize our paint code lookup tool for your next project today.



GENUINE PARTS

IN EVERY ISSUE



8

8 INDUSTRY NEWS

CHANGING THE REPAIR FACILITY BUSINESS MODEL

KRISTA MCNAMARA // Content Channel Director

I-CAR ANNOUNCES KEY ENHANCEMENTS

THE MISSING FOCUS IN COLLISION REPAIR

59 COLLISION PRODUCTS GUIDE

60 MARKETPLACE

61 AD INDEX



SPECIAL SUPPLEMENT

TOYOTA COLLISION PROS

View the Summer 2018 edition of Toyota Collision Pros now! It is included in the pages of this month's *ABRN* magazine.



WEB EXCLUSIVES // ABRN.COM



A PRIMER ON CLEARCOATS

Clearcoat plays an important role in paint booths everywhere. Make sure you select the right clearcoat for the job. Every collision shop needs this new whitepaper, A Primer On Clearcoats, to ensure everyone understands the causes of common defects and has access to the Clearcoat Selection Guide.



Learn those factors & more with expert advice from PPG, like clearcoat's important role; the chemistry; keys to durability; and making a choice.



There are many factors to consider when selecting and applying the right clearcoat for your type of repair. Make the process easier with the information available only in A Primer On Clearcoats.

ABRN.COM/CLEARPRIMER

ABRN

AUTO BODY REPAIR NETWORK

WWW.ABRN.COM

Millennium Place East, 25115 Country Club Blvd. // North Olmsted, OH 44070
Phone: (440) 243-8100 // Fax: (440) 891-2675

EDITORIAL

MICHAEL WILLIAMS

GROUP CONTENT DIRECTOR
michael.williams@ubm.com
(440) 891-2604

KRISTA MCNAMARA

CONTENT CHANNEL DIRECTOR
krista.mcnamara@ubm.com
(440) 891-2646

CHELSEA FREY

SENIOR ASSOCIATE EDITOR
chelsea.frey@ubm.com
(440) 891-2645

STEPH JOHNSON-BENTZ

ART DIRECTOR

STALIN ANNADURAI

GRAPHIC DESIGNER

CONTRIBUTORS

BRIAN ALBRIGHT

b-albright@sbcglobal.net

JOHN ANELLO

atowscopeit@aol.com

STEVE FELTOVICH

sjfeltovich@gmail.com

JAMES E. GUYETTE

jimguyette2004@yahoo.com

WILL LATUFF

wlatuff@latuffbrothers.com

MARK OLSON

mark@vecoexperts.com

TIM SRAMCİK

tsramcik@yahoo.com

JOHN YOSWICK

info@crashnetwork.com

EDITORIAL ADVISORY BOARD

PAUL GAGE

PRO-CARE

JEFF POOLE

I-CAR

JAKE RODENROTH

COLLISION DIAGNOSTIC SERVICES

BUSINESS

JIM SAVAS

VICE PRESIDENT GENERAL MANAGER

TERRI McMENAMIN

GROUP PUBLISHER

BALA VISHAL

DIRECTOR OF DIGITAL MARKETING

TSCHANEN BRANDYBERRY

SPECIAL PROJECTS EDITOR

JILLENE WILLIAMS

SALES COORDINATOR

DOMESTIC SALES

MIDWEST & WESTERN STATES/
CLASSIFIED SALES

MICHAEL PARRA

michael.parra@ubm.com
(704) 919-1931

ILLINOIS, EASTERN & SOUTHERN STATES

PAUL ROPSKI

paul.ropski@ubm.com

(312) 566-9885

Fax: (312) 566-9884

OHIO, MICHIGAN & CALIFORNIA

LISA MEND

lisa.mend@ubm.com
(773) 866-1514

PRODUCTION & ADMINISTRATION

KAREN LENZEN

SENIOR PRODUCTION MANAGER

TRACY WHITE

CIRCULATION MANAGER

DAVID PASQUILL

COMMERCIAL FINANCE PARTNER

SOFIA RENTERIA

BUSINESS ANALYST

CUSTOMER SERVICE

SUBSCRIPTION INQUIRIES

(888) 527-7008

(218) 723-9477

REPRINTS

Licensing and Reuse of Content:
Contact our official partner, Wright's Media, about available usages, license fees, and award seal artwork at Advanstar@wrightsmedia.com for more information. Please note that Wright's Media is the only authorized company that we've partnered with for Advanstar UBM materials.

ABRN (USPS 437970) (Print ISSN: 2166-0751, Digital ISSN: 2166-2533) is published monthly, 12 times per year by UBM LLC 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-124213133R1001. PUBLICATIONS MAIL AGREEMENT NO. 40612608. Return Undeliverable Canadian Addresses to: IMEX Global Solutions, P.O. Box 25542, London, ON N6G 6B2, CANADA. PRINTED IN U.S.A.

©2018 UBM All rights reserved. No part of this publication may be reproduced or transmitted in any form or by any means, electronic or mechanical including by 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 UBM 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 732-647-1104 or email: Jillyn.Fronmer@ubm.com.

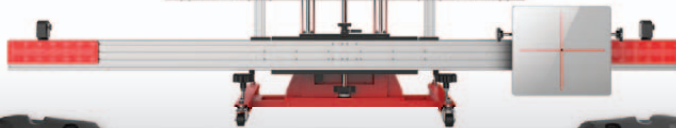
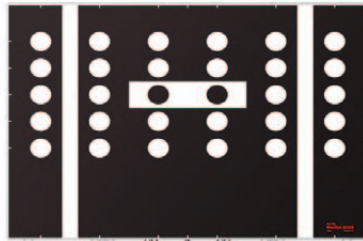
UBM provides certain customer contact data (such as customers' names, addresses, phone numbers, and e-mail addresses) to third parties who wish to promote relevant products, services, and other opportunities that may be of interest to you. If you do not want UBM to make your contact information available 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'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.

ADAS CALIBRATION

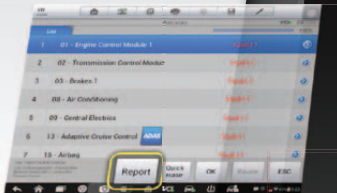
ADJUSTABLE - ACCURATE - AFFORDABLE
 COMPONENTS CALIBRATION COVERAGE

Calibration For
 Camera, Radar, Lidar
 and Night Vision

Ideal For Collision,
 Alignment, Glass and
 Specialty Repair



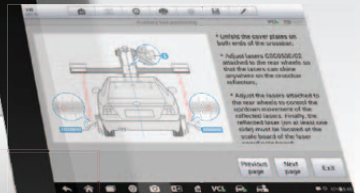
**AUTO SCAN
 DIAGNOSTICS**



All System Modules
 To Pinpoint Needed
 ADAS Calibration



**GRAPHIC
 INSTRUCTIONS**

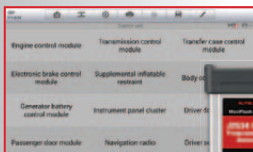


OE Level Calibration
 Procedures With
 Advanced Coverage

PRE-SCAN & POST-SCAN

COLLISION REPAIR READY SOFTWARE PACKAGE

Faster ANDROID 4.4.2 OS / Larger 64G Memory / Powerful Hexa-Core Processor



**PASS-THRU
 PROGRAMMING**



MAXISYS DIAGNOSTICS INCLUDED

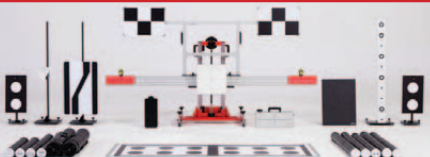
**BI-DIRECTIONAL
 CODING &
 ADAPTATIONS**

PLUS

**MAINTENANCE
 SERVICE &
 RESETS**



AUTEL TRAINING COURSES AVAILABLE



SYSTEMS

- Lane Departure Warning
- Around View Monitoring
- Rear Collision Warning
- Adaptive Cruise Control
- Blind Spot Warning
- Night Vision Calibration



**YouTube
 TRAINING
 VIDEOS**

@AutelTools



(855) 288-3587
 maxitpms.com



autel.com

Regular and update tools for latest coverage
 ©2018 Autel Intelligent Technology Inc.

Follow Us @AutelTools



AUTEL



CHANGING THE REPAIR FACILITY BUSINESS MODEL

KRISTA MCNAMARA //
Content Channel Director

→ ATLANTA — As the collision industry continues to evolve, new business models are being considered that could change how shops interact with their industry partners and consumers.

Matthew McDonnell, owner of Big Sky Collision in Billings, Mont., presented “Future proofing collision repair” at the quarterly Collision Industry Conference meeting, this one in Atlanta at the Georgia World Congress Center, held in conjunction with NACE Automechanika 2018, Aug. 7-8. McDonnell, a member of the Insurer/Repair Relations Committee, and panelists Doug Irish,

president and CEO of AccuracyDriven4, and Randy Stabler, owner of Pride Auto Body, reviewed three potential collision repair facility models that could take hold moving forward.

Mobile-centric

With 80 percent of adults in the United States owning a smart device, there are opportunities to be leveraged to improve your overall customer experience and repair process.

There are advantages to leveraging mobile devices, including the ability to take advantage of still pictures and video. This can help shops to triage vehicle damage and complete an initial damage

>> **MODEL CONTINUES ON PAGE 9**

BREAKING NEWS

TRAINING & EDUCATION

I-CAR ANNOUNCES KEY ENHANCEMENTS TO TRAINING PROGRAM

→ Following a nearly five-year comprehensive process of gathering and applying industry insights and feedback about its education and recognition programs, I-CAR announced a variety of groundbreaking enhancements designed to better serve the rapidly evolving needs of the collision repair inter-industry.

I-CAR CEO & President

John Van Alstyne announced the enhancements during NACE Automechanika 2018 in Atlanta at the Georgia World Conference Center, Aug. 8-10. Together, these enhancements will elevate industry training standards and provide a more comprehensive, relevant and affordable solution to collision repair training programs while making it easier for customers to interact with I-CAR. They will also help shape the future of the collision repair industry and advance I-CAR's vision that every

>> **I-CAR CONTINUES ON PAGE 10**

TRENDING

FORUM TACKLES ADAS, AUTONOMY

The Technology & Telematics Forum at NACE Automechanika discussed the impact of Advanced Driver Assistance Systems (ADAS) and how these systems were paving the way to full autonomy.

ABRN.COM/ADASFORUM

NABC RECYCLED RIDES OFFERS OPPORTUNITY FOR GEORGIA MAN

John Quinones of Atlanta was gifted a 2014 Dodge Avenger SE during NACE Automechanika, allowing him to pursue the kind of job a lack of transportation had hindered.

ABRN.COM/PURSUE

HIRE OUR HEROES LAUNCHES RACE TO BENEFIT VETERANS

3M's Hire Our Heroes program and the Collision Repair Education Foundation are launching the 3M Hire Our Heroes 500 in Las Vegas during SEMA 2018.

ABRN.COM/RACE

GM LAUNCHES COLLISION REPAIR PROGRAM NETWORK

GM announced the launch of the GM Collision Repair Network at NACE Automechanika Atlanta. The program is designed to drive customer safety and satisfaction for shops.

ABRN.COM/GMPROGRAM

ASA SHARES 2019 LEGISLATIVE GOALS

At NACE Automechanika 2018, the Automotive Service Association announced the time has come for insurers to legislatively be required to compensate shops for following OEM procedures.

ABRN.COM/ASAGOALS



Dedicated to
Promoting Quality
Collision Repair of
Toyota Vehicles

Summer 2018

10

The GENUINE Advantage

Competitive pricing and a guaranteed fit make Genuine the best choice

PAGE 4

Discover www.toyotapartsandservice.com

Your go-to place for sourcing Genuine Toyota
Parts information for any collision repair

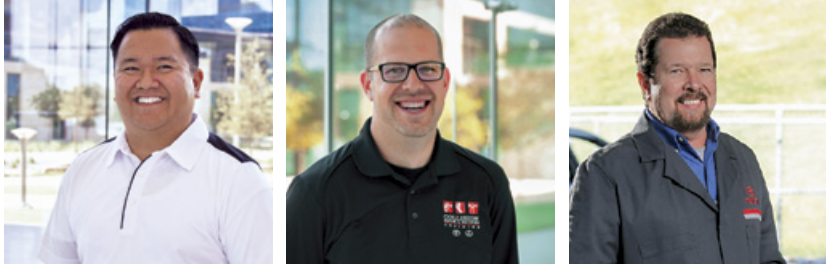
PAGE 3

The Power of Social Media

How to use Yelp to find new customers
and create a social media presence

PAGE 8

CP Summer 2018



Contributors to this edition of *Collision Pros*: Ryan Bacsafr, Michael Kramarz, James Meyer and Ryan Taylor (not pictured)



What Customers Expect

EARNING NEW BUSINESS IS THE KEY TO ANY SUCCESSFUL BUSINESS PLAN. While repeat customers are golden, finding ways to attract new business will sustain a company in the long term. But there are so many formulas to follow! What do customers really expect? Turn the question around—what do you expect when you go to a service provider? Knowledge, honesty, and gratitude. You expect people to know their job and offer you an honest service at a fair price, and you appreciate when they're thankful for your business. In this issue, you'll discover information to help you choose the best parts, make the most informed repair decisions, and reach new customers.

First up, you'll read about the easiest and most efficient way to find the right parts for any collision repair at the newly updated www.toyotapartsandservice.com. Complete with a dealer locator, application charts, training and product information, this is your go-to site for all of your Genuine Toyota Parts needs. Next learn about the real advantages of using Genuine Toyota Parts—from fit and finish to competitive pricing, it will be clear that using Genuine is always the best choice. On a more technical note, we're happy to answer a couple of common questions from collision repair providers—when exactly to perform a zero point calibration and how to order a replacement certification label. And lastly, as you consider ways of reaching new customers, we provide a step-by-step guide to using Yelp. From creating a Yelp business page to finding customer leads and responding to customer messages and reviews, this handy guide will put you on the right track to creating a more robust social media presence.

Providing you with real information to grow your business and meet customer expectations is our goal. In addition to the training schedule at the back of this issue, be sure to visit our sites for additional training opportunities: Collision Repair & Refinish Training at www.crrtraining.com and Genuine Toyota Parts information at www.toyotapartsandservice.com. 📄



FOR A FREE ELECTRONIC SUBSCRIPTION OF *COLLISION PROS* MAGAZINE GO TO www.toyotapartsandservice.com.

EDITOR:
Ryan Bacsafr

MANAGING EDITORS:
Elisa Liehr
Roberta Clark

COPYWRITING AND DESIGN:
Liehr, Inc.

CONTRIBUTING DEPARTMENTS:
Toyota Collision Repair & Refinish Training
Toyota Certified Collision Centers
Toyota Genuine Parts
Toyota Technical Education Network
Toyota Wholesale Parts & Certified Collision Department

REFER ALL CORRESPONDENCE TO:
Collision Pros
Toyota Motor North America, Inc.
6565 Headquarters Drive
Mail Stop E1-4D
Plano, TX 75024
info@collisionprosmagazine.com

TECHNICAL WEBSITES
www.toyotapartsandservice.com
www.crrtraining.com
www.techinfo.toyota.com
www.autopartsbridge.com
www.opstrax.com

Collision Pros is published four times a year by the Toyota Wholesale Parts & Certified Collision Department. Contents may be reprinted with permission.

©2018 Collision Pros.
MDC# 00117-00601-AUG18

 **Wholesale Parts**
Where the Pros Go for Genuine Toyota Parts

 **THE COMMUNICATOR AWARDS**

 **APEX AWARDS FOR EXCELLENCE**



WHEN YOU NEED TO KNOW, GO WHERE THE PROS GO! TOYOTAPARTSANDSERVICE.COM

DISCOVER



toyotapartsandservice.com

Where the Pros Go for Genuine Toyota Parts

MUCH MORE THAN AN ONLINE TOYOTA WHOLESALE COLLISION PARTS ORDERING SITE, TOYOTAPARTSANDSERVICE.COM is the place to go to find support materials and repair resources that can help you and your team get the job done efficiently and help your shop increase customer satisfaction.

STAYING TECH-SAVVY

The advanced technology in today's vehicles makes staying in the know critical. Understanding how a repair can impact vehicle safety is of utmost importance. At toyotapartsandservice.com, you can find the information you need to stay current all in one place, including parts application charts, access to training and the latest industry articles and news.

YOUR GO-TO PLACE

Visit toyotapartsandservice.com and you'll find these invaluable resources:

- **Wholesale Parts Support Programs**—Get OEM promotions for the best value on featured Genuine Toyota replacement parts
- **Application Charts**—Find the right parts application charts quickly and conveniently
- **Access to Toyota Collision Repair & Refinish Training**—Learn OEM-recommended processes in quick videos
- **Toyota Dealer Locator**—Find your local Toyota Dealer
- **Industry News & Tools**—Stay current on the latest collision industry news
- **Link to Toyota's Collision Pros e-magazine**—Read current and past issues of *Collision Pros*
- **Microcat® Market access**—Place and track wholesale parts orders seamlessly

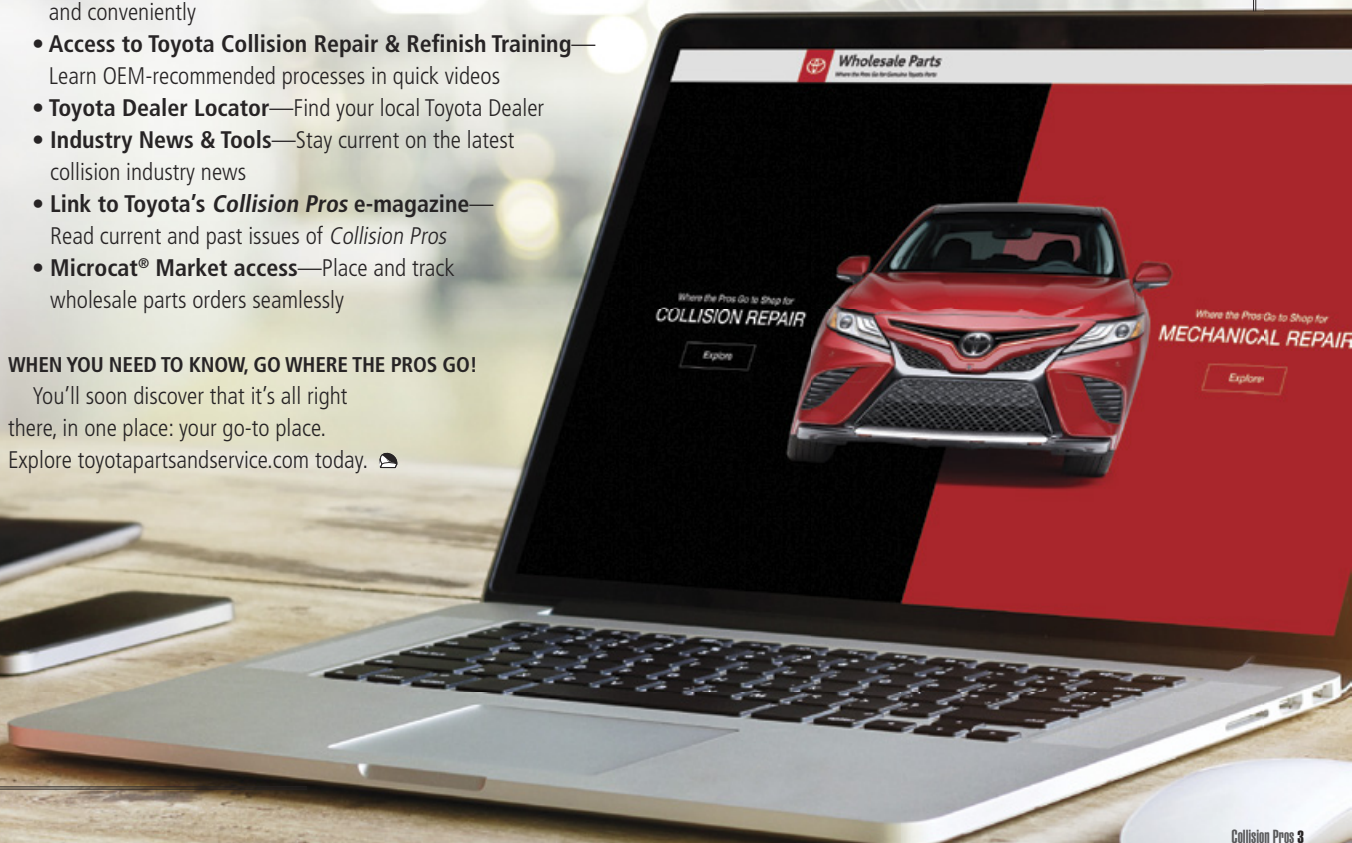
WHEN YOU NEED TO KNOW, GO WHERE THE PROS GO!

You'll soon discover that it's all right there, in one place: your go-to place. Explore toyotapartsandservice.com today. 📄



Toyota is dedicated to supporting independent collision repair centers to help ensure that every Toyota and Lexus repair is completed to OEM standards. A critical part of that commitment is sharing information. We developed toyotapartsandservice.com with that goal in mind, and it's updated regularly to make it easier than ever to deliver the quality of repair your customers expect."

—Eric Mendoza, Manager,
Toyota Motor North America,
Wholesale Parts & Certified Collision



The GENUINE Advantage

WHY ARE GENUINE TOYOTA PARTS SUPERIOR TO THE AFTERMARKET?

Aftermarket parts exist alongside Original Equipment (OE) parts. At first glance, you may not see a difference between the two, and your customer may think they're getting the real thing when they're not. The fact is, the majority of your customers rely on your expertise and advice. Therefore, it's up to you to ensure that they understand why Genuine Toyota Parts are the best choice when it comes to restoring their vehicle to pre-loss condition.

DESIGN, FIT AND PRICE

Genuine Toyota Parts are guaranteed to fit right the first time, where aftermarket parts often require additional installation time. Further, they're engineered to meet all applicable federal regulations required when the vehicle was produced—including crash, emissions and fuel economy standards.

Another important distinction: Genuine Toyota Parts are tailored for each vehicle, whereas an aftermarket manufacturer may have one design for a radiator tank and make that tank work for everything from a Prius to a Tundra. Additionally, when an aftermarket company puts their name on a part, you have no idea who actually manufactured that part or what the quality standards are from one part to the next.

When your technicians don't have to spend extra time to make an aftermarket part fit, you can keep your labor costs in line with your quote. Along these lines, it's important to note that insurance companies often give you a set amount of time to perform the repair. If an aftermarket part requires more time to install, that may negatively affect your standing with that insurance company and ultimately your customer. Additionally Toyota OE parts are competitively priced with aftermarket parts, they're a wise financial choice and the best parts for your customer's Toyota.

PROVEN PERFORMANCE

Genuine Toyota Parts are rigorously tested to ensure they fit and perform like the original parts on the vehicle. They have been confirmed to work properly under a wide variety of driving conditions, from extreme heat, bitter cold and rough terrain to endurance driving and extensive stopping and starting. The same cannot be said for aftermarket parts.

Finally, you and your customers get peace of mind with Toyota's warranty—we stand behind every part we make.

RIGOROUS PRODUCT TESTING

For example, Genuine Toyota radiators and condensers are engineered to deliver the ideal cooling capabilities for each specific vehicle application and engine. Below is an example of the types of tests these two products must pass for peak performance under extreme conditions. Can the aftermarket product claim the same testing? Genuine Radiator tests include:

- Radiation Rate Ventilation Resistance
- Passage Resistance
- Airtightness
- Pressure Resistance
- Corrosion
- Vibration

Genuine Condensers must also pass a series of exhaustive tests:

- Heat Radiation Performance / Air Flow Restriction / Flow Path Resistance
- Residual Foreign Substance
- Tube Strength
- Pressure Resistance
- Repeated Pressurization
- Corrosion Resistance Dewing
- Vibration



Genuine Toyota Parts

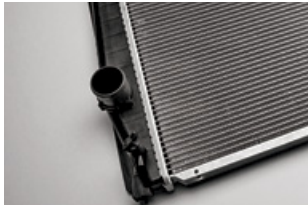
Also known as OE parts (for Original Equipment), Genuine Toyota Parts are made for or by Toyota and must adhere to Toyota's technical specifications as well as Toyota's strict manufacturing and quality standards.

VS

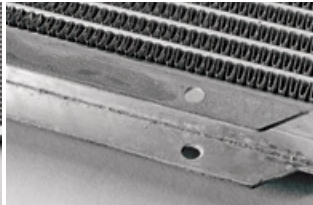
Aftermarket Parts

Any part made for a vehicle that is not manufactured using OE specifications. Aftermarket parts are frequently developed by copying the original part, also known as "reverse engineering". These parts may not perform the same as parts manufactured following Toyota specifications.

CONSIDER GENUINE TOYOTA RADIATORS ADDED VALUE



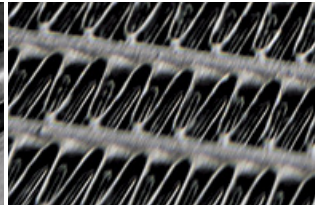
RADIATOR TANK



HEADER PLATE



MOUNTING POINT



TUBES AND FINNS

RADIATOR TANKS

- Specific thermoplastic materials are used to:
 - Ensure uniform flow during the manufacturing process resulting in consistent tank thickness and shape, and accurate mounting and plumbing features (i.e., inlet and outlet)
 - Provide long-term durability due to high fluid temperatures and heat radiated from the engine
- Manufactured to uniform thickness and molded to help ensure optimal

performance. If the thickness of the tank is too thin overall, or in one spot, it could result in a failed part.

HEADER PLATES

- Engineered and precision stamped to provide secure mating with the core, which ensures dependable long-lasting performance.

RADIATOR TANK GASKET

- Unique rubber material used to ensure high durability due to temperature cycling.

MOUNTING POINTS

- Multi-point comparison to OE product and vehicles to ensure fit.

ATTACHMENT POINTS

- The attachment points are guaranteed to be in the correct spot.

BRACKETS

- Brackets line up and bolt in for easy installation.

RECEIVER DRYER

- Includes the same size desiccant bag as the OE equivalent.

TUBES AND FINNS

- Tube design and material selection optimize coolant flow allowing for efficient heat transfer to fins.
 - Fin pitch and louver design create an optimal balance between air flow and heat transfer.
 - Stronger tubes designed to withstand impact from road debris.
- #### CONDENSER TANK
- Thick aluminum tanks are engineered to sustain a highly pressurized system.

THE BAKER GRADE

The Genuine Toyota Radiator and Condenser Product Line is subjected to simulated Baker Grade testing. In just 19 miles the Baker elevation increases 3000 feet with ambient temperatures exceeding 100 degrees. In addition to the grueling elevation change, the maximum passenger and towing payload is added (for example, a Tundra Crew Max towing a trailer).

THE BOTTOM LINE

Using aftermarket parts rather than Genuine Toyota Parts can be costly in the long run. The reality of installing an aftermarket part is that it may not fit right the first time and may not be manufactured to the same standards, and that may compromise the quality, durability and safety of the vehicle. All of this can lead to customer dissatisfaction.

Studies have shown that customers will switch brands after only one bad experience. Your customers demand quality. Give it to them by relying on Genuine Toyota Parts for all of your repairs. 🚗

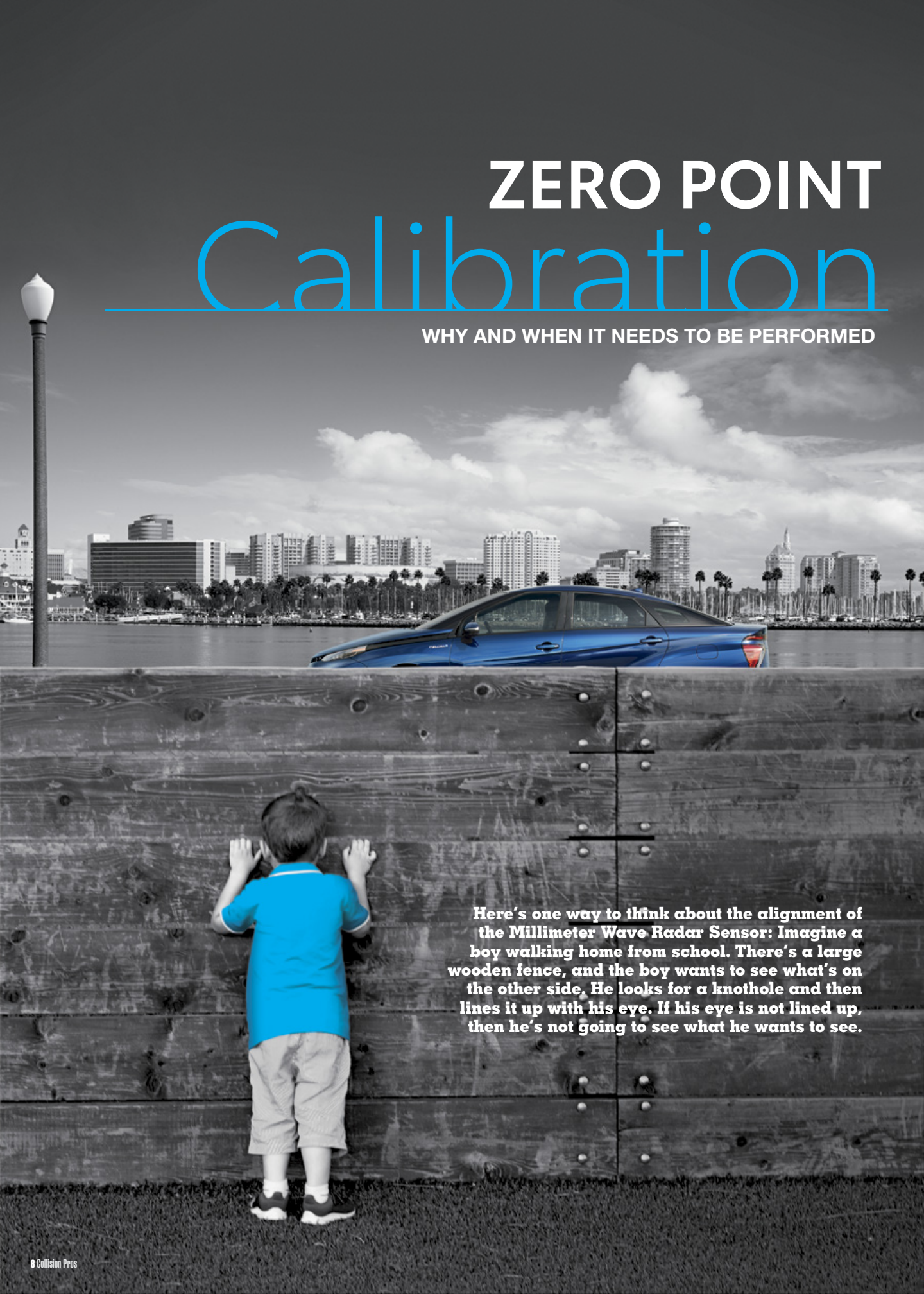
GOTO



LEARN MORE ABOUT GENUINE TOYOTA PARTS INFORMATION www.toyotapartsandservice.com.

ZERO POINT Calibration

WHY AND WHEN IT NEEDS TO BE PERFORMED



Here's one way to think about the alignment of the Millimeter Wave Radar Sensor: Imagine a boy walking home from school. There's a large wooden fence, and the boy wants to see what's on the other side. He looks for a knothole and then lines it up with his eye. If his eye is not lined up, then he's not going to see what he wants to see.

TODAY'S TOYOTA AND LEXUS VEHICLES FEATURE A VARIETY OF DRIVER ASSIST SAFETY SYSTEMS. These safety systems require system checks and alignment when a sensor is involved in a collision. To be specific, Zero Point Calibration is a necessary procedure when a repair involves wheel alignment, or when components that the front Millimeter Wave Radar sensor are attached to need to be changed. This is to make sure the Millimeter Wave Radar Sensor is aligned correctly to the vehicle and to the direction of travel.

Early on, vehicle safety technology may have required some simple steering angle sensor calibrations, but with the evolution of modern safety systems, more involved calibrations have become necessary to be sure all of the safety systems are working properly and as designed. The days of "set the toe and let it go" are long gone, and ignoring details like required calibrations after wheel alignment have the potential for causing safety system malfunctions because of out-of-spec parameters.

Here's one way to think about the alignment of the Millimeter Wave Radar Sensor: Imagine a boy walking home from school. There's a large wooden fence, and the boy wants to see what's on the other side. He looks for a knothole and then lines it up with his eye. If his eye is not lined up, then he's not going to see what he wants to see. The same principle applies to a Millimeter Wave Radar Sensor if it's not properly aligned to "see" what's in front of the vehicle, then the safety systems cannot perform as designed. The key is to properly align the sensor so it's not focused on the ground, or pointing to the sky, but is looking ahead as intended.

Some examples of when a Millimeter Wave Radar Sensor should be aligned and calibrated are: Whenever an equipped vehicle has a wheel alignment, has had a sensor removed and reinstalled or replaced, and, when any part that the sensor is attached to has been removed and reinstalled or replaced. From a collision repair point of view, that means any time a vehicle has had a bumper cover or grille removed and reinstalled or replaced, or needs a wheel alignment. Whether it's part of a collision repair or for normal maintenance, the repair manual should be reviewed to confirm if a related system needs adjustment or calibration.

The proper procedures for zero point calibration after wheel alignment, sensor alignment and calibration procedures can be found in vehicle-specific repair manuals on the Technical Information System (TIS). Sensor alignment and calibration requirements will be listed in multiple locations, and zero point calibration procedures can be found in the Wheel Alignment Procedures section. A Techstream and Reflector Special Service Tools (SSTs) are required to clear data and perform calibrations.

Depending on the level of technology available in a vehicle, calibration procedures may vary. For example, after wheel alignment:

- A 2018 RAV4 requires Yaw Rate Sensor Zero Point Calibration to complete the procedure.
- The 2019 Avalon gas models require a System Variant Learning and Acceleration Sensor Zero Point Calibration, while the Hybrid Avalon requires you to clear the Zero Point Calibration Data and perform Yaw Rate and Acceleration Sensor Zero Point Calibration.

Once a Millimeter Wave Radar Sensor is properly aligned and calibrated, a health check scan should be performed to make sure all electronic systems are diagnosed as operationally correct and no Diagnostic Trouble Codes (DTCs) are present.

Performing Zero Point Calibration will ensure that the vehicle has been properly repaired and is working as designed. In addition, keep in mind that Zero Point Calibration during the repair process should factor into your estimate. 📌

Here is an excerpt from the 2019 Avalon Repair Manual "Wheel Alignment" Section:

Last Modified: 03-27-2018	6.8:8.0.48	Doc ID: RM100000001A0J7
Model Year Start: 2019	Model: Avalon HV	Prod Date Range: [04/2018 -]
Title: ALIGNMENT / HANDLING DIAGNOSIS: FRONT WHEEL ALIGNMENT: ADJUSTMENT; 2019 MY Avalon Avalon HV [04/2018 -]		

ADJUSTMENT

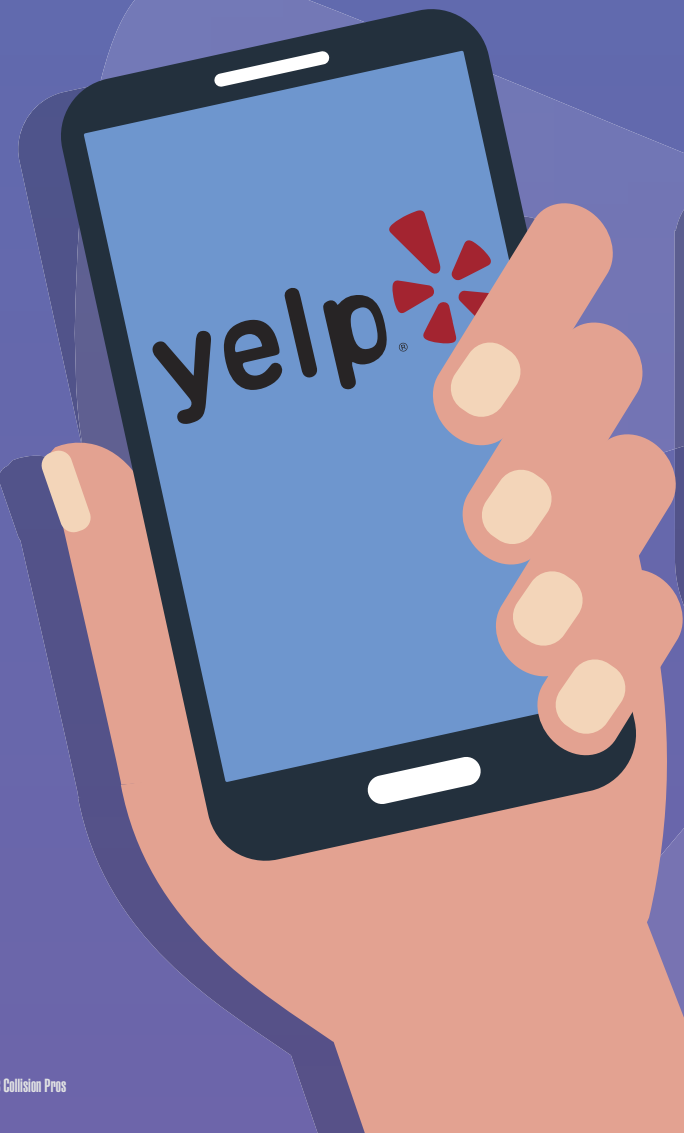
CAUTION / NOTICE / HINT

The necessary procedures (adjustment, calibration, initialization, or registration) that must be performed after completing the front wheel alignment procedure are shown below.

Necessary Procedures After Procedure Performed

REPLACED PART OR PERFORMED	NECESSARY PROCEDURE	EFFECT/INOPERATIVE FUNCTION WHEN NECESSARY PROCEDURE NOT PERFORMED	LINK
Front wheel alignment adjustment	for Gasoline Model: 1. Perform system variant learning and acceleration sensor zero point calibration.	<ul style="list-style-type: none"> • VSC is disabled or malfunctions • DTCs are output • Slip indicator light illuminates • ABS warning light illuminates 	INFO
	for HV Model: 1. Clear zero point calibration data. 2. Perform yaw rate and acceleration sensor zero point calibration.	<ul style="list-style-type: none"> • DTCs are stored • ABS warning light illuminates • Brake warning light / yellow (minor malfunction) illuminates • Slip indicator light illuminates • VSC is disabled or malfunctions 	INFO

THE POWER OF Social Media



PART ONE: Building Customer Advocacy

THERE'S NO DENYING IT: In national news, personal networks and business, social media has quickly become an incredibly powerful communication tool. Word of mouth, good or bad, can spread like wildfire, making reputation management an important part of your shop's marketing efforts.

BUILDING YOUR SOCIAL MEDIA PRESENCE

When a customer is involved in a vehicle collision, how do they choose a body shop? Typically, a recommendation will come from a friend, an online search or their insurance company. Online search is where your social media presence matters and, with a little effort, can help grow your business and manage your reputation. With so many social media options, like Facebook, Instagram, Twitter and YouTube, where do you start? The answer: start with the basics and go where your customers go!

A great starting place is Yelp—it's the most popular destination for consumer reviews on just about everything. Your business is most likely already listed on Yelp. If you haven't done so already, your first step in building your social media presence is to claim your business on this powerful review site.

HELP WITH YELP!

Claiming your Yelp Business Page and creating a business login is a great, free way to engage the Yelp community. To do so, follow these simple steps:

- **Claim It!**—Search for your business at biz.yelp.com, the official Yelp for Business Owners website. Yelp will then walk you through all the steps to claim your page and set up your business account.
- **Confirm It!**—To verify that you are the owner of your business, Yelp will call the number listed on your business page and ask you to enter a verification code. Be sure you are at your place of business to answer this phone call.
- **Manage It!**—After confirming your Yelp Business Page, you'll be able to:
 1. Update information such as your business hours and phone number
 2. Track user views and customer leads
 3. Add photos and link to your website*
 4. Respond to reviews with direct message or public comment

**You need a website. It doesn't have to be fancy or robust. A one-page landing page that promotes your business is a good place to start.*

MANAGING YOUR REPUTATION

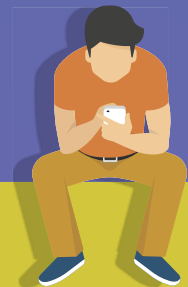
Yelp and other review sites are great forums for spreading the good word about your business and harvesting referrals. Don't let one bad apple spoil the whole bunch! You can amplify the impact

of good reviews and minimize the hit from the bad by using Yelp for Business to monitor reviews. The key is to be responsive.

Be sure to thank the positive reviewers for their feedback. Just as important, proactively and publicly acknowledge any bad review and use a direct message to resolve the issue privately, directly with the customer. Turning a bad experience into a good one by acknowledging and fixing the issue goes far in customer satisfaction. That customer may return to Yelp and write a glowing review on how you resolved the problem. Happy ending!

YELP SUCCESS STORIES

According to Yelp, 3.6 million business owners have claimed their Yelp Business Page. Visit biz.yelp.com/support/case_studies to view Yelp success stories from a variety of businesses. There, you may find some great Yelp game plans you can use to help your collision repair business grow! 📱



Facebook Primer

Facebook is still the largest social network in the world, catering to more than one billion users. It gives you the widest variety of options and functionality of the social channels.

With a Facebook page, you can directly message anyone who wants to know more about your business. Similar to Yelp, your customers can also leave you reviews, and if you want to respond, you can either do so publicly or by sending a private message.

We'll take a deeper dive into Facebook in the next issue of *Collision Pros*, giving you tips on how to set up your Facebook page and manage your content to present the best image for your business. Stay tuned!

ORDERING

A REPLACEMENT CERTIFICATION LABEL

Today, we're always using our ID, whether it's a driver's license, social security number or Apple® ID. In the automotive world, U.S. vehicles have been identified by their Vehicle Identification Number (VIN) since 1954, and in 1981, the National Highway Traffic Safety Administration (NHTSA) standardized the format and required that all vehicles sold would have a 17-character VIN, which is attached to the dashboard. It also appears on the Certification Label, which is placed on the driver's side B-pillar or on the driver's door jamb.



But what happens when the vehicle is in an accident and the label is damaged or removed when you replace the B-pillar or the driver's side front door? Or, what do you do in cases where the car has been stolen and thieves have removed the Certification Label from a "clean" vehicle and placed it on a stolen one?

To maintain the integrity of Toyota vehicles, Toyota Motor North America has a simple solution for obtaining replacement Certification Labels directly from Toyota. Just follow the steps below to get a replacement Certification Label:

- Return the original Certification Label, if possible, as well as a clear picture of the VIN from another location on the vehicle (like on the dashboard).
- If the Certification Label was stolen, then the vehicle must be inspected by a Toyota Field Technical Specialist and the request must be accompanied by a police report as well as pictures of the VIN on the following: frame/body stamp, anti-theft labels, and Techstream Health Check.
- To request a replacement label, complete the applicable form attached to TSB-0304-17 and mail it to the address provided on the form. Your dealer's parts account will then be billed \$60 for each replacement label.
- You will usually have to supply photos with the form; be sure to take clear images so the VIN is easy to read.

Please note that all replacement labels for damaged vehicles are subject to approval by Toyota Technical Compliance.

So, the next time you have to remove and replace a B-pillar, follow these procedures so the Certification Label is ready to install after the collision repairs are complete and before your customer takes delivery. ▶



Application for Replacement of Damaged Label or Plate

502:

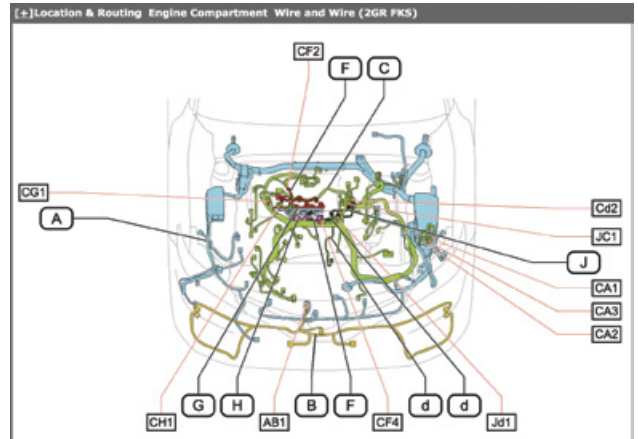
BODY ELECTRICAL DIAGNOSIS AND REPAIR

IT HAPPENS ALL THE TIME—your customer makes firm contact with a parking pole or backs into the neighbor’s fence, and now the sensors and backup cameras on their Camry are damaged. Properly repairing a newer model Toyota after a collision means you’ll also need to be equipped to repair and recalibrate the electrical components on the outside of the car. This isn’t a job for an amateur—you need to know the particulars to get these complicated repairs right.

If you’re a collision repair technician, estimator or manager who regularly inspects and repairs Toyota vehicles, you should consider taking Toyota’s recently reintroduced course 502: Body Electrical Diagnosis and Repair. This two-day instructor-led course will help any collision repair professional inspect, accurately diagnose and correctly repair electrical damage after a collision.

On day one, instructors will guide you through electrical concepts and circuit theory as you build simulated electrical circuits and measure voltage and currents in the classroom; on day two you will be introduced to using Toyota’s Technical Information System (TIS) to repair vehicles. You’ll put your skills to the test reading wiring diagrams and repairing wire harnesses, terminals and connectors. Once completed with these practical, hands-on sessions you’ll be prepared to restore a vehicle to factory standards after a collision.

Visit www.crrtraining.com, to register for class 502. Any Toyota/Lexus dealer or independent repair facility sponsored by a Toyota/Lexus dealer can enroll using their Toyota/Lexus Spin and dealer code. 📍



The Toyota Collision Repair & Refinish Training Calendar

SEPTEMBER — NOVEMBER 2018

PLANO, TX

09/04/18	300	Welding Techniques For Collision Repair
09/05/18	301	Non-Structural Body Repair Techniques
09/11/18	502	Body Electrical Diagnosis & Repair
09/13/18	601	Hybrid Collision Repair
09/14/18	602	Advanced Hybrid Collision Repair
10/02/18	200/201	Color Matching For Painters
10/04/18	250	Advanced Painting Techniques
10/09/18	300	Welding Techniques For Collision Repair
10/10/18	460	Structural Body Repair Techniques
10/24/18	101	Paint Finish Repair
10/25/18	601	Hybrid Collision Repair
10/26/18	602	Advanced Hybrid Collision Repair
11/20/18	200/201	Color Matching For Painters
11/22/18	250	Advanced Painting Techniques

JACKSONVILLE, FL

09/10/18	601	Hybrid Collision Repair
09/11/18	300	Welding Techniques For Collision Repair
09/12/18	301	Non-Structural Body Repair Techniques
10/01/18	601	Hybrid Collision Repair
10/02/18	300	Welding Techniques For Collision Repair
10/03/18	301	Non-Structural Body Repair Techniques

WEST CALDWELL, NJ

09/18/18	300	Welding Techniques For Collision Repair
09/19/18	301	Non-Structural Body Repair Techniques
10/02/18	503	Steering & Suspension Analysis & Repair
10/03/18	460	Structural Body Repair Techniques
10/16/18	200/201	Color Matching For Painters
10/18/18	250	Advanced Painting Techniques
10/23/18	300	Welding Techniques For Collision Repair
10/24/18	601	Hybrid Collision Repair
11/06/18	503	Steering & Suspension Analysis & Repair
11/07/18	602	Advanced Hybrid Collision Repair
11/13/18	301	Non-Structural Body Repair Techniques
11/20/18	300	Welding Techniques For Collision Repair

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

CHECK US OUT ON FACEBOOK AND TWITTER!

You’ll also find the latest information on tools, classes and repair procedures on our social media sites.

 Toyota Collision Repair Training
 @ToyotaCRR



Wholesale Parts

Where the Pros Go for Genuine Toyota Parts



**JUST BECAUSE YOU CAN,
Doesn't Mean
You Should!**

You lose money when aftermarket parts don't fit. Toyota dealers are your best source for Genuine Toyota Parts. All it takes is one call.

Genuine Toyota Parts ordering—simplified.

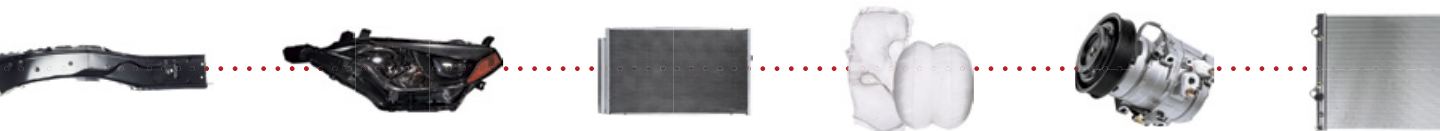


FIND A PRODUCT

toyotapartsandservice.com

Where the Pros Go for Genuine Toyota Parts

GENUINE TOYOTA PARTS • GUARANTEED FIT • COMPETITIVELY PRICED • ALWAYS RIGHT



>> **MODEL CONTINUED FROM PAGE 8**

assessment faster. Mobile device usage also offers increased connectivity with the customer. We can use smart devices to deliver status messages and receive customer experience feedback.

However, the mobile device trend does offer some disadvantages. It may take a larger monetary investment to equip your shop with the devices, applications and technology needed to leverage the opportunities available. You also need your staff to adapt to these methods and buy in to their benefits. Bad photo and video quality can be problematic, and the customer is always a variable for standards in this process. Their ability to communicate, take photos, etc. will impact their overall impression of service and satisfaction.

Also, mobile communication cannot be your sole method of interaction with customers. Legacy engagement processes must be maintained and utilized based on customer preferences.

OEM-specific locations

In certain metropolitan markets, advantages of scale could be achieved by creating repair facilities dedicated to a single manufacturer.

There are the potential advantages of improved repair quality, improved cycle time and improved customer experiences. There is less, but more focused training on a particular OEM vs. all brands. This would mean fewer specialty tools and equipment, as a repair facility would only need to be outfitted for a single OEM. And this method supports specialization and space needed for certain repair procedures, including scanning and calibration. This would also build strong alliances with dealers.

However, this method requires a major metropolitan market in order to operate, and a high repair volume would be needed to sustain the model. This may require vehicle pick-up and delivery to expand the customer reach. There is a depen-

dency on insurer cooperation, and it may force a change in DRP referrals in order to ensure certain nameplates are going to the proper facilities.


“There are a lot of efficiencies to be gained and training requirements would be much more streamlined,” said Randy Stabler, owner of Pride Auto Body. “But everything has risk exposure. It is a more efficient model, but there are some structural challenges there.”

Large “off retail” locations

Today’s technology, shared economy and changing customer expectations will allow a collision repair facility to expand in a local market without relying on having multiple locations. Large, off-retail locations can use crowd sourced pick-up and delivery to reach an expanded customer base while providing concierge-type customer services.

The advantages of this model include a lower, fixed cost and greater process consistency. There could be fewer front office staff and efficiencies to other stakeholders including parts suppliers and insurers. There would also be fewer locations for parts distributors, and also a savings to the repair partners in terms of discounts based on volume orders.

“From a cost perspective it is one of the best ways to expand your business without expanding that expense, headcount and that footprint. It is a great way to service the customer in today’s market,” says Irish.

However, the method is not without its potential drawbacks. It could mean larger towing expenses and new costs and logistics considerations associated with a valet pick-up and delivery program. Shops would have less walk-in work due to less retail space, and customers would have less visibility to the repair process. Employee commutes could increase, and traditional productivity incentives would need to be reviewed. 

THE MISSING FOCUS IN COLLISION REPAIR

KRISTA MCNAMARA //

Content Channel Director

ATLANTA — There is a forgotten word in collision repair: maintenance.

Proper maintenance of shop equipment, materials and products and the overall facility are vital not only for safe and proper repairs, but also for the continued safety of your employees.


Toby Chess, with the Collision Industry Conference Technical Committee, offered safety and maintenance tips and

expectations for ensuring shop safety.

Chess presented at the quarterly Collision Industry Conference meeting, this one in Atlanta at the Georgia World Congress Center, held in conjunction with NACE Automechanika 2018, Aug. 7-8.

Chess stressed the vital importance of preventive maintenance in the shop, which involves a planned and controlled program of systemic inspections, adjustments, lubrication and replacement of components, as well as performance testing and analysis.

Chess encouraged attendees to perform preventive maintenance on a laundry list of equipment and elements throughout the shop on a regular basis, including electrical panels; fire extinguishers; product labels; extension cords; overall safety equipment including frame machines, spot welders, MIG welders, air compressors, air blowers, respirators, lifts and jacks, spray booths and more; welding gas cylinders; open containers; eye wash stations; paint suits; hazard materials storage; and carbon monoxide monitors.

For Chess’s full recommendations, visit ABRN.com/maintain. 

>> I-CAR CONTINUED FROM PAGE 8

person in the collision repair industry has the information, knowledge and skills required to perform complete, safe and quality repairs for the ultimate benefit of the consumer. A first quarter 2019 launch is targeted.

"This has been a work in process for several years. We wanted an educational program that was relevant to cars today, that was explainable, something that was sustainable that could carry on into the future and something that was affordable. At the end of the day, we want a much better learning experience," said Van Alstyne.

As a result of extensive input from industry organizations, committees, advisory councils, benchmarking and DACUM (Designing A Curriculum) workshops, I-CAR has significantly enhanced its industry training standard, which since 2010 has been focused principally on knowledge requirements.

I-CAR's updated Automotive Collision Repair Industry Knowledge and Skills Protocol, set for 2019 implementation, is a "complete refresh," reflecting the knowledge required to repair cars of today and tomorrow, plus it puts an expanded emphasis on requisite skills. This same protocol provided the inputs required for a complete update to I-CAR's core supporting curriculum. I-CAR's future courses will be more hands-on, generally shorter, more interactive, with far less course-to-course redundancy. I-CAR will also be launching Spanish versions of all core courses. All of this has been coordinated, reviewed and embraced by industry subject matter experts, including repairers, OEMs and insurers.

I-CAR will also play a more integral role in repair shops, visiting annually to conduct ongoing assessments and advise on knowledge and skills gaps that exist within the shop, thereby supporting achievement and ongoing renewal of its expanding Gold Class® population, currently exceeding 5,800.

The 2019 enhancements leverage the work I-CAR has done over the past several years to build more relevant offerings geared to current and future industry needs. These enhancements have been optimized and integrated with new products and programming to offer shops a richer educational program that better aligns with collision repair technical realities, or the Technical Tsunami™, as I-CAR refers to it.

A summary of the key planned enhancements includes:

— I-CAR Automotive Collision Repair Industry Knowledge and Skills Protocol

- Updated and industry-backed knowledge and skills protocol that focuses more extensively on specific skills and role performance requirements

— Enhancements to I-CAR's recognition programs (Platinum™ and Gold Class)

- Heightened Platinum and Gold Class requirements aligned with industry benchmarks and repair requirements
- Optional Aluminum Structural Gold Class recognition for shops that complete I-CAR's aluminum structural requirements

— Complete refresh of all core curriculum (263 courses) aligned to the updated Protocol

- Incorporating more hands-on live training, shorter course times, more online courses with increased interactivity, all leading to less time out of the shop and off the floor for technicians

— Increased frequency of Welding Training & Certification™ skill reverification, moving from 5 years to 3 years, and no longer requiring course repeat when skills are reverified.

— Automatic recognition for training with other providers that are I-CAR Sustaining Partners through I-CAR's Training Alliance

— Industry Training Relative to I-CAR Knowledge and Skills Area published as a companion cross-walk to acknowledge both OEM and Supplier Training Alliance courses approved to Protocol and Alliance qualification criteria

— New tools for completing, planning and tracking I-CAR training

- New learning interfaces, mobile technology and reporting functionality to make completing, tracking and planning I-CAR training much easier for customers

— An unlimited training subscription for Gold Class shops to protect shops from turnover, and encourage building bench strength by better training for all technicians

"For nearly 40 years, I-CAR has served as the industry's trusted partner for knowledge building," Van Alstyne said. "As the automotive industry is now moving faster than ever before, we made a conscious decision that it is time for the knowledge and skills bar to rise. At the same time, it is time for I-CAR's programming to also make a bold step forward. Vehicle repairs today are more challenging than ever and will become increasingly complicated as we move toward the future. I-CAR's new programs, services and technology have been designed to keep pace with the rate of innovation our industry is seeing

Van Alstyne added, "Consistent with I-CAR's vision statement, we call on every shop and every technician to take that next step to train. Our 2019 programming will be better than ever, and in return, the knowledge gained will better prepare you for what's ahead, while also instilling confidence that you are doing what you can to perform complete, safe and quality repairs for the ultimate benefit of your customers. By doing the right things, especially gaining proper levels of training, not only can you survive the Technical Tsunami, you can thrive while doing so." 📡

WET & DRY SANDPAPER

50 FULL SHEETS - 9X11 INCHES - QUALITY WET & DRY

Only
\$19.98

Any Grit

- LEVELS ORANGE PEEL, DUST NIBS OR PAINT RUNS IN REFINISH ACRYLIC LACQUER PAINT
- FAST CUTTING, LONG LASTING ABRASIVE
- SANDING SURFACE CLEAR COAT, PAINT
- IMPROVING QUALITY OF WORK
- SAVING LABOR COSTS
- COLOR DARK GRAY
- SILICON CARBIDE



NOW AVAILABLE ON
amazon
Prime

FREE 2 DAY SHIPPING FOR PRIME MEMBERS
SAVING BODY SHOPS THOUSANDS

AVAILABLE GRITS

220, 320, 400, 500, 600, 800
1000, 1200, 1500, 2000, 3000

MORE GRITS TO COME!
100% MONEY BACK GUARANTEE



DISTRIBUTORS WANTED - 310.515.9530



COLLECTIVE THOUGHTS

Panel of industry representatives discuss ADAS, worker shortage, sources of solutions

JOHN YOSWICK // Contributing Editor

What are some of the current top concerns for independent collision repair shop owners — and what solutions are they finding to help address those issues? That was the focus of *ABRN's* annual “Collision Industry Round-

table,” a panel (see sidebar, “Who Was At The Table?, page 14”) brought together to discuss where they see their businesses — and the industry as a whole — headed.

Here are some of the highlights of this year’s roundtable discussion. (Responses were edited for length or clarity.)

Let’s talk a little bit about how advanced driver-assistance systems (ADAS) are impacting your business. What are you doing in-house and what are you subletting? What are the challenges and opportunities



Expect More. Expect TYC.



Don't Lose Your Cool

TYC's Transmission Oil Coolers and Charge Air Coolers are designed to be application-specific (non-universal) for drop-in fit and include additional hoses or shrouds (where applicable), adding convenience and value.



For more information about TYC™ replacement automotive parts, consult your TYC™ representative or look up parts online at www.TYCUSA.com



you see related to this?

Paul: Every vehicle that comes into our facility gets a pre-scan done on it. We use both AirPro Diagnostics and asTech. Anything that needs calibrations, targets, or things of that nature is sublet to a dealership. We have that pre-

arranged before the vehicle is delivered. We have it pretty dialed in. The biggest challenge with these systems is there's something new every day. So you're constantly looking up OEM procedures about what you're doing and what has to get done.

Troy: We had been sending everything, including scanning, to a dealer, but last fall we bought a Snap-On VERUS and now we're scanning everything that comes through the door. With calibrations, we don't have the ability to have the targets for every manufacturer, and at this time we're not willing to assume the liability for the functions of the ADAS. So that's a dealership item. The challenge is we just did a front bumper replacement on a 2018 Toyota Rav4. We removed the grille to do it, and the camera is in the grille. So now it has to go to the dealership over a weekend to have the distance sensor reprogrammed. We added four days of cycle time to a bumper replacement because of the ADAS.

Build your vision, part by part.



ebay motors

ebay.com/motors

WHO WAS AT THE TABLE?

Scott Benavidez is the owner of Mr. B's Paint & Body Shop, Inc., in Albuquerque, N.M., and is national Collision Division Director for the Automotive Service Association (ASA).

Troy Lindquist is the owner of Premier Auto Body, a 20-employee shop in Redmond, Ore.

Mariah Sampson is the director of marketing at American Auto Body in Billings, Mont., and serves on the advisory board for the collision repair training program at Montana State University.

Aaron Schulenburg is the executive director of the Society of Collision Repair Specialists (SCRS).

Paul Sgro is the owner of Lee's Garage in West Long Branch, N.J., and serves on the national board of SCRS.

ORIGINAL ONE PARTS™

WWW.ORIGINALONEPARTS.COM

✓ Certified Original Parts at a Better Price... **Guaranteed!**

Original One Parts™ offers CERTIFIED ORIGINAL™ parts. Each part passes a proprietary VINtegrity™ certification process to ensure it meets the original form, fit and function of a new part.

All parts guaranteed with a limited lifetime warranty.

★
TRADE DISCOUNTS AVAILABLE!

Add Original One Parts™ as a preferred vendor on: CCC One, Parts Trader, Mitchell, APU and OPS Trax!



877.441.0001
INFO@ORIGINALONEPARTS.COM

★ ★ ★
**FREE
NEXT DAY**

SHIPPING
*To qualifying states for orders placed by 4pm CST

Scott: We scan with the asTech and also scan with a Bosch. The biggest thing for us as a culture change for our estimators was getting the authorization to get the data, to use the data. I am in agreement with the calibrations; those are still difficult for us.

Troy: Scott raises a good point. We had an insurer refuse to pay for pre- and post-scans because we were not authorized to access that information. So we changed the wording of our repair authorization to say explicitly they are giving us permission to extract and use that information.

Aaron: I think another challenge for repairers is space. Calibrations can require a ton of space. I think Honda has some requirements that are close to 36 feet wide — when you factor in the vehicle — for things like blind-spot monitoring calibrations. For a lot of shops,

especially in urban markets, space is at a premium. That's a challenge. And if self-calibration sensors come into play in the future, if you invest in that space now, what happens if [self-calibration] eliminates the need for it down the road? Did you just make an investment that may become unnecessary a couple years down the road? That's a hard question to grapple with. But by 2022, auto-braking is going to be standard, and I think that calibration space is going to become more and more necessary on a much wider range of the entire fleet, so I do think there's an opportunity. There's tons of room to be first in your



AARON
SCHULENBURG

market as the go-to source that has invested in the space and equipment and tools right now.

The technician shortage has long been an issue for this industry. The U.S. economy is at full employment, and when that happens, even fewer people go to community colleges or trade schools where this industry gets some of its new techs. Given all this, what specifically is working for you in terms of recruiting, developing or retaining the human resources your business needs?

Troy: For us, it's especially difficult because we're in a rural area. There's just not a large pool of talent to draw from. The last thing you want to do is take somebody else's technician. So



REVO

Faster Repairs. Better Results.

More Repairs in Less Time. Improve your paint shop efficiency without having to overhaul your space with REVO Accelerated Curing Systems. The technology cures fillers and coatings quickly and completely from the inside out. REVO can increase your paint shop throughput by up to 80%. Easy to install and operate, REVO Systems save time and improve results immediately.

UP
TO **80% MORE**
paint shop throughput

(877)658-7900
revocuring.com



See us at SEMA Booth #11119

Refinishing made easy.



Cromax® EZ is a waterborne paint system designed to work with the coat-flash application process you've already mastered—making it easy to deliver a first-class finish every time.

See how easy waterborne can be.

axalta.us/ez





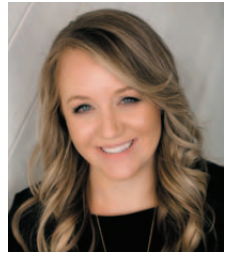
TROY LINDQUIST

five years ago we started an apprenticeship program where these kids who potentially would have been going to a trade school, or who want to get into the trade, start off here with a team, as an apprentice under one of the lead technicians that we have. They start off at minimum wage. They get raises as they become more efficient. They have the ability to work their way up and become a journeyman while getting paid to do it. In four or five years, they're either in charge of a team or they're splitting commissions with the head technician of that team. So finding these people becomes a little bit easier because now you're not looking

for that journeyman technician. You're looking for that kid who likes to work on his car. And once the word got out about these kids becoming part of this program, others came and found me rather than us having to look for them.

Mariah: Part of the problem is the industry as a whole has a negative image with some parents and school counselors. We had a tech tell us how he had been a 4.0 student and had scholarships to go to lots of universities, but he really wanted to be a collision repair technician. He told his school counselor he was excited about going to tech school, that it was his passion. But the counselor just berated him and said, 'You're wasting your talent, how dare you. You could do so many things. Why would you want to be a technician? That's such a dirty job.' Years later when the student had a chance to speak to a

group of school counselors [including his own], he didn't identify the counselor but said, 'I want you to know I make more money



MARIAH SAMPSON

than you do, and I have better career opportunities than you do.' We need parents and students and counselors to know you can go on any hiring site in the country and find companies looking to bring technicians on.

Scott: We do the same thing as Troy, an apprenticeship program where we use a team concept. We also go to the trade schools and we talk to the mechanics. This is a great time for our industry to say we need 'techies' now. Before we never did. But now these

Separate & Maximize Your Usable Space!

- ▶ Aluminum Bays
- ▶ Prep Areas
- ▶ Detail Bays
- ▶ Wash Bays
- ▶ Estimating Bays
- ▶ Under-Coat Bays
- ▶ Grinding/Sanding Areas

Aluminum Bays

Curtain Walls

#1 Manufacturer of Curtain Walls for the Body Shop Industry!


Booth #10812

Sound Control Curtains

Roll-Up Curtains

800-606-7730
goffscurtainwalls.com/abrn

If it's not in
the right box,
it's not genuine.

 | Genuine Parts



Genuine Parts

From headlights to tail lights, bumpers to fenders and hoods, there is no substitute for genuine. 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 for assistance and delivery of the parts you need.

*Genuine Kia replacement parts (except battery) sold by Authorized Kia Dealer under warranty are covered for the greater of (1) the duration of the New Vehicle Limited Warranty or (2) the first 12 months from the date of installation or 12,000 miles, whichever comes first. Labor charges not included when not installed by an Authorized Kia Dealer. Warranty is limited. See Kia's Replacement Parts and Accessories Limited Warranty for further details.

people performing these calibrations and doing the scanning are techies. We can recruit those people.

What specifically within your business are you dedicating resources (financial or otherwise) to this year and next?

Mariah: For 2018, our top priority has been focusing on OEM certifications and training, making sure we're following all the OEM procedures and that our technicians are aware of where those (OEM) resources are, how we access them. Moving into 2019, one of our biggest focuses is going to be marketing. We're seeing the industry starting to slow down, both in collision repair and car sales in general. So we want to make sure that we're maintaining our front-of-mind awareness with our customers.



SCOTT BENAVIDEZ

Scott: OEM certifications are the big deal for us as well. We're focusing on the ones we want to do, the cars that I prefer that we work on. I'm not going to run out and get Audi or BMW certification when the insurance company is paying me the exact same money to work on a Honda. We're also doing

some weekend events, like a women's weekend, where we invite them in to learn how to change a tire, how to use the systems on their vehicles. Or a back-to-school night where new drivers can learn these things. That community involvement is really helping our business.



PAUL SGRO

Paul: I would say marketing especially through social media is the big avenue that we're focusing on this year and next. We feel you can get more for your money doing things of that nature than the old traditional ways.

Aaron: I think the OEM certifications absolutely are the way a lot of shops are going. Focusing on the [brands of] vehicles they see a lot of is a good piece of advice for shops [choosing which certifications to pursue]. But the reality is that even in a market where there may not be a ton of Porsches or Audis or Mercedes, there are some of those vehicles and someone has to serve those customers. So looking at ones where you can specialize is a way that you can still get a meaningful return in cases where you are the one [who can repair those vehicles].

We've talked about some of the challenges you see for your business and the industry. What sources of advice and assistance do you turn to help you address those?

Scott: For me, it's trade organizations. I think SCRS is doing a great job, and we at ASA are doing a great job. I think people are losing interest in those, and it needs to ramp back up. When we get together through trade associations, we can stand together and share information.


Paul: I've belonged to a 20 Group for 13 or 14 years. We meet four times a year. I think it's important to know your numbers, to know where to make the investment, and to know if that's working or not. You have to know where you're making money and where you're losing money. I wouldn't be where I am today if I wasn't part of that group and hadn't been involved with SCRS over the years.

Mariah: My husband just got his MBA and someone asked me if I was going back to school to get mine. I laughed and said I don't need to get an MBA. I can go to SEMA where SCRS does an amazing job of putting on classes. There are also so many great industry articles out there. I think just taking a half-hour a day to peruse through those — and encouraging your staff to read those articles, too — is key to having a successful organization. 📖






JOHN YOSWICK is a freelance writer based in Portland, Ore., who has been writing about the automotive industry since 1988.
info@crashnetwork.com


INCREASE LABOR HOURS - REDUCE SUBLETS - DECREASE CYCLE TIME



LEARN HOW AT
THE ULTIMATE HANDS-ON
AUTO GLASS TRAINING PROGRAM

www.autoglassacademy.com



New From
INSTA FINISH



ABRASIVE SCUFF



Only **\$29.98** ROUND PADS

AND

\$24.98 RECTANGLE PADS

6" DA VELCRO - 35 MAROON - 15 GRAY

Quality You Can Depend On

NOW AVAILABLE ON

amazon



Prime



6X9 RECTANGLE - 15 MAROON - 10 GRAY

FREE 2 DAY SHIPPING FOR PRIME MEMBERS

SAVING BODY SHOPS THOUSANDS **100% MONEY BACK GUARANTEE**



DISTRIBUTORS WANTED - 310.515.9530

It's not about the money — it's about great management

Learn to build a motivated team by listening to shop owners who already have

Some of the things I've helped shops improve over my career are very tangible: better processes, better financial reporting, better use of materials and better estimating.

But one of the key differentiators I've seen between good shops and really great shops is more intangible: the ability of the shop's leaders to develop a loyal, motivated team of employees.

To some extent, the ability to do that may be somewhat innate. Just as someone may be a natural-born "people person" for whom customer service comes easily, I think some people are natural-born leaders who can inspire and motivate others.

But that doesn't prevent anyone from developing and improving their ability to build an engaged and dedicated team in their business. So based on my belief that motivating employees begins with great management, I turned to a couple of shop owners who have built a motivated, loyal workforce within their business. Over my next several columns, I'll share the tips and advice they offered.

Motivating employees begins with great management.

As a second-generation shop owner, Paul Sgro leads a team of 24 employees at Lee's Garage in West Long Branch, N.J. He said any shop owner who wants to motivate employees first needs to take a look in a mirror.

"The culture of my company begins with me and my character," Sgro said, and he believes that's true for any business. "It starts with who I am and what I do. That translates to everyone else. If you're a caring person, and you work hard and plow through, your people working with you will emulate that."

It's not about the money. So often when we talk about motivating employees, we're talking about a pay plan or an incentive structure. The most successful leaders say that's not their focus.

"The pay plans don't motivate people," Sgro said. "I've had employees in the past who worked for us that were all about money, money, money. They're not here anymore. The bottom



WHAT REALLY MOTIVATES PEOPLE IS YOU BEING A CARING PERSON. THEY WANT TO BE TREATED RIGHT, RESPECTED AND WANT TO BE EMPOWERED.

line is that it wasn't about the money. In their mind it was. But it wasn't."

The money may have been their excuse for leaving, he said, but the real issue was they didn't fit into the shop's culture. "What really motivates these people is you being a caring person," Sgro said. "They want to be treated right. They want to be respected. They want to be empowered."

Show them respect and appreciation. Jost Garage is a fourth-generation collision repair business in Wall Township, N.J. When I asked Barry Jost if money is what motivates his 32 employees, he echoed much of what Sgro said.

"The biggest motivator isn't financial," Jost said. "I've read that 100 times and I never really believed it until I started digging into it. A lot of it is just strong communication and positive reinforcement. Go tell the guys, 'You know, you really killed it today.' Tell the painters, 'You know, that was really a tough color. Thanks for sticking with it.'"

There can be a financial element to showing them you care about and appreciate them, the shop owners each said, but that's not about the pay plan.

"In the summer, we'll do a fieldtrip, take them all to a ballgame or some sort of function, to keep everyone feeling like part of a team," Jost said. "Healthcare is something where we try to take care of everybody as family. We have a really strong package for that — the percentage of what we pay for them and their spouse and family."

But the appreciation can also be simple.

"If you've worked somewhere for a period of time, you want to be recognized for that," Sgro said. "We have an employee coming up on a 10-year anniversary with us. We always do something for those anniversaries."

I'll share more of Paul and Barry's suggestion for motivating your team in my upcoming columns. 

STEVE FELTOVICH of SJF Business Consulting, LLC, works with dealers, MSOs and independent collision repair businesses to make improvements and achieve performance goals.
sjfeltovich@gmail.com

AXALTA COATING SYSTEMS



Winning made easy.



Cromax® EZ waterborne paint delivers winning coverage using the same application process your shop has mastered. And the exceptional finish is a big win for your customers. Cromax EZ—it's a win-win.

See how shops are winning with Cromax EZ.

axalta.us/ez



OEM repair issues have no place in public policy arena

Pre- and post-repair scans should be industry norm

The 2018 state legislative season saw several states consider mandating the use of OEM repair procedures.

Why isn't following OEM repair procedures a common practice by collision repairers? Why don't all insurers require it as part of their DRPs? The question arises as to why policymakers are being brought in to referee what should be the accepted practice by all parties involved in collision repair. First, let's take a look at what we saw in the 2018 state legislatures:

Indiana – The Indiana Legislature considered OEM repair procedure legislation that was amended to allow a work-around by recommending adherence to “industry standards” as an alternative to the vehicle manufacturer's repair procedures.

Rhode Island – Rhode Island's legislature sent the governor a bill that prohibits insurance companies from mandating the use of aftermarket parts without consent of the vehicle owner under certain timelines. Important for this discussion is language that required the use of OEM repair procedures but for OEM parts only.

Illinois – Legislation was introduced in Illinois that required estimates to include the use of repair specifications by the OEM for those parts, and no repair facility or installer may use repair specifications or procedures that are not in compliance with the OEM for those parts authorized by the customer in writing.

Common to all of these bills was an interest by grassroots shops in those states to see reform relative to OEM repair procedures. Indiana's bill died in a conference committee. Including an “industry standards” baseline of repair versus OEM standards provided the path to the bill's end.

Although Rhode Island's legislation became law, it was rendered less effective by restricting the OEM standards requirement to OEM parts only. The Illinois bill did not gain significant traction.

Mechanical repairers find the lack of scanning in the collision industry confusing. Some collision shops are now, at times, without insurer reimbursement, pre- and post-repair scanning



THE AUTOMOTIVE SERVICE ASSOCIATION IS THE LEADING TRADE ASSOCIATION FOR INDEPENDENT AUTOMOTIVE SERVICE PROFESSIONALS.

JOIN AT

ASAshop.org

vehicles. Recently at the Collision Industry Conference (CIC) during the Automotive Service Association's (ASA) NACE Automechanika in Atlanta, Ga., CIC's Governmental Committee addressed OEM repair procedure legislation. Led by ASA Past Chairman Darrell Amberson, panelists discussed the importance of using OEM repair procedures in a collision repair. In addition, panelists Janet Chaney of Cave Creek Business Development, John Eck of General Motors and Wayne Weikel of the Alliance of Automobile Manufacturers (Alliance) highlighted the importance of scanning.

Questions and comments that followed the CIC presentation supported the use of OEM repair procedures and legislation mandating such practices, if necessary.

ASA and the Alliance recently held a press conference to announce a joint effort in 2019 to establish public policy assuring collision repairs follow OEM repair procedures. These policies should also include pre- and post-scans. ASA and the Alliance will be working together to assure policymakers are educated about the importance for the safety of vehicle owners, passengers and the motoring

public that OEM repair procedures are adhered to and scanning is a common collision repair practice.

Unfortunately, the lack of an industry solution was obvious during the 2018 legislative session when we saw the aforementioned bills introduced. Many consumers assume that these practices are followed and the vehicle has been scanned.

During the press conference, ASA pointed out that many consumers do not understand that there could be problems with a vehicle that is not necessarily indicated by a light or other vehicle information process. Until insurers and repairers find common ground on these repair procedures and scanning, the call for government intervention will only get louder. 📢

ROBERT REDDING is the Automotive Service Association's Washington, D.C. representative. He has served as a member of several federal and state advisory committees involved in the automotive industry. rredding@reddingfirm.com

LAUNCH
TECH USA
CREATE • CHANGE

X-431 PAD II AE

It is a Professional Scan Tool, which utilizes easy to operate Android™ tablet technology to meet your needs and expand as your business grows. Full system diagnostics, printable reports for Pre and Post scans, online vehicle research, and even part ordering is no problem with the open Android™ platform.

**"ONE SCAN TOOL DOES IT ALL"
DUST PROOF AND IP 65 RATED**



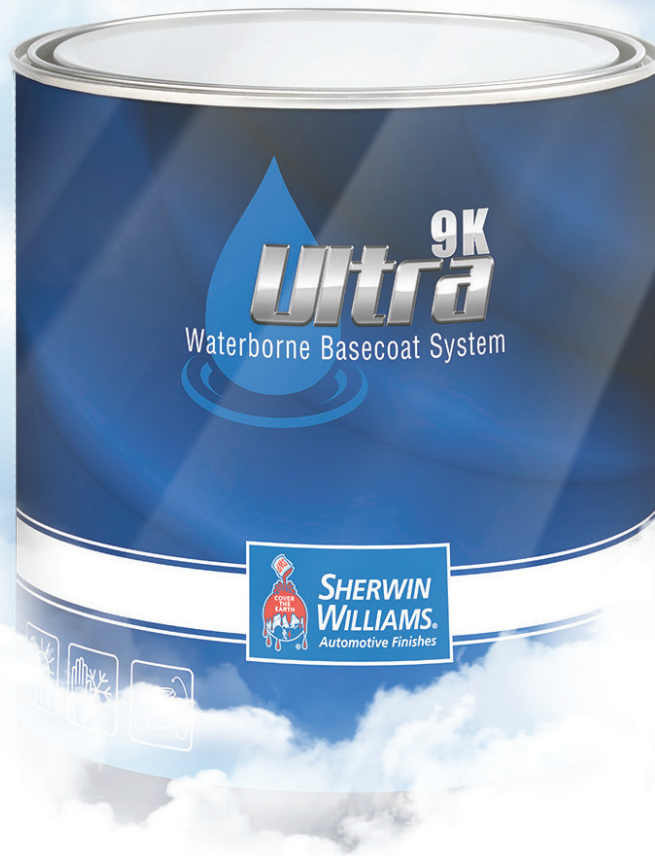
WWW.LAUNCHTECHUSA.COM

1820 S. MILLIKEN AVE • ONTARIO, CA 91761 • PH : 1-877-528-6249



MIRACLE IN A CAN

OUR BEST BASECOAT EVER



#SWrefinishsolutions

sherwin-automotive.com/ultra9k



SHERWIN-WILLIAMS
Automotive Finishes

Forming the dream team

Maaco MSO leverages metrics, training to beat industry profitability benchmarks

JAMES E. GUYETTE // Contributing Editor

➔ After Doug Engle spent nine years in a franchisee support role at the corporate office, he and some like-minded associates decided that they'd better get Maaco — as in forming an MSO to become a part of Maaco's lineup of regional ownership entities.

"I'm now fortunate to continue learning daily from the leadership 'Dream Team' we've assembled," says Doug, president of the Stonewall Road Automotive Group, which has grown to encompass 10 Maaco locations.

He describes the Dream Team's roster as including Taso Bournousouzis, "a world-class operator" and former multi-unit franchisee who heads Stonewall's East Coast operations and is a key member of the senior executive team; Mike Murphy, also a former top Maaco franchisee who oversees the Michigan shops as regional director; Mark Seifert, "a Maaco legend" and vice president and general manager of the Garden City, Michigan shop; and Chad Slabaugh, "a rising star in this business" who operates one of the largest Maaco's in the country in Troy, Michigan.

Of his previous position at Maaco's Charlotte, North Carolina headquarters, Doug recalls that "while my job was helping franchisees, I am certain that they taught me more than I ever taught them. I learned from some Maaco 'living legends,' Frank Furino, Steve Chertock, Ivan Montoya and Brian Greenley, just to name a few. But I really feel like I learned something from everyone."

A standout lesson that took hold was, "Sometimes you learn what to do, while sometimes you learn what not to do."

In December of 2016 Stonewall opened its first shop in Aberdeen, Maryland. "After a rough start, that center has become a consistent sales and profit generator. We opened three more in April 2017 and grew gradually before opening No. 10 in March of 2018," Doug recounts.

"I believe one of our success keys is managed growth. That means two things: Choosing the right acquisition targets, and growing at a pace that your infrastructure can handle," he says.

"Decades ago Maaco was known for overall paint jobs and 'bumping' only. Today, our centers perform full collision repairs in state-of-the-art shops with all the latest tools and technology. At the shop level, what sets us apart is our ability to perform the



STONEWALL ROAD AUTOMOTIVE GROUP LLC
Troy, Michigan // www.stonewallauto.com



Doug Engle
President

0
No. of DRPs

29
No. of bays at Troy shop

3 days
Average cycle time at Troy shop

10
No. of shops

\$946
Average Troy repair order

1.5
Years in business

325
No. of customer vehicles per week combined

145
No. of employees

\$15 million
Annual gross revenue combined

same high-quality repairs as our competitors — and do it both faster and less expensively, and do that while beating industry benchmarks for profitability," Doug explains.

"Our sweet spot is the cosmetic collision," he continues. "We excel in those repairs while other shops focus more on the big hits. And while the ARO (average repair order) on those looks nice, the smaller repairs are an underserved market that due to our production processes can be very profitable for us, and convenient for the customer. In other shops those repairs go to the back of the line. With us those customers' cycle times can

expect to be dramatically shorter.”

Avoiding the pursuit of Direct Repair Program (DRP) affiliations, “Our bread and butter is retail and fleet. But maintaining a relationship with a high-volume fleet account is very similar to DRPs, it’s all about the numbers,” Doug points out. “Even though with this account we have been ranked No. 1 regionally and Top 2 or 3 nationally, we are always looking to improve our metrics.”

Investing in specialized equipment “has recently allowed us to impact ARO and cycle time,” he says. “We were able to lower our bumper replacement percentage all the way from 65 percent down to 25 percent. That actually impacts our bottom line just as much as the client. This has strengthened what was already a very positive relationship.”

Applying careful consideration to the hiring process is another technique that has proven to be beneficial to the business. “We have a healthy respect for what it takes to run a profitable shop,” he elaborates. “Therefore, our recruiting strategy focuses on experienced people with a track record of success running a collision center. It is not unusual for MSO groups to adopt the ‘business-is-business-and-management-is-management’ philosophy; that leads to the hiring of non-industry managers – and we haven’t seen many examples of that strategy working.”

Offering medical coverage and a retirement plan are complimented by an above-average salary and bonus schedule, “but I think the biggest plus we provide is opportunity and career path,” he notes. “We are looking for people who want to build something special, and top performers will have the opportunity to rise quickly within the organization.”

Several strategies are utilized to maintain positive relationships with the company’s suppliers: “The first one is simple — pay your bills on time,” Doug advises.

“We have a billing process that pays weekly. Even though our terms with



most vendors is 30 days, we process invoices every week. Almost as importantly, we manage our return rates and consistently receive positive feedback from vendors,” he adds.

“Since we are part of Maaco we have a sizable advertising budget, but advertising alone can only get you so far. You can’t out-advertise a bad reputation,” says Doug, a factor that additionally drives the entire staff’s commitment to delivering the best in customer service. Extra steps are taken to encourage online reviews, and “as much as 40 percent of our business comes from repeat and referral.”

Franchising opportunities

Beginning in 1972 with founder Tony Martino’s first pilot location in Wilmington, Delaware, parent-firm Maaco has grown to include more than 500 independently owned and operated franchises. The chain combined with Meineke to form Driven Brands in 2008.

President Jason Ryan welcomes further expansion and invites potential franchisees to apply. “Maaco is continuing to grow throughout North America, with the opportunity to more than double the number of Maaco locations in the U.S. and Canada,” he says.



FROM LEFT TO RIGHT: Mike Murphy, Taso Bournousouzis, Doug Engle, Chad Slabaugh



“Not only do we offer opportunities for entrepreneurs who want to operate one or two shops, we provide market-wide territory options for investors. Our continually growing scope and scale build upon our resources as a strong, viable North American brand to make either ownership path a profitable one,” says Ryan. “And, with North American purchasing programs, enhanced standard operating procedures, dynamic national brand campaigns and the backing of Driven Brands, Maaco provides a

model for investment success.”

Cited benefits include:

- Over 42 years of automotive paint and collision repair experience
- Outstanding earning potential
- World class, comprehensive training program
- Ongoing operating support and assistance
- Territory protection
- Unmatched buying power

Additional buildings and build-to-suit sites are also being sought. The body

shop locations must be zoned for auto painting and collision repairs; long-term leases of about 15 years are preferred. Building and land purchases, multi-tenant buildings and existing body shop facilities will be considered as well.

Some of the site specifics are:

- Existing freestanding building
- Building size: Approximately 6,000-15,000 sq. ft.
- Zoning: Auto body and paint
- Parking: 35 cars (desired)
- Ceiling height: 14 ft. or greater
- Electrical: 3-phase, 280-amp service

“Uh-Oh, Better Get Maaco’ is the iconic slogan Maaco has used for years to communicate our services with customers, but it’s proven to be a great selling point for potential franchisees, too,” says Rob Cambruzzi, vice president of franchise sales and development. “Now is the time to take advantage of the opportunity to own your part of the nation’s leading provider of automotive paint and collision repair services.”



JAMES E. GUYETTE is a long-time contributing editor to *ABRN*, *Aftermarket Business World* and *Motor Age* magazines. JimGuyette2004@yahoo.com



**SEE US AT SEMA
BOOTH #10647**

SPANESI 360 CONCEPT

Spanesi Americas, Inc.
123 Ambassador Dr. #107
Naperville, IL 60540

Phone: 224-SPANESI
(224-772-6374)

www.spanesi.com
www.facebook.com/spanesigroup



Mercedes-Benz
StarParts

Introducing Mercedes-Benz StarParts

An authentic parts option — at exceptional prices.



Made for vehicles 5 years and older, StarParts features a number of the common maintenance items you use the most, including:

- Brake Discs • Brake Pads • Cabin Filters • Oil Filters • Spark Plugs • Wiper Blades

Backed by a one-year warranty* that includes parts and labor, StarParts can offer enhanced margins to help grow profits for your shop in the long run.

To order StarParts, contact your Mercedes-Benz dealership today.

*To learn more, visit mbwholesaleparts.com/StarParts.



Know your worth when you think “I can’t afford it”

POSITIVE AND SUCCESSFUL ACTION AND OUTCOME STARTS WITH YOUR THINKING

MIKE JONES // Contributing Editor

Many of us would say that “anything is possible.” However, when we are faced with something that we do not have the full capacity or resources for, we often resign to a belief that we can’t have that thing or we settle for something less than what we really wanted.

If you authentically believe anything is possible, you would never say “I can’t afford it.”

In my book, *Unreasonable Possibilities*, I talk about how much the conversation that we are having with ourselves leads to our behaviors, because your energy and actions will follow your thoughts and you behave in accordance to what you authentically believe to be true.

When you create a conversation that says “I can’t afford it,” you are saying that impossible exists and you do not feel that what you want is available to you. If you were committed to and believe you really wanted it, then you are saying you are not worth having it. If you really believe that you are worth having it, then you are saying that you are not committed to make it happen, which ultimately means that you really do not believe you can have it and, therefore, you are not worth it.

In Chapter 3 of my book, entitled “Change Your Mind, Change Your World,” I talk about the difference between the flag and the wind. The flag is passive; it sits around waiting for an energy to show up to give it direction. The flag always moves in the direction of the biggest

energy; the flag is waiting for permission to take action. The wind is deliberate; it is purposeful. The wind provides the energy that determines direction, speed and the ebbs and flows. The wind makes a statement, and it is bold.

When you say, “I can’t afford it,” you are being the flag, waiting for something to happen to you in order for you to receive the things in life that you say you want. When you are being this flag even if something or someone shows up and provides you with the resources you need, you will not be able to replicate that success, unless your winning strategy of having someone else do it for you is manifested every time.

Whatever you want is available to you, no matter how large or small. However, you must believe it before you see it. Your wins and losses are occurring in your thinking before you take any action, so take a moment to check the conversation you are having with yourself.

If you have a conversation with yourself that says “keep your outcome realistic,” be aware that where your definition of realistic begins is where your belief in what is possible ends. When you identify something as unrealistic, the only thing you have authentically identified is your capacity to believe beyond what you can see or what you presently possess the resources to obtain.

As soon as you say “I can’t afford it,” you give ALL of the negative forces in the universe permission to work against you. An “I can’t afford it” attitude is not just about money. It is a belief that permeates

throughout a person’s entire belief system. I had a young high school client who was a swimmer. He had been taught that because of his height he would never be able to swim certain times in his events. He believed this coach who was teaching him that he could not afford it. This coach basically was saying that this young man did not have the resources, talents, gifts or the possibility of being an amazingly successful swimmer because of his size.

Well, he was not likely going to grow another inch and that was outside of his control; however, there were a few very powerful things within his control that were game changers.

When he believed that he did not have the resources to swim those times, he behaved in accordance to that erroneous truth and therefore empowered every negative force that was available to keep him from reaching that outcome.

After he attended our breakthrough leadership training, I began coaching him at his dad’s request. He had a tough time believing he could afford it, that he could swim faster times with the body he had.

I taught him how to set a very specific outcome he was committed to, and then he developed a list of meaningful benefits he would receive after reaching that outcome. We determined the time frame to reach his outcome and decided who his accountability partner would be.

Our next focus was to take the first step necessary to get a quick win, with the understanding that every coin has two sides. I informed him that I did not

>> CONTINUES ON PAGE 36



WATCH + LEARN



Get your business standards up to speed

ABRN.COM/standards



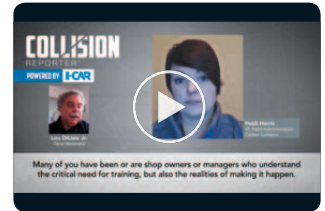
The importance of VIN matching

ABRN.COM/VINmatch



Community conscious car care

ABRN.COM/care



How much training is enough?

ABRN.COM/enough

MECHANICAL MOMENT

SERVICE REPAIR PROBLEMS AND SOLUTIONS THAT JUST MIGHT BENEFIT YOUR SHOP TECHNICIANS

LAND ROVER REAR SUSPENSION SAGS AFTER REPLACING BATTERY

VEHICLE:

2007 Land Rover LR3 (LA) V8-4.4L Automatic Transmission/Transaxle

MILEAGE:

112,003

PROBLEM:

After replacing the battery, the customer noticed the rear suspension was lower than normal. The tech retrieved a DTC C1131 — an Air Spring Supply code from the Suspension Module.

DETAILS:

The tech visually inspected the system for air leaks and checked the reservoir valve block pipes for correct routing and installation. He did not find any issues.

CONFIRMED REPAIR:

The ALLDATA Tech-Assist consultant recommended performing a steering angle sensor relearn procedure. The procedure was simple — turn the steering wheel from lock to lock. After performing the relearn

procedure, the tech cleared the DTC. The ride height went back to normal and the problem was resolved.

Not an ALLDATA customer? For access to this valuable experience-based repair data and reliable OEM information, go to ABRN.com/trialnow to start a free trial.

This tech tip and others come from ALLDATA Tech-Assist, a diagnostic hotline of ASE-certified Master Technicians.

Whatever technicians need — from creating alternative diagnostic strategies to providing step-by-step repair assistance — the Tech-Assist team can deliver.

Learn more at ALLDATA.com.

TRAINING EVENTS

SEPTEMBER 11

ASA-Midwest Wichita — Why price doesn't matter: The truth about labor rates
Applebee's, N. Columbia Center Blvd.
Kennewick, Washington

SEPTEMBER 13

I-CAR: Adhesive Bonding
Manhattan Area Technical College
Manhattan, Kansas

SEPTEMBER 18

I-CAR: Steering and Suspension Damage Analysis
Kent Career Technical Center
Grand Rapids, Michigan

OCTOBER 3

I-CAR: Aluminum Exterior Panel Repair and Replacement
Stuart Career Center
Baytown, Texas

OCTOBER 29-NOVEMBER 2

Society of Collision Repairers — Repairer Driven Education
Las Vegas Convention Center
Las Vegas, Nevada

OCTOBER 30

Collision Industry Conference
Renaissance Hotel
Las Vegas, Nevada

OCTOBER 30-NOVEMBER 2

SEMA 2018
Las Vegas Convention Center
Las Vegas, Nevada

>> CONTINUED FROM PAGE 34

embrace Murphy's Law — everything that could go wrong will — instead, Discover Leadership Training had established our own law that anything that could possibly go right, will go right. This young man became aware that both of these beliefs were available to him and he could choose either of them in every given moment.

He continued living these principles and following this process and as a result, improved his times and his successes. He was able to get a full scholarship to a prestigious university, which was his outcome, and additionally, he became the captain of the university's swim team. I have taught these same principles and processes to students, business owners and executives from all over the world.

Here are the five simple, small steps you need to take to get ANYTHING that you want in your life when you understand that you indeed can afford it.

#1. Identify what you want by setting an outcome and make a commitment to that outcome. Buy a business, increase sales, improve your relationship, get physically healthier, get a promotion, improve your grades, get a better job.

#2. Develop 5-7 very meaningful benefits you will receive when you reach your outcome. These benefits should have some emotion attached to them. The benefits should be things that will make a positive, significant impact on your life and on the lives of others.

#3. Determine what your time frame will be. Once you have determined your time frame to reach your outcome, I recommend that you establish some shorter time frames or milestones to be able to observe your trending and to give yourself something to hold you accountable.

#4. Identify someone you have a trusting relationship with and share your outcome with them. It will be important to give them permission to hold you accountable to do what you said you would do.

#5. Have the courage to take the first

step to make the outcome your reality. Once you understand what you want, ask yourself repeatedly, what am I committed to do today to get to my outcome? As soon as you identify this step, you may find it to be a very scary step! Courage is not absence of fear; real courage is acknowledging the fear, remaining focused on your outcome and your meaningful benefits and taking the step in spite of the fear.

If my outcome is to get a promotion to shop manager this year, as soon as I establish the outcome, I contextualize the appropriate positive conversation that I will create with myself. The appropriate, positive energy and actions will follow that conversation.

The first thing I would do at that point is go to the person who would ultimately determine my state of readiness for the position that I am focused on obtaining and have that person make me aware of all of the skills and attributes they are looking for in a shop manager. It is critical for you to determine how they feel you stack up in this moment and what areas they believe you need to work on to be the person selected for the position, whether it is available right now or not. It is important for you to be able to see yourself through their eyes.

Once you are armed with this information, if you are still focused on the outcome of being promoted to that position, then it is time to make a commitment to Just do WIT (Whatever it Takes). As soon as you make that commitment the resources you need will come into view as you realize that all that you need to do today is 100 percent of what is available to you. You must realize that every journey begins with the first step and the appropriateness of every step is authenticated based on the outcome that you set.

Now, at this point most people would sit down and craft out a plan. If that is your choice then go for it; however, I believe that crafting a plan in this situation will bring in limitations to what is available to you. If you

come up with a plan, it will be historical in nature, based on things that you have done in the past or someone else's opinion of how you should approach it based on their past successes. I am of the opinion this approach is playing not to lose and will not distinguish you from the crowd, because most of them will use this same safe approach.

If you want to potentially create something really special, then I recommend that the only plan that you have is to "be in the moment." You know what your outcome is, you have made a commitment to make it happen. I suggest you craft five to seven very meaningful benefits you will receive from obtaining this promotion. And then continually live every moment asking yourself what am I committed to do today to take the next step to get to my outcome?

I recommend that you do what I refer to as a "mental rep" where you project yourself to the outcome, create in your mind what it will feel like to arrive at that outcome. See yourself experiencing the benefits of the outcome. What you have now done is empowered all of the powers of the universe to help you see all of the incredible opportunities and resources available to you to make your outcome a reality. You will literally be able to see yourself trending to your outcome as you become aware that everything in the universe is conspiring for your success and anything that can possibly go right, will go right.

When you choose to approach the things you want using these powerful principles and processes, you will experience greater successes in both your personal and professional life. ❧



MIKE JONES is the founder and president of Discover Leadership Training, a next-level leadership development solutions company in

Houston, Texas. He encourages others to create a better version of themselves by realizing their untapped potential.

mikej@discoverleadership.com

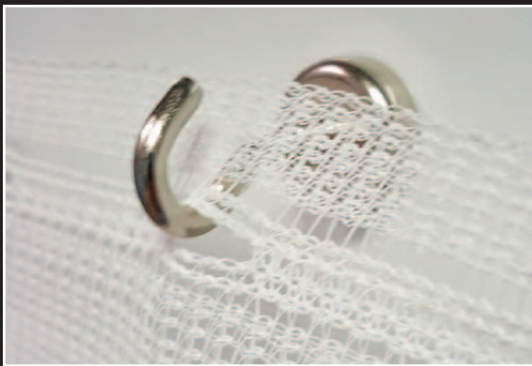
TACKY NETTING

THAT INSTALLS IN MINUTES

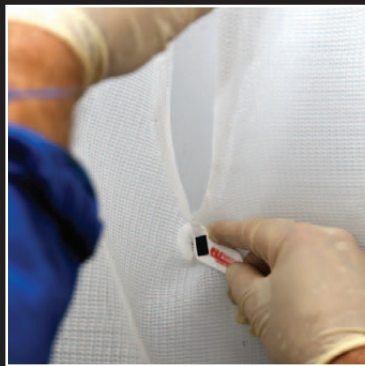
FEATURES

- Made of lint free monofilament nylon
- Open tack formulation stays tacky for months
- Contains flame retardant
- Size of roll 72" x 160'
- AVAILABLE IN BLACK AND WHITE
- Eyelets on both top and bottom of roll
- Eyelets repeat every 2"

NEW! TACKY NETTING TRAPS DIRT AND OVERSPRAY



Easy to install (like a shower curtain).
Just hook netting thru eyelets.



Cutting the netting is easy. Just use
the #555 RBL snippet cutter blade.



Bug trapped in netting.

TESTIMONIALS

"Since we put up the netting my denibbing and polishing time is cut in half."

- Alex Vega, Auto Firm

"The Tacky netting is a fast and easy way to help eliminate dirt."

- Ben C, Schottmillers Team

"Took me 20 minutes to install. I immediately noticed a difference after the first job."

- Rick A, Custom Collison

RBL PRODUCTS, INC.
Detroit / USA



HOW PROPER REPAIR DOCUMENTATION LEADS TO PROPER PAYMENT

SEAN GUTHRIE // Contributing Editor

Because I said so." "Everyone knows you have to do it." "Isn't it obvious?" These are simple phrases to answer the constant question of, "why are you billing me for this?" We've all heard it: "you're the only one asking for this" or "my boss says you don't actually have to do that." Nearly every month I read another article of another shop opening a suit against an insurance company that refused to pay for something. Many times, I read these articles and wonder if the evidence that will be presented in court was ever presented before. I also wonder if those

situations truly warranted the items being requested. Were those items reinforced with some sort of proof?

In our industry, like everything in life, we have extremes. There are shops that cut every corner they can to reduce costs, decrease cycle time, and make it easier for their technicians. On the other hand, there are those shops that seemingly go out of their way to add everything they can to increase the cost, increase cycle time, and make the repairs as hard as possible. I am not trying to disrespect either end, but ultimately, we have to be responsible for our actions.

Successful shops are those that first and foremost repair the car to OEM guidelines and the first question they ask is, "what is the safest way to repair the vehicle?" Once that is determined, if there is more than one option, then they consider what is best for the customer, insurance company and their employees.

Armed with the chosen repair method, an estimate can be written to accomplish that desired repair. The estimate is the manual the technician will use to fix the car. If the manual is missing steps (labor and/or parts), then the vehicle may not be repaired per the de-

sired repair method or delays will arise to create a supplement. Proper estimating and proper repair planning are imperative for proper repairs. We train our writers to first analyze the vehicle and determine which major parts are going to be removed/replaced/repared. We start with the big items and work to the smaller items, researching all available repair procedures. Printing the repair procedures in order to have them available while you write the estimate is a must to ensure the estimate will include everything needed to follow them.

As important as the OEM repair procedures are, documents from the material and equipment suppliers are also crucial. Paint companies have guidelines and requirements, adhesives have instructions that must be followed, and you may have limitations with tools that are available. Considering all constraints and requirements while developing the repair plan is extremely important. When the blueprint for rebuilding the vehicle is completed, then the estimate has to get approved. Pretend like you are sitting in a courtroom having to explain to a judge, who knows nothing about cars — much less repairing them — why you need to do what you wrote down.

Each line on the estimate should have something to justify it. Broken parts need a photo; parts removed for access can be photographed or the repair procedures can justify them; materials used and additional work required can be justified by the repair procedures and/or instruction sheets. Scan every document into the file so they are all readily accessible with the photos. This helps both getting paid and, in the future, if you ever have to defend how you repaired the vehicle. Don't stop attaching the proof and expect someone to understand how to interpret those lengthy, sometimes poorly written documents. Each line that is even slightly unintuitive should be noted to help explain the reason for it. For example, make a line note on an R&I line to refer to repair

procedure X on page Y, paragraph Z for reason part must be removed.

Line notes are imperative to proper documentation. Refer back to the photos, refer back to the repair procedures and refer back to the instructions from your other sources. It may seem excessive and arguably not required to do all of these steps, but you can either do them and get paid or not do them and not get paid. More and more companies are going to desk review and the people doing those reviews have never repaired a car, likely have never been inside a body shop. The companies who do come out and look over the car with you can be just as difficult. They are listening to you talk, but your goals and their goals do not align. Hopefully they have the same first goal of repairing the vehicle safely and correctly. However, one goal that will never align is they want to control cost while body shops make their profit with the money from the repairs. Instead of verbally going over the documents, provide them to the person doing the review. Let them read them and be there only to help answer their questions. Educate them; don't alienate them due to their lack of knowledge. At some point everyone has to learn.

You can always have a reasonable discussion with a reasonable person. In this industry, however, there are many who do not seem to be reasonable. This again goes back to different motives, and let's be honest — we all have bad days. A "no" today may not be a "no" tomorrow and it certainly may not be a "no" to someone else. When you receive a "no" you can always yell and scream and kick someone out of your shop. I know many shops who have managed to be successful doing that. Unfortunately, those actions are remembered for a very very long time, and I can assure you that it will never get easier to get paid using that method. I also venture to guess that most suits we read about started with a similar aggressive action.



LINE NOTES ARE IMPERATIVE TO PROPER DOCUMENTATION.

Refer back to the photos, repair procedures and the instructions from your other sources to ensure you have a complete and thorough file of the repairs.

We want to win every battle, but there are times when you have to concede to ultimately win. Here are a few things I consider. Are we going to do it for free if we don't get paid for it? If the answer is "no," then is it really necessary or would it just be nice to be paid for it? If the answer is "yes," then either do it for free and document doing it or go up the ladder and get paid for it. Many times in our shops, when we get a "no" we proceed as if we had gotten a "yes" — documenting each step that we weren't originally paid for and then submitting the evidence when those steps are completed. This is one more step of education. Yes, you do risk still not being paid, but you continue to grow that relationship and the next time it is more likely to be a "yes" than a "no."

Going up the ladder should be done tactically. The first step is to ask the person you are dealing with who their superior is so that you can call them to discuss. Even if you know who it is, by asking it will make that person reevaluate their position. When you do get to the next level it has to be done even more delicately with each rung of the ladder you go up. The primary focus has to be on education, not compensation. Compensation will come, but if you only demand to be paid they will pay you once, and you will have to battle every time after. You want to be able to get paid every time those steps

are required, and education is the only way that will happen.

Education is the most important process in proper compensation. Documentation is important, but it is really only a gateway to education. While people can read repair procedures and instruction booklets, reading and understanding are very different. If your struggle is being paid for test welds, then set up a test weld demonstration with the carrier that you aren't being paid by. Get your best welder. Make him practice doing welds that look good but are structurally bad. This will be harder for him than you think, so make sure he practices. Also get a set of used tips for the STRSW and polish them up so they look good. Next, perform those bad welds that look good in front of the group you want to educate. Ask them if they think the welds are acceptable. Then make them destruct them; they need to do it so they can see

just how easy they fail. Then replace the tips and adjust the MIG welder and repeat. Let them see how visually the welds look the same as the first set. Then let them try their hardest to make the welds fail. Explain to them how this process has to be done to ensure the tips, wire, gas, welder settings, are all right BEFORE welding on a vehicle. The next time there is a welded-on panel you will have a very good chance of being paid for test welds from any adjuster who witnesses this.

Scans are another area in which you may not be getting properly compensated. Set up a demonstration with vehicles that have no malfunction lights on. Scan them and show them how many codes are actually present. It is all about education.

Teach a man to fish and he will have fish for life, give a man a fish he will only have one. Educate the adjusters and get paid on all claims in the future; demand

to get paid and get paid once.

With documentation you can justify that what you are asking for is required. Documentation is ultimately still "because THEY said so." While it should be enough, it can still fail to make sense to those who believe "those documents are only written so shops can make more money." With education you can answer why it is necessary and remove the faith required to accept "because I or they said so." It takes time and work to reach a level of education that makes compensation easy but, in the end, it is worth it. 📧



SEAN GUTHRIE is the director of operations for Car Crafters Collision Centers in Albuquerque, NM. Sean oversees the seven locations handling

their DRP and OEM relationships. Sean is I-CAR platinum, ASE certified, multiple OEM trained and sits on two advisory boards.

sean@carcrafters.com

Aluminum Tech Tools are here!



















MORE GREAT TOOLS FROM...

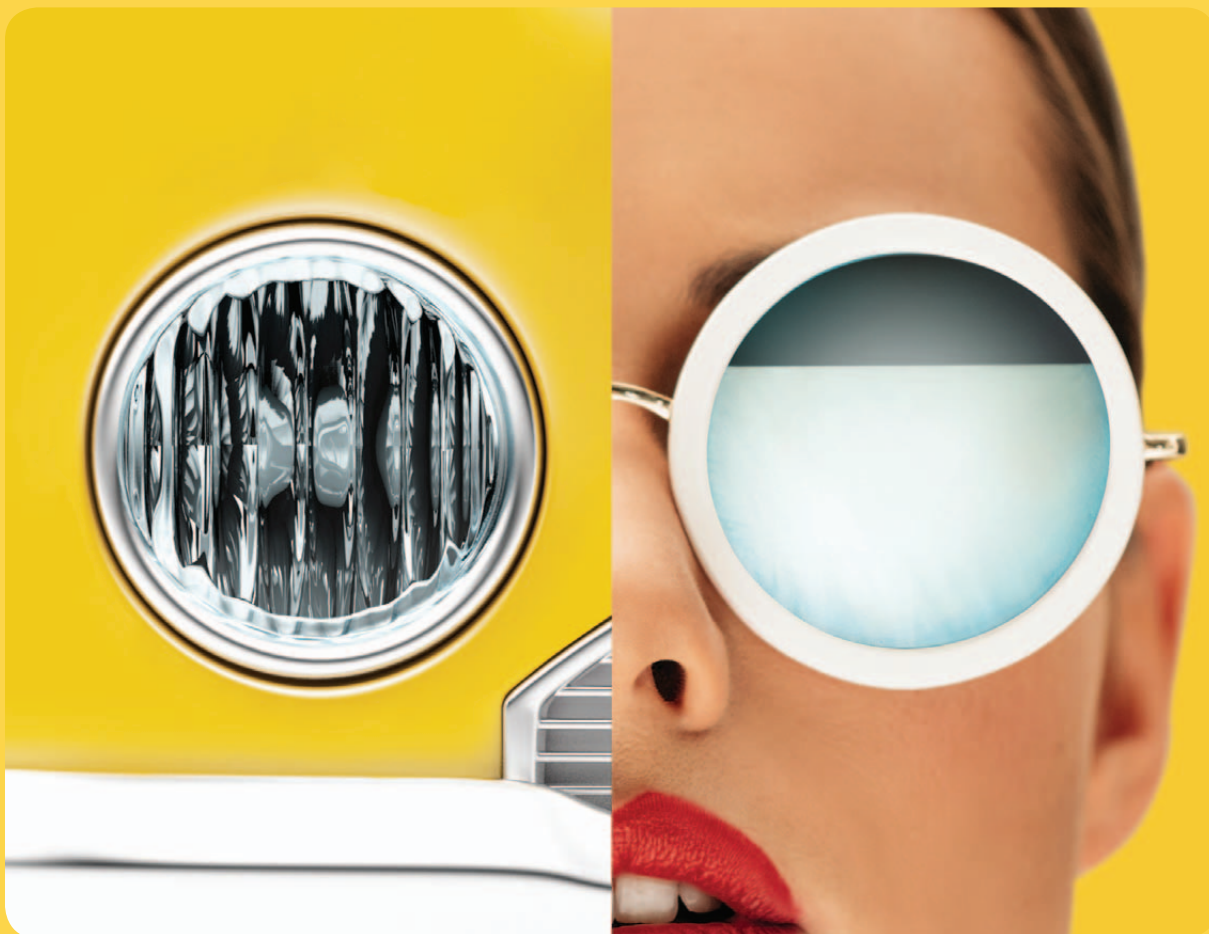
See your local tool distributor or visit www.steckmfg.com



INNOVATIVE BODY SHOP TOOLS & EQUIPMENT



Expect More. Expect TYC.



As Good As Any Prescription

Lamps are your “eyes” on the road, enhancing both visibility and safety. TYC's premium automotive lamps undergo strict testing and detailed manufacturing protocols to ensure safety, functionality and durability. With quality that are independently certified by NSF and CAPA, over 70% of national auto insurers prescribe Certified Lamps. Choose TYC the next time, every time!



For more information about TYC™ replacement automotive parts, consult your TYC™ representative or look up parts online at www.TYCUSA.com



ALUMINUM & ADVANCED MATERIAL REPAIR

52

TALKING TECHNOLOGY

Two OEM representatives share their insights on advanced material developments to come

44

STEEL SOLUTIONS

Repairing martensitic steel in automotive body structures

54

CHALLENGES, OPPORTUNITIES IN MODERN MATERIALS

Panel investigates the materials revolution and what is to come



Better for your business. Better for our planet.
NOW THAT'S HIGH PERFORMANCE

While better for the environment, converting from solvent to the most advanced refinish technology available is also a smart move for your bottom line. The ENVIROBASE® High Performance basecoat system from PPG also delivers superior color match accuracy and exceptional cycle time performance. It's no wonder more shops have converted to the best-selling waterborne technology in National Rule areas than in all compliant regions of North America combined.

*SUPERIOR COLOR ACCURACY
HIGH PRODUCTION THROUGHPUT
COST-SAVING EFFICIENCIES*



STEEL SOLUTIONS

REPAIRING MARTENSITIC STEEL IN AUTOMOTIVE BODY STRUCTURES

JOHN CATTERALL // Contributing Editor

In today's world, innovation is key for the automotive and steel industries. Steel's role in automotive is constantly evolving as automakers face increased demands for performance, lightweighting, value and sustainability. To meet these challenges, the steel industry has been working with its automotive customers to develop and apply advanced high-strength steel (AHSS) in future vehicles, providing tailored solutions for each application. In fact, there are more than 200 automotive steel grades (Figure 1) featuring an array of properties, including formability up to 60 percent, and strengths from 200 MegaPascals (MPa) to 2000 MPa. Steel's versatility offers automakers a high-value solution to meet fuel economy and performance requirements.

As these new steels are introduced, it is crucial for the steel industry to work closely with the automotive repair in-

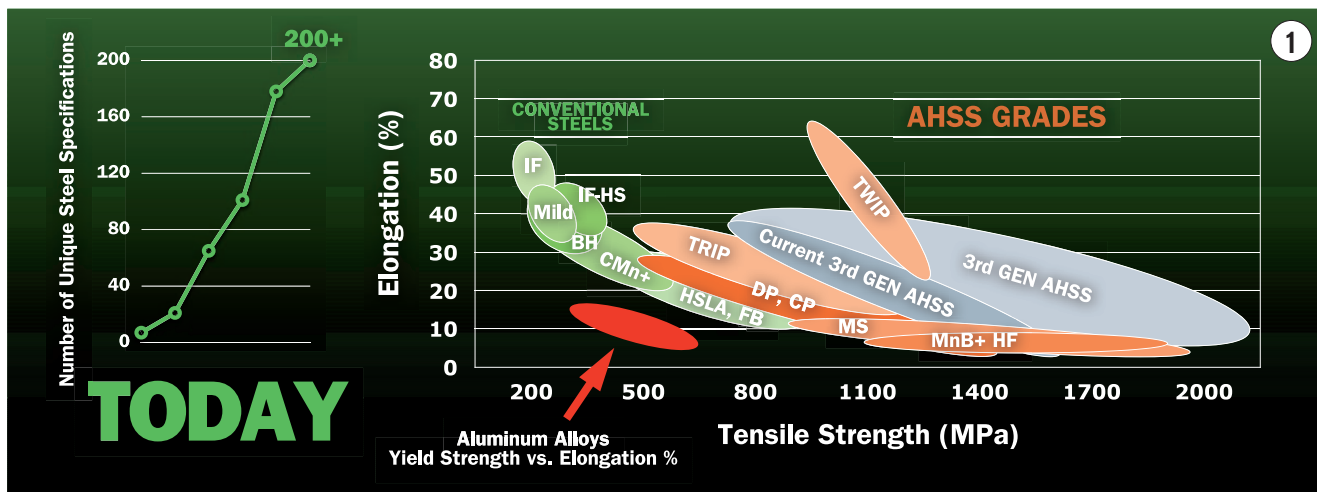
dustry to ensure proper technological knowledge is available. In order to make repairs, technicians must be able to recognize vehicle materials in order to create a plan of repair, understand the tools and techniques needed for the repair, and provide the consumer with an accurate cost and time estimate. Thus, quality structural repairs are necessary to maintain the strength and properties of steel and ensure restoration of the vehicle to original performance, durability and level of crash protection.

Looking back

In the article "Advanced high-strength steel repairability," December 2017, we discussed the repairability of AHSS, evaluating several steel grades' sensitivity to thermal exposure taking place during heating to soften the material for straightening, typically by flame. AHSS are typically produced by non-

traditional thermal cycles and contain microstructural constituents, such as martensite, whose mechanical properties can be altered by exposure to elevated temperatures. This is problematic, as this temperature sensitivity can alter the mechanical behavior during welding repair or flame straightening, seriously affecting the structural performance of the AHSS components after the repair. To assess the response of AHSS to repair, metal inert gas (MIG) welding was evaluated on selected samples (HSLA 340, DP 600, DP 780 and TRIP 600 steels). This process was deemed as an acceptable weld repair process for AHSS with no concerns over reducing the performance of the as-repair components.

Building on this insight, the Auto/Steel Partnership (A/SP), in collaboration with our members — AK Steel Corporation, ArcelorMittal, FCA US LLC, Ford Motor Company, General

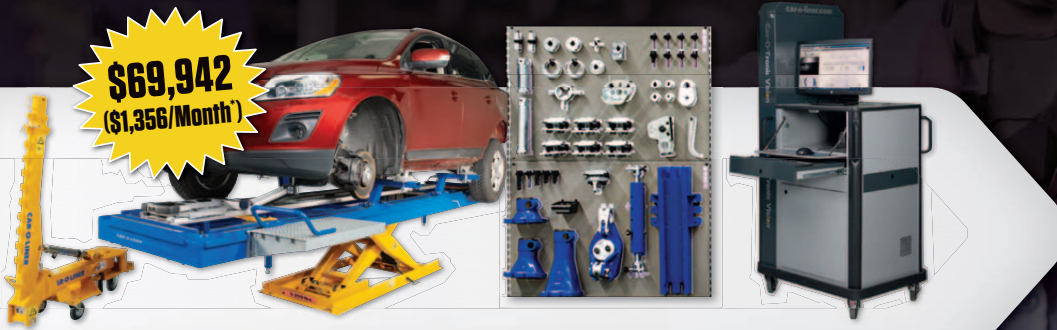


STEEL STRENGTH DUCTILITY DIAGRAM

GET STARTED WITH CAR-O-LINER!

Affordable Packages for Collision Repairs, Estimates and Aluminum Repair.

\$69,942
(\$1,356/Month*)



PACKAGE 1

\$262
/Month*



PACKAGE 2

\$608
/Month*



PACKAGE 3

Visit CAR-O-LINER-US.COM/GET-STARTED to Learn More.

CAR-O-LINER®

www.car-o-liner.com • 1-800-521-9696

Motors Company, Nucor Corporation, and POSCO — has completed another phase of repair evaluation of AHSS body components. In particular, mar-

tensitic (MS) steel grades were studied using various weld repair processes to create new options for weld repair. The results of this study will allow OEMs to

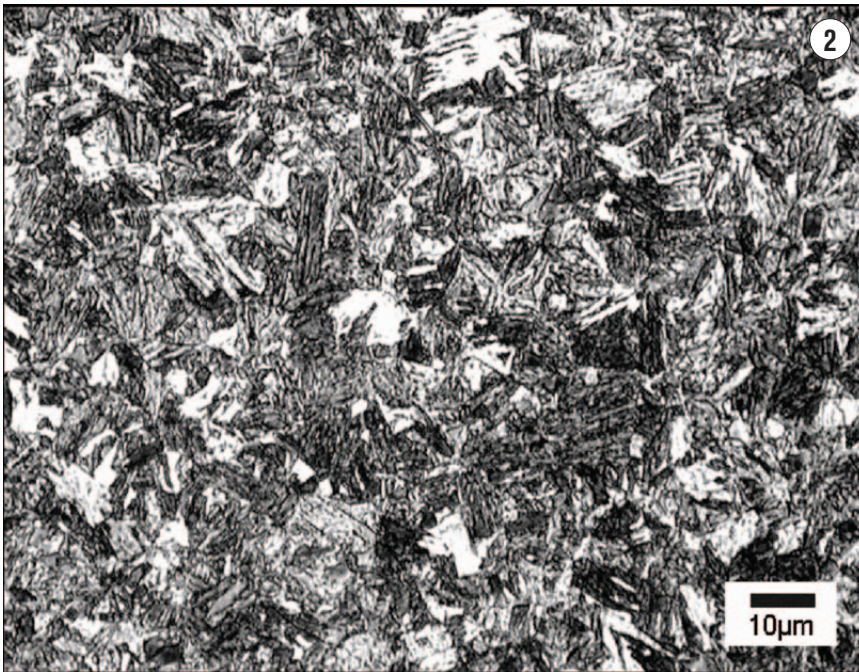
update their repair process strategies as necessary.

Materials

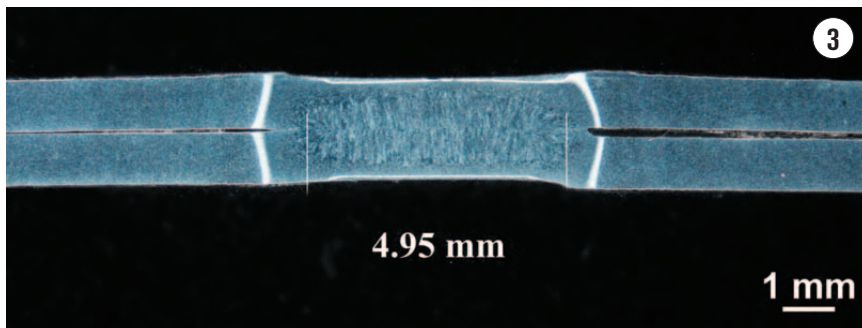
In this work, roll-formed martensitic (MS) steels and press-hardened steels (PHS) were selected for evaluation at a thickness of 1.0 mm. These steel grades are used in areas where exceptional strength and anti-intrusion are needed, including such applications as the A-pillars, B-pillars, rockers and rails. Specifically, the materials evaluated were: MS 1500, MS 1700 and PHS 1500.

Martensitic steels: Martensitic steels have very high tensile strengths (800 MPa to 2000 MPa) and are produced by transforming the austenite from the hot-rolling or annealing process to martensite during quenching on the run-out table or in the cooling section of the continuous annealing line. MS steels are characterized by a martensitic matrix containing small amounts of ferrite and/or bainite, as shown in Figure 2.

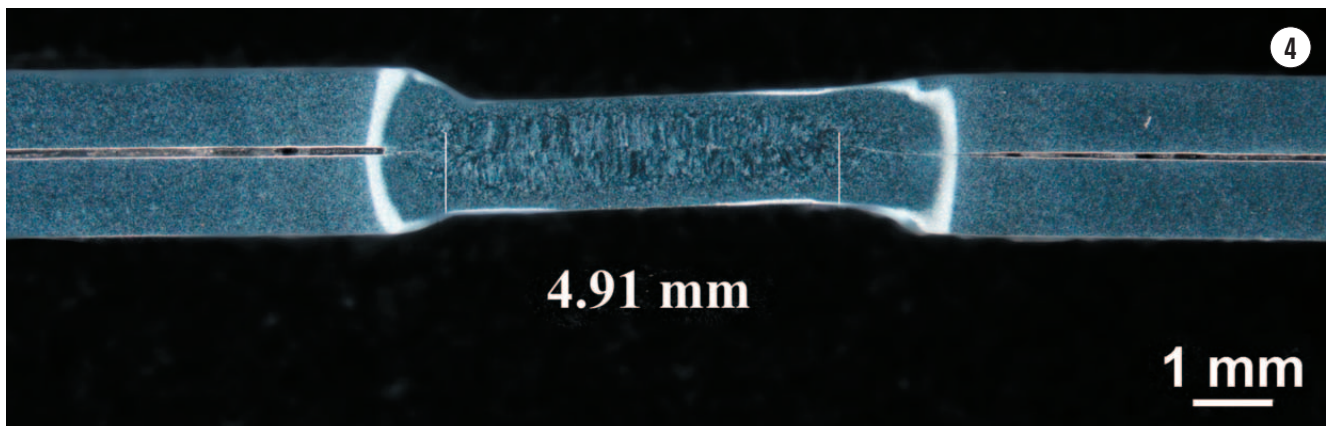
Press-hardened steels: Press-hardened steels (PHS) are formed at a minimum temperature of 850 degrees Celsius (thus fully austenitized) followed by a cooling rate greater than 50 degrees Celsius per second to ensure a martensitic microstructure and the desired mechanical properties are achieved. The implementation of press-hardening applications (quenching in



MICROSTRUCTURE OF MARTENSITIC STEEL.



PRODUCTION REPRESENTATIVE SPOT WELD



REPAIR REPRESENTATIVE SPOT WELD



Advanced Materials Repair Solutions



14500A STRSW Welder



*consumables included



Aluminum Panel Repair System*



Q5.2 (3) Torch Welder



*toolkit included

Your Facility. **One Call.** We Have It All.

Aluminum Repair Areas - Aluminum Repair Tools - Curtain Walls - Facility Designs - Infrared Curing Systems
Measuring Systems - Paint Mixing Rooms - Pneumatic, Electric and Hydraulic Hand Tools - Prep Stations
Spray Booths Steel, Aluminum and Plastic Welders - Straightening Benches - Training - Vacuum Systems
Vehicle Lifts

OEM Certifications

Acura - Alfa Romeo - Audi - Buick - Cadillac - Chevrolet - Chrysler* - Dodge* - Fiat* - Ford* - GMC - Honda
Hyundai* - Infiniti* - Jaguar - Jeep* - Kia* - Land Rover - Lincoln* - Nissan* - Porsche - Ram* - Range Rover
Tesla - Volkswagen - Volvo

*This equipment meets or exceeds the requirements for Assured Performance Certification

Come See Us at SEMA, Booth #10647



Spanesi Americas, Inc.
123 Ambassador Dr. #107
Naperville, IL 60540

Phone: 224-SPANESI (224-772-6374)

www.spanesi.com
www.facebook.com/spanesigroup

the forming die) and the utilization of hardenable steels are promising alternatives for optimized part geometries with complex shapes and springback issues.

Test procedures

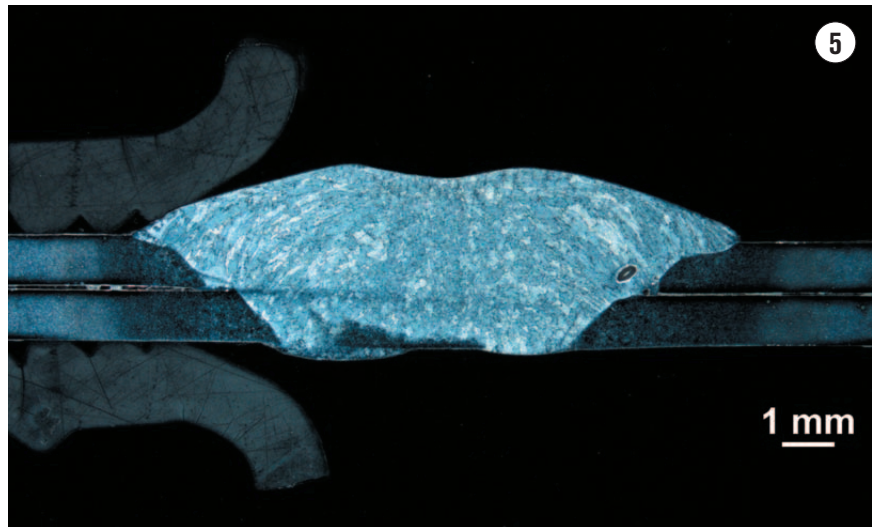
This project's testing specifically evaluated the following repair processes: resistance spot welding (RSW), gas metal arc welding (GMAW), gas metal arc brazing (GMAB) and mechanical fastening. Production and repair adhesives were also included in some of the repair processes. Shear and cross tension testing, as well as shear tension fatigue and metallurgical cross-sections were performed. Shear tension and cross tension testing used a loading rate of 10 mm/min. Fatigue testing was performed in load control ($R=0.1$) using sinusoidal loading. Failure was defined as complete separation. In cross-section examination, one specimen for each process and material combination was cross-sectioned, mounted, polished and etched. Through this testing, existing automotive repair matrices will be expanded with AHSS, now ranging in strengths from 780 MPa to 1700 MPa.

Test matrix: To see the complete summary of the project's test matrix of material combinations and processes, visit ABRN.com/TestMatrix.

Test sample layout: Schematics of shear tension and cross tension specimen configurations can be viewed at ABRN.com/schematicsare.

Joining processes:

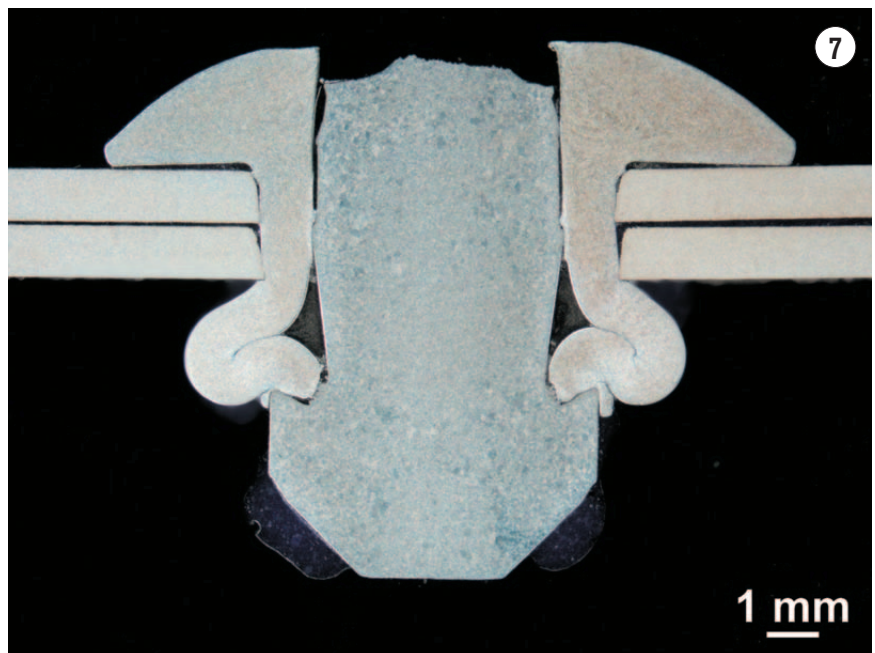
Resistance Spot Welding (RSW) — Representative production resistance spot welds were created using the welding schedules as detailed in AWS D8.9M and targeted a weld size of 5.0 mm diameter. Resistance spot welds representing typical repair procedures were created using a Pro Spot i5 welder set in the automatic mode. This created indentations that were greater than the production welds, but they performed in a similar manner during testing, as seen in Figures 3 and 4. Both production and



GAS METAL ARC PLUG WELD



GAS METAL ARC BRAZED JOINTS



HEMLOK RIVET



+



=

47% MORE ADHESION*

When used on aluminum, or any metal for that matter, AG47™ Lightweight Grip Filler and Icing® Lite Gold Finishing Glaze deliver A+ adhesion – thanks to Z-TEC™ Adhesion Booster. In addition to adhesion, these two power products guarantee faster-than-before dry times and awesome sandability.

Chalk that up to the makers of USC.
Call 800.321.0672 to find a local distributor.



Maximum adhesion
to all metals

*Data findings in a technical laboratory study found that Icing Lite provides 47% more adhesion and AG47™ provides 33% more, compared to leading competitive products.

service welds were evaluated with and without adhesives.

Gas Metal Arc Welding (GMAW) — Gas Metal Arc plug welds were created by drilling 8 mm diameter holes in the top sheet and then filling them with weld wire material. A cross section of this type of weld is shown in Figure 5. Bohler Union X96 MAG 0.8 mm diameter filler wire was used with all the materials evaluated. In addition, an ER70S-6 filler wire was evaluated on the 1.0 mm MS1500 EG material to assess whether a lower-strength weld wire would affect the results. In all cases, a 90 percent Argon and 10 percent CO₂ shielding gas was used.

Gas Metal Arc Brazing (GMAB) — Gas Metal Arc Brazed joints were created by cutting a 6 mm-wide by 20 mm-long slot in the top sheet and completely filling it with ERCuSi-A 0.9 mm diameter wire. A 100 percent Argon shielding gas was used. Figure 6 illustrates the typical cross section for a typical GMAB repaired joint.

Mechanical Fastening — The mechanical fastening evaluated in the study was a 6.4 mm diameter 02221-00812 Hemlok rivet applied into a 6.7 mm diameter hole drilled through both sheets (Figure 7). Hemlok rivets were evaluated with and without adhesive.

Adhesive — A representative crash-toughened adhesive, Henkel 5089, was used for the production resistance spot welds.

The adhesive was cured for 30 minutes at 177 degrees Celsius. A typical service adhesive (3M07333) was used for the service resistance spot welds and Hemlok rivets, air cured for 24 hours. For all adhesive application, a 3.0 mm diameter bead was applied across the width of the test coupons. To guarantee any baking effects on the steel samples were captured, all samples were put through a baking cycle even if they had no adhesive.

Results

For all repair procedures evaluated in this study, the test results demonstrated similar or better strength levels as compared with the production RSW joint. In general for fatigue loading, all joint procedures studied demonstrated improved fatigue over the production RSW joints. In tension loading on the two MS grades, the repair procedures resulted in equivalent strengths, such as with RSW or GMAB, and significantly improved strengths as with GMAW and Hemlok. Although the general tension loading results are relatively similar with PHS 1500, the RSW and GMAB repairs show some loss in strength over the production joint and need more evaluation. Shear tension loading showed acceptable results for most of the procedures except the Hemlok without adhesive, which demonstrated a reduction in strength over the production RSW.

When the adhesive was added to the joints, the shear tension loads were improved significantly while the cross tension loads showed little effect. The addition of adhesive would allow the Hemlok rivet to be used for repair in a highly loaded joint. Adhesives typically are engineered to work best in shear load conditions. Production adhesive joints generally had higher performance than repair adhesive joints, for both shear tension peak loads and fatigue. This is likely a result of the production bake cycle providing a better cure of the adhesive.

Summary

Through A/SP's collaborative efforts between automakers and the steel industry, this reparability project offers the repair community validated AHSS repair strategies on martensitic grade steel to apply in today's vehicles. It is important to not only consider the specific grade of steel and coating used in the application, but also the specific loading of the joint being repaired to assure the best available procedure is used to achieve the desired performance. Additional information from this project and other A/SP repair projects is available on a-sp.org and will be presented at upcoming technical conferences. ■



JOHN CATTERALL is the executive director of the Auto/Steel Partnership. He maintains and enhances the partnership between auto and steel investors and executes strategic projects to develop lightweight steel solutions to meet the current and future needs of automakers.



**MOTOR
GUARD**
**Activated
Carbon
Compressed
Air Filter**

Body Shop Requirements
FROM PULLING TO PAINTING

800.227.2822 motorguard.com

The Ultimate Final Filter for Automotive Finishing

Add a final-stage filter to remove oil vapor and ensure defect-free finishes. Shops are learning, the new waterborne automotive finishes require new air treatment tools. Waterborne finishes require air that is free of oil vapor. Standard oil removing filters absorb oil mist and fine droplets while vaporized oil passes right through where it causes finishing flaws.

Motor Guard Carbon-Max® Cartridge Features:

- Removes Oil Vapor from Compressed Air
- Contains Activated Carbon Media That Traps Oil Vapor
- Removes Silicone Vapor, Desiccant Dust and Volatile Organic Compounds
- Final Stage in a New or Existing Air Management System
- Made in the U.S.A.



INNOVATION THAT WORKS!

TOTAL DRY SYSTEM

by **KOVAX**

Utilizing the world's most advanced Dry Lubrication technology, these products provide not only Speed and Durability but most importantly...

Simply
the Best
Finish.



MAXCUT Super-Tack Discs & Sheets

Stone grouping and Laser precision surface coating technology for extremely fast cutting with uniform finish.

Grit Range: P60 to P180



PF Premium Super-Tack Discs

High Performance Premium Series abrasives for fast cutting power. Flexible bonding increases the cushion effect and minimizes deep scratches.

Grit Range: P80 to P600



MaxFilm Super-Tack Discs

Even the toughest E-Coat will not stop these Ultra High Performance discs from cutting through with maximum efficiency.

Grit Range: P120 to P600



Magic Disc

Specially developed sanding disc for tough OEM E-coat primers and very hard matte clearcoat sanding.

Grit: 320



SuperAssilex Discs & Sheets

Perfect for Blending, Scuffing and light sanding. An excellent choice for the next generation painting technology TODAY!

Finish Equivalent: >P240 to >P2000



Yellow-Film Super-Tack Discs

True TopCoat DRY sanding with speed and ease. Removes orange peel, dust nibs and runs with a Superb Uniform Finish.

Grit Range: P800 to P2000



Tolex Super-Tack System

Speed of DRY and finish like WET.

Tolex utilizes advanced Dry Lubricant technology to identify and remove dust nibs quickly without clogging.

Finish Equivalent: >P2000



Buflex Discs & Sheets - DRY

Ultra-flexible latex abrasives remove topcoat sanding scratches quickly and effectively (P1200 and finer). Eliminates buffing & reduces polishing time by half.

Finish Equivalent: >P2500 to >P4000



Tolecut Topcoat Touch-Up

The most advanced and smart system for taking care of dust nibs on topcoat finishing. Utilizes state of the art Dry Lube technology to prevent loading.

Finish Equivalent: >P800 to >P3500

From production sanding to topcoat polishing, Eagle Abrasives by Kovax (Maker of the Best Wet Sanding Abrasive Paper) offers a complete line of the TOTAL DRY sanding system that will satisfy the most demanding technicians.



Start to benefit, call your local supplier today!



COME VISIT US AT
BOOTH #11353

TALKING TECHNOLOGY

TWO OEM REPRESENTATIVES SHARE THEIR INSIGHTS ON ADVANCED MATERIAL DEVELOPMENTS TO COME

ABRN WIRE REPORTS //

Ahead of the 7th Annual Global Automotive Lightweight Materials Summit that happened late last month (Aug. 21-23 in Detroit, Mich.), event organizers sat down with representatives from two OEMs to discuss advanced materials development and what is to come.

Jason Balzer, Body Structures Supervisor, Technical Specialist, is with Ford Motor Company and Jeff McGarry is Engineering Group Manager, ME Body in White Dispense Technologies with General Motors. Here is what they had to say.

Can you give us an introduction to your background and the current activities you are working on with your respective employers?

Balzer: I have a BS in Mechanical Engineering from Kansas State University, and MS in Engineering Management from University of Michigan. I've been at

Ford almost 20 years. Most of my career has been spent in Body Structures with half of it in our Advanced Engineering organization and

the other half on the Applications side, designing and releasing parts for production. My career started as a Weight Engineer developing new lightweight designs, predominately in magnesium. I've held development and research positions on the 2004 F-150 and 2013 Fusion body structure teams, and in between in our advance areas. I'm currently a Body Structures Technical Leader within Production Development. My team is focused on development and implementation of new body structure technologies to reduce the weight of our vehicles.

McGarry: I am currently the Engineering Group Manager for Body ME



JASON BALZER

Dispense Technologies. My team is responsible for the equipment and processing of adhesives and sealers within the body shop. Recently we have focused our efforts on application optimization to apply the right amount of adhesive and avoid the quality issues from over application (weld and paint quality issues).

What role do you see high-strength steels playing in future mobility with the transition to electric and autonomous vehicles over the next 5 to 10 years?

Balzer: High-strength steels will continue to play an important role in our vehicles. It provides a good balance between performance (stiffness & strength), manufacturability and cost. Some of the new grades show promise to aide with vehicle weight reduction as well.

What are the main technical challenges to increased use of

Gen 3 steels and how are these being overcome?

Balzer: Joining, specifically LME (liquid metal embrittlement), is one of the main challenges the industry is working to overcome.

What developments can we look forward to in terms of new steel alloys for lightweighting of vehicle components and assemblies?

Balzer: I think more formable high-strength steels. Gen3 steels are a great start with good formability at the 1000 and 1200 Mpa levels, but I think looking forward, we're going to see more formable material.

What materials and technologies do you see having the most potential in delivering cost-efficient automotive lightweighting?

Balzer: All materials have their place. We're really focused on using the right material in the right application.

McGarry: Continued advancement in next generation steels, Gen 3+.

What main developments do you see in structural adhesives and bonding in the next 5 years?

McGarry: I see developments in adhesive materials that allow greater control during application and processing. Improved wash resistance to avoid paint quality issues. Materials that are more stable over longer periods of time.

What are the main challenges to increased use of adhesives and how are these being overcome?

McGarry: One of the biggest challenges is in process verification. Verification of adhesive wet-out within the joint can only be completed by destructive evaluation. Destructive evaluation is costly and time consuming. Ultrasonic evaluation appears to be the future, but the technology is not robust enough for widespread use in the body shop.

What do you see as the biggest challenge for the automotive industry?

McGarry: I see the biggest challenge as the balance between lightweighting, vehicle performance and corrosion performance.

What car/motor vehicle do you drive?

Balzer: 2016 Mustang GT350

McGarry: 2008 Corvette Z06

ADHESIVE, SEALANT DEMAND UP WITH ADVANCED MATERIAL USE

Frost & Sullivan's recent analysis of the Global Automotive Adhesives and Sealants Market reveals that increased adoption of high-performance products such as crash safety adhesives, liquid applied sound deadeners (LASD), advanced high-temperature-resistant silicones and waterborne acrylics are expected to drive new growth opportunities and revenues. Frost & Sullivan anticipates the global automotive adhesives and sealants market to grow at a CAGR of 4.4 percent until 2024 and reach more than \$12 billion.

Five trends creating market growth include: Increased adoption of water-based, eco-friendly acrylic emulsions in the paint shop and BIW segments, and enhanced adhesive technologies; a surge in electric vehicles driving higher adoption of adhesives and sealants; global automotive OEM adoption of common vehicle platforms across regions; increased demand for SUVs in China, hatchbacks and sedans in India, and promising automotive production in the Middle East and Africa in the Rest of World (ROW) region; and regulatory norms for GHG emissions and fuel economy standards, resulting in adoption of lightweight materials.



Management & Administrative

- **Training**
- **Education**
- **Career Paths**
- **Certificates**
- **Professional Designations**
- **Learning Support**

Convenient, effective, online courses and advanced instructor-led classes.

The knowledge you need for the business you want.

amionline.org





DRIVING THE CONVERSATION: CHALLENGES, OPPORTUNITIES IN MODERN MATERIALS

I-CAR continues to lead and drive the conversation on industry-wide topics, concerns, needs, solutions and advancements. This article comes from I-CAR and was first run in the I-CAR Collision Reporter publication. The panel investigates the materials revolution and what is to come.

New materials and composites are redefining our industry — from all facets. What is the impact of new, advanced and complex materials industrywide on repair and training, a shop's business, the environment, CAFÉ standards, etc.? What are the myths, challenges and opportunities impacting our industry?

Jason Bartanen, I-CAR's Director of Industry Technical Relations, sits down with three industry experts to discuss the materials revolution and what is to come in the automotive industry.

The subject-matter experts we will hear from today are:

- Jody Hall, Ph.D. and vice president of the Automotive Market at Steel Development Institute in Southfield, Mich.

- Michael Hoke, owner of Abaris Training Inc. He is representing Advanced Composite/Carbon Fiber Training in Reno, Nev.

- Doug Richman, Technical Committee Chairman for The Aluminum Association's Aluminum Transportation Group and the former vice president of engineering with Kaiser Aluminum in Bloomfield Hills, Mich.

From paint tools, to coveralls, to masking

We've got you covered

3M™ has you covered in the paint booth. From application products that help ensure your work is flawless, to safety products that help to protect your team's health, to materials that protect your valuable booth investment.

3M™ PPS™ Paint Cup System ●

3M™ PPS™ Series 2.0 Spray Cup System is the next generation, disposable spray cup system for mixing/measuring, filtering, and spraying in any direction, even upside down.

Dirt Trap Protective Material ●

3M™ Dirt Trap Protection Material is engineered to trap dust, dirt, paint particles and contaminants better than other booth coatings. Control dust and prevent overspray from settling on your booth walls, floors, or paint job.

3M™ Accuspray™ System ●

3M™ Accuspray™ ONE Spray Gun features a full selection of disposable atomizing heads for a range of common applications. Its one piece composite body construction results in fast cleaning and less solvent usage.

Powered Air Purifying Respirator, PAPR ●

The new 3M™ TR-800-PSK is a PAPR with an intrinsically safe motor/blower. It includes everything required to get started in paint spray operations. Particulate filters can also be chosen for protection in a variety of body shop environments.

Disposable coveralls ●

3M™ 4540+ Disposable Protective Coveralls help you find the balance between protection and comfort. They provide breathability and enhanced freedom of movement.

Masking tape and sheeting ●

Highest quality tapes and sheeting to ensure protection where you need it, clean removal, and sharpest paint lines.

Request demonstrations and samples at [3MCollision.com/Booth](https://www.3m.com/Collision.com/Booth)

There's no question that the proliferation of advanced and complex materials will continue. What excited you the most about this trend and what are the considerations that may be keeping you up at night?

HALL: "We've been collaborating (successfully) with automakers for many years. What excited me is that collaboration gives us opportunity to deliver more performance, more light weighting and other key attributes to automakers to help them meet their needs.



JODY HALL

What keeps me up at night? It's mostly centered on fuel economy and greenhouse gas emissions. This is actually leading to undue burdens

on the automakers, since the materials they need to use to get the light weighting and meet governmental demands is leading to higher material costs and higher investments in their body shops and investments in complicated scrap sorting systems, among other things. In terms of the consumer, those prices get passed on to the consumer.

HOKE: The automotive industry is really running the advances for the entire composites industry, including aerospace, these days. They're doing so much work, so fast, to advance the technology on the automotive side and primarily make things less expensive and quicker. The aerospace industry led technology for decades and now it's the other way around; the automotive industry is leading it. That's probably the biggest single change I've seen.

What keeps me up at night is the lack of trained repair technicians (who are carbon fiber structure-trained); we really need to work on that. If you have a car in San Francisco, Los Angeles, Atlanta or Miami, you can probably find somebody

to fix a carbon fiber structure. But if you're in much smaller cities, it's hard to find anybody that can do that kind of work.

RICHMAN: What excited me and has for most of my career is the advancement of technologies to make cars better. It's been continuous. Cars have gotten safer and more comfortable, with better handling and braking. And a lot of that has come from the advancement of new materials, and so it's been a wonderful experience as an engineer, participating in this accelerated improvement in technology. And I see the future continuing at an even faster pace with all the bright young engineers and the engineering tools that are available to these engineers now. It's wonderful to watch.

What keeps me up at night are also these new materials; many of them look like the old materials, but they're not. They're different. They have to be managed differently; they have to be joined differently, handled in the repair and there's no way a trained metallurgist can detect, by eye, the different grades of aluminum, but they will act very differently in a repair environment. They require different materials for coatings and attachments. So it is vital, more vital than ever before, that the repairer gets good information that they can count on. I know they want to do the job right and then make sure that they have the tools, the training and the resources to do that. If the repair is not done properly, the customer won't have the level of integrity and security that they and their families should have in that vehicle. But I know it can be done — I know they can preserve that safety factor, if it's done right.

At the end of the day, are today's advanced materials enhancing the integrity of the vehicle structure?

HALL: Yes, definitely. You see a lot better collision performance, based on the design of the materials used in the vehicles, as well as better ride and handling and all of those at much smaller mass, so they're helping with fuel economy.

And automakers would definitely be in a different place today if they didn't have these advanced materials.

HOKE: I think so if they're well engineered. You know carbon fiber is not known as being a good structure for impact resistance — it's brittle and it tends to shatter on impact, whereas DuPont Kevlar takes impact quite well and that's why it is used in things like bulletproof vests. Over time, Formula One race teams have all made their cars extremely crashworthy using carbon fiber composites. It's amazing — impacts that would have been serious even 10 years ago, they're walking away from now. Formula One is probably the safest form of racing now because of carbon fiber composites; with good engineering, you can design your crumple zones.

RICHMAN: I don't think there's any question that the structures of the modern vehicle are vastly superior to the structures of even 10 years ago. The materials and the engineering skills and computer resources that the young engineers use today, the engineers who are designing these structures, it's beyond what anybody had 10 years ago. The result is much more efficient structures that absorb energy in collisions — they're stiffer, stronger and lighter than was imagined 10 years ago.

Do you think the industry is working more collaboratively, upstream, to design for collision repair with these advanced materials? What can we learn from this?

HALL: Yes, speaking on behalf of the steel industry, we've been working upstream for a long time collaborating with partners, collaborating with a group of automakers to help deliver good repair procedures on all of our new grades. I think the thing that we can learn from is that this has been successful, but if we can improve the timing of delivery, that will help everybody even more. So, as we are developing our next generation of steels, which are the third generation of advanced, high-strain



WE SUPPORT
PROFESSIONAL CERTIFICATION
THROUGH THE
National Institute For
**AUTOMOTIVE
SERVICE
EXCELLENCE**

INTERACTIVE VIDEO TRAINING
TO HELP YOU **PASS THE ASE**

GET YOUR FREE TRIAL

Connect.MotorAgeTraining.com

PUT THE POWER OF TRAINING IN YOUR HANDS

AVAILABLE 24/7

TRAIN ON YOUR SCHEDULE

- ▶ **Guided** Module-Based Training
- ▶ **New Videos** Added Bi-Weekly

OVER 350 VIDEOS IN THESE SUBJECT AREAS



**AUTOMOTIVE
ELECTRICAL**

73



**ENGINE
PERFORMANCE**

118



**ENGINE
MECHANICAL**

16



**DRIVELINE
SYSTEMS**

10



**STEERING &
SUSPENSION**

16



**BRAKES & VEHICLE
DYNAMICS**

15



**HVAC
SYSTEMS**

12



**VEHICLE
SERVICING**

6



**TOOLS &
EQUIPMENT**

57



**TECHNICAL
INFORMATION**

29



steels, we are putting emphasis on timing for delivering repairs.

HOKE: I don't have much information on that. I can tell you that the cars I'm most familiar with, two types of cars, the Lamborghini and the Alfa Romeo 4C, for both of these cars they made a decision that if any body panels are damaged, they just get replaced. They don't even at-



MICHAEL HOKE

tempt to repair the body panels, except maybe a minor paint scratch or something. I don't know how that repair philosophy might translate to less expensive cars, but that's what's happening now.

RICHMAN: I do see some good engineering skills in the OEM engineering groups and service engineering groups; seems like they have a voice in the early stages of design. The thing I'm truly impressed with though, is the OEM guidebook; the recommended procedures for each model — that they think that through and provide a text on how to do the job right.

I-CAR offers nine vehicle-specific courses addressing some of the complexities of advanced vehicle repair. What are other ways we can strengthen collective knowledge and solutions?

HALL: I spoke earlier about the training modules that we have available and how we're adding to the repairability. So, I think that not only sharing the repair portions with I-CAR and others in the industry, but also explaining all the different grades of steel and what their differences are and how they're applied in the vehicle, will help them understand how the repair procedures fit those particular applications.

HOKE: We are trying hard to learn more about 3-D printing and those technologies. We've created an association

with a company that makes a lot of these printers; they've been sending students to us for quite a while and sending us some parts that they've made. We want to help them develop some of the newer things coming along and printing actual composites and not just non-reinforced plastics, which is most of what they do now. The difference between a composite and a plastic is that a composite has fiber reinforcement and a plastic doesn't. This partner is really strong in plastics, but they're getting into composites in a big way, and they're very motivated. We're trying to work with them.

RICHMAN: Well, perhaps work with the OEM design people, along with your colleagues in the OEM service departments, to try to find what can be done in a practical way to improve repairability. Another area that I've been troubled with is the issue of rivets. I think this fastener thing, it needs to be addressed. There are 3-4 major aluminum body fastener manufacturers. They all make a different fastener. And they all make a different fastener for almost every gauge of materials they do. I liken it to, if the SAE didn't have a standard bolt, could you imagine how difficult it would be to build a car? Not only is it a problem in the repair area, but the OEM facilities and body shops have to have a whole array of expensive equipment because every fastener is different. What we need as an industry is to address some levels of standardization here.



DOUG RICHMAN

New and different materials have many implications for repair, from diagnostics to tooling to repair guidelines. Is the industry ready for these advanced material vehicles driving into their bays — from

assessors to technicians to owners?

HALL: Good question. We work mainly with automakers, help them develop the right repair procedures, and we rely on them to proliferate that throughout the repair community. However, we share information at conferences, and we are actually creating a training module. We have a training program for advanced high-strength steel and we're adding a portion on repair to enhance that.

HOKE: I don't think most appraisers are ready — we've had a couple...take classes here with us to try and learn how to appraise higher-end cars with carbon fiber technology; if it's unpainted and clear-coated, there's no way to repair those without having to replace. Now, if it's painted, that's a different structure. If it's painted, it's now like a regular car. Naturally, we can repair it, get body work and paint it. The repair will be invisible.

RICHMAN: I think I-CAR does a fabulous job of training technicians and managers in the repair industry to do the job right. I've been to a lot of repair shops over the last five years and I see a real sincere dedication to doing the job right, using the tools. The training that I-CAR and the OEMs provide is just indispensable. Right now, the capacity to repair new materials is more than is required today in the marketplace to meet all the needs of the market, but that need is growing very quickly. There's nothing wrong with being ahead of the push, but a lot of industries could learn from what I-CAR and the auto industry have put together. 📺



I-CAR'S COLLISION REPORTER is a quarterly magazine dedicated to helping

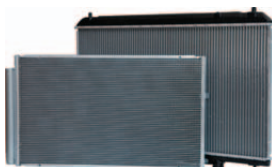
navigate the rapid changes happening within the collision repair industry, providing exclusive highlights, resources and solutions. Advance your career and business with the knowledge gained from each issue.

I-CAR.com/collisionreporter

COLLISION PRODUCT GUIDE

RADIATORS AND CONDENSERS

Toyota's Genuine Toyota Radiator and Condenser product line is designed to provide the superior performance, reliability and precise fitment you expect from Genuine Toyota Parts.



Engineered to the strictest quality standards, this product line is designed, tested and approved by Toyota, providing you with quality radiators and condensers at highly competitive prices. To ensure your repair meets Toyota's standards for fit, function and reliability, always use Genuine Toyota radiators and condensers.

WWW.TOYOTAPARTSANDSERVICE.COM

MEMBRANE DRYER

The WNA AMD-035 Membrane dryer is your best choice when your compressed air application requires ultra clean and ultra dry air. According to Walmech North America, the WNA AMD-035 Membrane dryer has a 4-stage pre-filtration that is critical to the longevity and function of the membrane dryer. It has a flow rating of 35 SCFM and maximum working pressures of 150 PSI. The AMD-035 Membrane Dryer is the best choice for applications such as waterborne paints that require the highest standard of clean and dry compressed air.



WWW.WALMECNA.COM

MINI SANDING BLOCKS

Motor Guard has introduced a first of its kind line of miniature sanding blocks. Constructed of a specially formulated compound, their ergonomic shapes allow for fine, fingertip sanding on a wide variety of profiles and body lines. Mini-Blocks are available in three styles: the Rectangular Mini-Block (MB-10) for flat sanding and sharp corners, the Double D Mini-Block (MB-11) with radiused sides for sanding inside contours, and the Curved Mini-Block (MB-12) for complex body lines and details. Each block measures 3-1/2 inches in length.



WWW.MOTORGUARD.COM

TOOL STORAGE

Monster's new creeper seat with storage tray and dual drawers (part no. MST00490) allows you to keep commonly used tools handy. This space-efficient creeper seat has a heavy-duty construction that will last in any rough and tough garage. With its extra padded seat offering outstanding relief, there is no need to strain your back or crush your knees. Its four wide swivel casters make rolling over uneven surfaces a breeze.



MONSTERAUTOTOOLS.BLOGSPOT.COM

GENUINE QUALITY PIECE BY PIECE.



When you want
more than the sum
of its parts, look no further.

Genuine Parts

Designed to meet the demands of Kia's specifications, look no further than Genuine Kia collision parts. Going with Kia is the best way to ensure easy installation, precision fitting, durable reliability and value. Backed by the Kia warranty,* our parts give added confidence when you're on the road or away from it.

* Kia Genuine collision parts sold by an Authorized Kia Dealer under warranty are covered for the greater of (1) the duration of the New Vehicle Limited Warranty or (2) the first 12 months from the date of installation or 12,000 miles, whichever comes first. Labor charges not included when not installed by an Authorized Kia Dealer. Warranty is limited. See retailer for details. See Kia's Replacement Parts and Accessories Limited Warranty for further details.

MARKETPLACE

PRODUCTS & SERVICES

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

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

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

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

www.searchautoparts.com

ABRN

AUTO BODY REPAIR NETWORK

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

AD INDEX

ADVERTISER	PAGE #	ADVERTISER	PAGE #	ADVERTISER	PAGE #
3M AUTOMOTIVE AFTERMARKET DIVISION	55	INSTA FINISH.....	11, 21	SPANESI.....	31, 47
AKZO NOBEL COATINGS INC.....	CV4	KIA MOTORS AMERICA.....	19, 59	STECK MANUFACTURING CO	40
AUTEL.....	7	LAUNCH TECH USA INC.....	25	TOYOTA MOTOR SALES USA	8A-L
AUTOMOTIVE MGMT INSTITUTE.....	53	MERCEDES-BENZ CORP.....	32, 33	TYC GENERA.....	13, 41
AXALTA COATING SYSTEMS.....	17, 23	MOTOR GUARD CORP.....	50	WHI SOLUTIONS INC.....	14
CJ INC.....	61	NORTON/SAINT GOBAIN.....	AD COVER		
EAGLE ABRASIVES.....	51	ORIGINAL ONE PARTS.....	15		
GENERAL MOTORS.....	5	PPG INDUSTRIES.....	CV2-03, 43	PRODUCTS	
EQUALIZER INDUSTRIES INC.....	20	PRO SPOT INTL INC.....	CV3	MONSTER.....	59
GLOBAL FINISHING SOLUTIONS.....	16	RBL PRODUCTS INC.....	37	MOTOR GUARD CORP.....	59
GOFFS ENTERPRISES INC.....	18	SHERWIN-WILLIAMS.....	26, 27, 49	TOYOTA MOTOR SALES USA	59
				WALMEC NORTH AMERICA	59

AUTOBODYSHOP.COM

COLLISION REPAIR EQUIPMENT

FRAME MACHINES MEASURING SYSTEMS TOOLS & ACCESSORIES



**Maximize Your
Space With
The New
Signature
Xpress**

AMERICAN MADE

CALL 1.800.445.8244 WWW.AUTOBODYSHOP.COM

Time management amid growing admin burdens

Part One of this two-part series tackles how adding more staff alone is not enough

With more and more tasks being assigned to the shop, we are faced with this question: How do we balance all the administrative demands while still managing overhead? The simple answer is always adding more staff. That may address the administrative demands, but the business owner knows that is not always an option when looking at the bottom line.

To create a successful customer experience and repair process as well as meet all the ever-growing administrative demands, we must focus on effective time management. This includes a laser focus on our goals and the elimination of wasted activities. Activity that does not produce results of an exceptional customer experience, a safe and proper repair process in a timely manner, and effective claim management should and must be eliminated. It may sound cliché, but if you fail to plan, then you indeed plan to fail.

There have been several times I have been told by my employees, “I do not have time to call my customers,” or “I do not have time to research repair procedures for every vehicle,” etc. Ultimately, it is my responsibility along with the other leaders of our organization to coach our team members on how to manage their time effectively. In doing this, we are not only setting us up as a team to succeed, but we are also teaching a skill that benefits so many other facets of life.

Stephen R. Covey says, “Habit is the intersection of knowledge (what to do and why), skill (how to do) and desire (want to do).” I believe in order to begin the time management coaching process, there must be an understanding of these three things. If these three basic principles do not exist, there will be a cycle of micro management, frustration and inconsistent activity and results.

Let’s take, for example, the customer experience and keep-



IF YOUR EMPLOYEES ARE GIVING YOU EXCUSES FOR NOT PERFORMING TASKS, YOU MAY NEED TO HAVE A DISCUSSION WITH THEM TO DETERMINE IF THERE IS A LACK OF DESIRE AND MOTIVATION IN HOW THEY VIEW THEIR RESPONSIBILITIES.

ing our customers informed. The knowledge portion is that I need to contact my customers regularly to keep them updated on the repair status. The “why” is transparency throughout the repair process with the customer. Ultimately, the “why” is trust.

The next fundamental is the skill, or how to go about implementation. How should I accomplish keeping my customers informed? Depending on my customers’ preference, it could be a phone call every other day, text messages and/or email messages. Most likely, it’s a combination of all three.

The last fundamental principle is the desire. If I don’t want to contact my customers, I am going to be more likely to procrastinate or avoid communicating with them and make excuses for why I do not have time to do it. If your employees are giving you excuses for not communicating with customers, you may need to have a discussion with them to determine if there is a lack of desire and motivation in how they view their responsibilities.

It is important to coach each position to determine what important functions, tasks and relationships must be accomplished and developed daily. This process should be done jointly with the manager and team member. We do not want to dictate someone’s day; rather, each person should have ownership of developing the most effective plan. One way that we have started the coaching process on time management is to have our teams track their days for a week time frame.

Look for Part 2 of this column next month, when I will discuss in more specifics how to teach your team members to plan their day for optimum efficiency. 📌

SHERYL DRIGGERS is the owner of Universal Collision Center in Tallahassee, Fla. Through her career, she has gained specialized experience in marketing, management, public speaking, teaching and fiscal oversight. sheryld@universalcollision.com

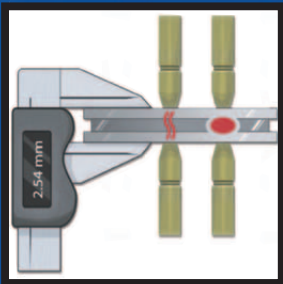


PRO SPOT
QUALITY WELDING SYSTEMS

**THE WELDER'S
WELDER**



i4s - Smart Spot Welder



**Adaptive Auto
Weld Mode**



**Smart Gun W/ 360°
Arm Rotation**

**Liquid Cooled
To Tips**



**Wireless
Connectivity**



**Instant On-Board
Training**

and so much more - call Pro Spot for a Demo.

prospot.com 866-PRO-SPOT

WE SEE IT TOO



It's all there, just not there yet. We understand that car people have a vision, because We See It Too. So, when the time comes, you need a paint that's as unique as the vision—from folks who get it. Introducing the Dave Kindig designed Modern Classikk automotive paint line—an inspiring array of colors specially formulated for new school depth, clarity and color, with enough old school mixed in to keep things feeling classy and classic.

See what we've stirred up with Dave at ModernClassikk.com.

MODERN
CLASSIKK
Kindig

AkzoNobel