



AMERICAN
brand

RSG
Refinish Solutions Group

HIGH PERFORMANCE MEETS SUPERIOR ADHESION

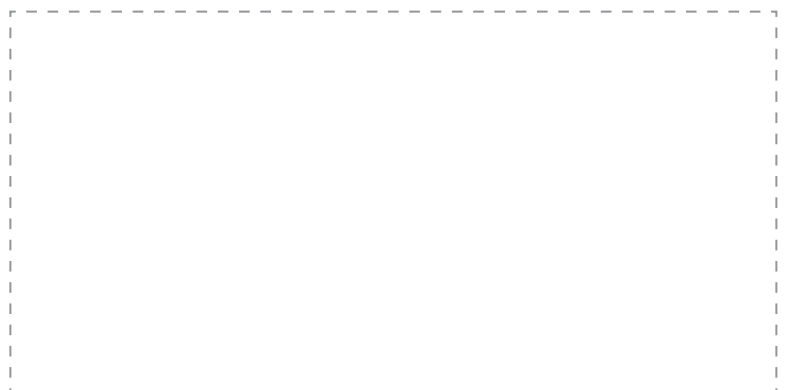
Phone: (800) 456-8444 | email: RSG@saint-gobain.com
www.refinishsolutionsgroup.com

42 A NEW LEVEL OF WOW

Use these tips to raise your detailing department's quality and revenue

52 EMERGENCY EXTRICATION FACES TOUGHER OPPONENTS

Understanding modern materials helps rescue personnel do their job with better success



AMERICAN
brand

RSG
Refinish Solutions Group

PROTECTING YOUR FINISH

American Brand Tape Offers:

- Superior adhesion with clean removal
- 3 day UV resistance
- Withstands high temperature
- Works with both solvent and waterborne paints
- Resists paint flaking

**PROTECT YOUR PAINT FINISH -
Talk to a RSG Representative Today**

Phone: (800) 456-8444 | email: RSG@saint-gobain.com
www.refinishsolutionsgroup.com

© Saint-Gobain November 2018.





THE IMPORTANCE OF POST-REPAIR SCANS

No lights on the dashboard does not always mean no problems or codes

42 A NEW LEVEL OF WOW

Use these tips to raise your detailing department's quality and revenue

52 EMERGENCY EXTRICATION FACES TOUGHER OPPONENTS

Understanding modern materials helps rescue personnel do their job with better success



SEE HOW WE COVERED SEVERAL DECADES IN A SINGLE YEAR.

In the short time since we joined forces with Dave Kindig to create Modern Classikk, a multitude of vintage rides from every era have been transformed from faded relics to glistening icons. With over 25 exceptional color options, these exclusive custom automotive paints pay homage to the glory days, while feeling boldly contemporary.



**MODERN
CLASSIKK**
Kindig



AkzoNobel

OPERATIONS

12 THE EFFECT OF WASTE ON GROSS PROFIT

Boost your bottom line by improving efficiencies and breaking bad habits

JOHN SHOEMAKER // Contributing Editor

16 THE COLLISION EXECUTIVE DIGGING INTO PAINT SHOP PERFORMANCE

The numbers you should track — and work to improve — in your refinish department

STEVE FELTOVICH // Contributing Editor

18 MSO SALE NO LONGER A RUMOR

What the acquisition of Cooks Collision by Abra means for the aftermarket

DAVID ROGERS // Contributing Editor

20 TALKING TECHNOLOGY DATA: THE CONNECTED CAR'S TRUE EMISSIONS

Telematics offers an unprecedented opportunity and challenge for the industry

RYAN MANDELL // Contributing Editor

22 FLYING BLIND

Are misguided beliefs causing your misguided results?

CHRIS "CHUBBY" FREDERICK // Contributing Editor

25 ASA INSIGHT POLICY DIFFERENCES MAY BE AHEAD WITH 116TH CONGRESS

The path to data access remains unclear

ROBERT REDDING // Contributing Editor

28 MARKETING TO MILLENNIALS

Combine direct mail and digital strategies to best reach this customer base

TIM ROSS, JON BUTTS // Contributing Editors

34 SHOP PROFILE PAMPERED SERVICE

Full-service "boutique" provides LA-area drivers with luxury, high-quality repairs

JAMES E. GUYETTE // Contributing Editor

62 THE LAST DETAIL CREATING AN EXCEPTIONAL CUSTOMER EXPERIENCE

Build customers for life by prioritizing effective and consistent communication

SHERYL DRIGGERS // Contributing Editor

automechanika
Commitment to > TRAINING

NACE automechanika
ATLANTA

36 PLAYING SMALL IN LIFE LEADS TO MISSING OUT ON BIG DREAMS

If you risk nothing, you are truly risking everything

MIKE JONES // Contributing Editor

+ SOCIAL INSIGHTS, WATCH & LEARN, TRAINING EVENTS



TECHNICAL

42 A NEW LEVEL OF WOW

Use these tips to raise your detailing department's quality and revenue

TIM SRAMCIK // Contributing Editor

48 THE IMPORTANCE OF POST-REPAIR SCANS

No lights on the dashboard does not always mean no problems or codes

BOB HEIPP // Contributing Editor

52 EMERGENCY EXTRICATION FACES TOUGHER OPPONENTS

Understanding modern materials helps rescue personnel do their job with better success

JODY N. HALL // Contributing Editor

55 PROPER ROOF PANEL REPAIR

Ford details the proper procedures for roof removal and installation

FORD MOTOR PARTS // Contributor

IN EVERY ISSUE



- 6 INDUSTRY NEWS**
 - 3M HIRE OUR HEROES 500 RECOGNIZES FIRST WINNER**
 - MATRIX INTRODUCES NEW MAVERICKS OF COLOR AT SEMA**
 - GM COLLISION REPAIR NETWORK GAINS DEALERS, SHOPS**

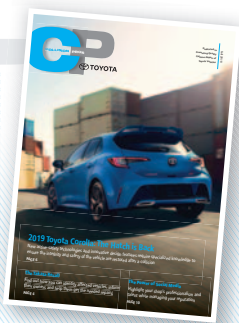
- 59 COLLISION PRODUCTS GUIDE**
- 60 MARKETPLACE**
- 61 AD INDEX**



SPECIAL SUPPLEMENT

TOYOTA COLLISION PROS

View the latest edition of Toyota Collision Pros — which is included with this month's issue of ABRN.



WEB EXCLUSIVES // ABRN.COM



BOOST PROFITS BY LISTENING TO YOUR PAINTERS

A profitable paint shop starts with listening to those who handle the paint the most: the painters. Hear from painters and owners nationwide in this whitepaper from Sherwin-Williams about what painters want and how their opinions on paint can improve productivity and efficiency.

ABRN.COM/PAINTERS



MORE BUYING OPTIONS FOR THE MODERN COLLISION REPAIR SHOP

Whether you want to schedule long-term projects to allow your painters more flexibility and creativity with their skills, or you have more lead time for certain repairs, eBay Motors' increased spectrum of value means you can find the part for any vehicle on just one site.

ABRN.COM/BUYOPTIONS



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 SRAMCIC

tsramcic@yahoo.com

JOHN YOSWICK

info@crashnetwork.com

EDITORIAL ADVISORY BOARD

PAUL GAGE

PROCARE

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 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: Jilllyn.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.



MAKING SENSE OF SCANNING.



VEHICLE SCANNING FOR A COMPUTER NETWORK ON WHEELS.

Over the past decade, vehicles have become increasingly more advanced. Today, they feature an abundance of new technologies. At one time, collision repairs involved sheet metal, headlamp and bumper replacement. Now, collision work requires the use of sophisticated diagnostic equipment like wiTECH 2.0 from Mopar. This scan tool allows service technicians to interface with a vehicle's complex parts and electronic components. It is the official scan tool for all Chrysler, Dodge, Jeep, Ram and FIAT Brand vehicles. Usage of wiTECH 2.0 both pre- and post-repair is an essential repair step needed to ensure the vehicle has been restored back to pre-accident condition.

WHY IS A SCAN TOOL NECESSARY?

Sometimes, after a collision occurs, there isn't any visible damage to the vehicle. However, the shock of a collision can affect a vehicle's electronics, such as the blind spot detection system. If this system is disengaged or off by a slight amount, it could mean the driver will not be alerted to a motorcycle in the next lane. This could make a difference between a simple lane change and a tragic accident. Knowing when to recalibrate a vehicle's advanced electronic system is crucial – which is why using a diagnostic tool like wiTECH 2.0 is so important.

USING wiTECH 2.0

wiTECH is a browser-based software with a physical microPod. Any tablet, smartphone or PC with a supported web browser and internet access will be able to process a wiTECH scan.

SPECIAL PRICING:

Available for shops who are FCA certified through Assured Performance.

- microPod: ~~\$1,850~~ \$604
 - 1-Year Subscription: ~~\$1,600~~ \$800 (plus a one-time activation fee of \$275 per device)
- Remember to let them know you're an FCA US Certified Shop when you call to sign up.

wiTECH 2.0. NOW AVAILABLE AT SPECIAL PRICING FOR FCA CERTIFIED BODY SHOPS.

1-844-wiTECH2 (1-844-948-3242)

aftermarket@witechtools.com





PHILANTHROPY

3M HIRE OUR HEROES 500 RECOGNIZES FIRST WINNER

ABRN WIRE REPORTS //

➔ When the tire smoke cleared and the final results tallied, Gary Boesel, owner of CARSTAR Alpine and CARSTAR Jordan Road took home the top honors with a fast time of 153.87 in the 3M Hire Our Heroes 500, outpacing representatives from top collision repair companies and industry partners.

3M Automotive Aftermarket Division, along with the Collision Repair Education Foundation, put its effort to provide collision repair education opportunities for military members into high gear this

year, hosting the 3M Hire Our Heroes 500 at Las Vegas Motor Speedway. This year's program raised more than \$150,000 for the 3M Hire Our Heroes program, which provides scholarships and tool grants for military members who want to enter the collision repair industry. All donations for the 3M Hire Our Heroes 500 went to the 3M Hire Our Heroes scholarship fund.

"That was one of the most incredible experiences in my life," said Boesel, who competed in drag racing as a young adult. "To have my family here and take home the trophy is amazing. Then to have Richard

>> 3M CONTINUES ON PAGE 8

BREAKING NEWS

PAINT SHOP

MATRIX INTRODUCES NEW MAVERICKS OF COLOR AT SEMA

➔ For the third consecutive year, Matrix Automotive Finishes® introduced three new "Mavericks of Color" at the 2018 SEMA Show in Las Vegas. The brand's newest ambassadors, Lonny Speer, Jason Vander Woude and Bill Stull, were introduced in the Sherwin-Williams Automotive Finishes booth during the show.

The Mavericks of Color campaign launched in 2016 to highlight industry professionals who demonstrate a continued commitment to innovation and pushing the envelope with creativity and passion.

"Once again we found three true brand ambassadors," said Rob Mowson, Vice President of Marketing, Sherwin-Williams Automotive Finishes. "Just like Mavericks in previous years, all three have earned a reputation as risk takers with bold, cutting-edge designs. For these guys, it's all about the challenge of looking beyond

>> MATRIX CONTINUES ON PAGE 9

TRENDING

I-CAR HONORS CLARK PLUCINSKI WITH 2018 CHAIRMAN'S AWARD

Plucinski, Collision Repair Education Foundation executive director and Certified Automotive Parts Association chairman, received the award for his I-CAR contributions.

ABRN.COM/PLUCINSKI

MITCHELL, VERIFACTS PARTNER FOR AUDIT, INSPECTION SERVICES

VeriFacts Automotive is partnering with Mitchell to provide audit and inspection services for Mitchell's OEM Collision Repair Network solutions for OEMs, fleets and others.

ABRN.COM/AUDITS

SERVICE KING OPENS 16TH ARIZONA REPAIR CENTER

Located on W. Test Drive in Goodyear, Ariz, the new facility boasts 22,000 square feet with 17,000 square feet of production space. Service King operates in 24 states.

ABRN.COM/GOODYEAR

NABC PRESENTS FIVE RECYCLED RIDES DURING SEMA

The National Auto Body Council Recycled Rides program presented five vehicles to recipients, allowing them to work, care for their families and serve their communities.

ABRN.COM/FIVE

RUST-OLEUM UNVEILS NEW APPEARANCE PRODUCTS AT SEMA

Rust-Oleum introduced several new additions to its automotive line, including a synthetic wax system, detailer spray, truck bed pro-grade aerosol and a premium chrome paint.

ABRN.COM/RUSTOLEUM

ADAS CALIBRATION

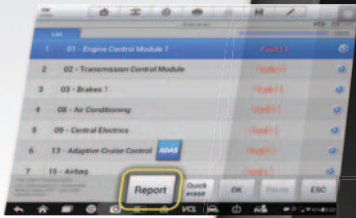
ADJUSTABLE - ACCURATE - AFFORDABLE
 COMPONENTS CALIBRATION COVERAGE



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



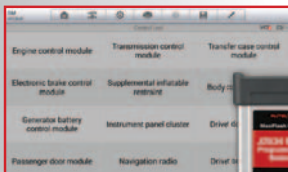
OE Level Calibration
 Procedures With
 Advanced Coverage



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



SYSTEMS

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

AUTEL TRAINING COURSES AVAILABLE



YouTube
TRAINING VIDEOS
 @AutelTools



>> 3M CONTINUED FROM PAGE 6

Petty present it to me is unbelievable. What an honor to race for the team at CARSTAR Alpine and CARSTAR Jordan Road and represent the CARSTAR brand.”

Boesel said he thinks veterans and the automotive industry are such a natural fit because “both are a dedicated bunch. Our employees are very dedicated, and like veterans, they are good people who care about people, who want to do the right thing.”

Boesel’s wife and two sons, Derrick and Mitch, joined him at the raise, serving as his unofficial “pit crew.” “This is unbelievably surreal,” Derrick said.

Mitch, who also races and works in his father’s business, said he acquired his love of racing from his dad. “He is an inspiration, my hero. I’m very thankful to have him as a father,” he said.

On Oct. 30 during the 2018 SEMA Show, representatives from top MSO and independent collision repair companies industry partners competed in NASCAR stock cars from the NASCAR Racing Experience at Las Vegas Motor Speedway for bragging rights as the fastest collision repair professional in the industry. Legendary automotive designer Chip Foose waved the green flag for the field. The winner was presented the race trophy by NASCAR Hall of Fame member Petty

on Oct. 31 in the 3M Automotive Aftermarket Division outside booth at SEMA.

Companies that competed in the race included CARSTAR, Gerber Collision & Glass, Auto Body Evolution, Lindsay Collision Centers, Brandywine Coach Works, Skeeter’s Body Shop, Caliber Collision, Fix Auto, Berkshire Hathaway Automotive/English Color and Supply, Certified Collision Group, CARSTAR Jordan Road/CARSTAR Alpine, GarmatUSA and Enterprise Rent-a-Car. Each participant generously donated to have a car in the field. All proceeds benefit the 3M Hire Our Heroes program.

“What a great night with many of our colleagues in the collision repair industry,” said Dale Ross, U.S. Marketing Operations Manager for 3M Automotive Aftermarket Division. “There was racing excitement in beautifully branded race cars under the lights at Las Vegas Motor Speedway, Chip Foose waved the green flag, top painters from around the country showed off custom helmets for each driver, and it all benefited an important cause — providing scholarships and tool grants for military members who want to work in the collision repair industry. This was a unique, once-in-a-lifetime event that engaged many of our collision repair industry’s leading companies in a race for an amazing trophy — and bragging rights. We’re honored to have

everyone’s support.”

The partners in the 3M Hire Our Heroes 500 included 3M Commercial Solutions Division, which provided the graphic film for the cars, TriMaxx Graphics, which printed the film, Graphix GearWerks handled the installation, and NASCAR Racing Experience provided the race cars and managed the on-track event.

“The 3M Hire Our Heroes program has been an incredible initiative that will help launch a rewarding career for our scholarship and tool grant recipients and benefit our industry overall,” said Clark Plucinski, Executive Director of the Collision Repair Education Foundation. “The generosity of the industry in supporting this program is heartwarming, and they are playing a critical role in building the success of our industry for years to come.”

This is the sixth year that 3M has partnered with the Collision Repair Education Foundation in support of our industry and our nation’s veterans. Since 2013, the 3M Hire Our Heroes program has generated more than \$1.2 million to be used toward scholarships and tool grants for military veterans and their family members. Nearly 330 military veterans and their families have already received scholarships and grants. For more information on the 3M Hire Our Heroes campaign, visit www.3mcollision.com/hire. 

OEM REPAIRS

GM COLLISION REPAIR NETWORK BOASTS NEARLY 1,000 DEALERS, SHOPS

At SEMA, General Motors’ Customer Care and Aftersales division announced that in just a few short months, nearly 1,000 dealers and repair facilities have begun enrollment in the GM Collision Repair Network to help with safe and proper repair of GM vehicles.

“The industry response means that repair facilities are seeing business value in becoming a part of GM’s Collision Repair Network,” said John Eck, collision manager, GM Customer Care and Aftersales. “Collision repair professionals are telling us

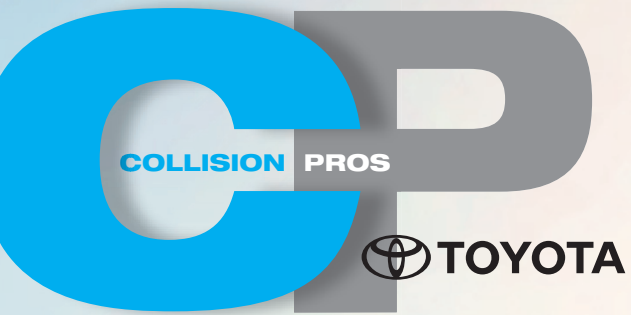
they see how the Network can help make their business more efficient, speed up the repair process and give confidence that vehicles are repaired accurately and safely.”

At the GM Genuine Parts and ACDelco’ SEMA Collision booth, GM showcased the repair procedures related to the all-new 2019 Chevrolet Silverado 1500’s advanced technologies. Participants in the Collision Repair Network will have easy access to the Silverado’s repair procedures and training, resulting in a more efficient collision repair process.

Repair procedures that were displayed at SEMA Collision included:

- 2019 Silverado 1500 front and rear frame service parts – making it simpler to replace portions of the frame in a collision instead of replacing the full frame.
- 2019 Silverado 1500 proper lifting and jacking procedures – utilizing newly-designed “wide” hoist adapters to avoid possibility of frame distortion.
- Fascia repair procedures – ensuring the Advanced Driver Assistance Systems

>> GM CONTINUES ON PAGE 9



Dedicated to
Promoting Quality
Collision Repair of
Toyota Vehicles

Fall 2018



2019 Toyota Corolla: The Hatch is Back

New active-safety technologies and innovative design features require specialized knowledge to ensure the integrity and safety of the vehicle are restored after a collision

PAGE 6

The Takata Recall

Find out how you can identify affected vehicles, inform their owners and help them get the needed repairs

PAGE 4

The Power of Social Media

Highlight your shop's professionalism and talent while managing your reputation

PAGE 10



Contributors to this edition of *Collision Pros*: James Meyer, Michael Kramarz, Joe DiDonato, Lee Smith and Rick Fifer (not pictured).



Earning Trust

Most people don't have a relationship with a collision center. So, after dealing with their insurance company, researching online reviews and talking to friends and family, many customers choose a repair shop with mixed feelings. It's up to you to help create a feeling of trust from the minute they arrive by being friendly, honest and helpful.

One important way to demonstrate you've got your customer's best interest at heart is to help in a way they wouldn't expect. For example, in this issue we tackle a major safety issue in automotive industry, the Takata Air Bag recall. It's an enormous challenge to find and repair millions of vehicles with potentially deadly airbags. Because the scope of this recall is so large, the industry is now turning to IRFs to help. Find out how to identify affected vehicles, and help your customers get the needed repairs.

Next, we showcase Toyota's versatile new Corolla Hatchback. Innovative active-safety technologies and design features require specialized knowledge to ensure repairs are performed correctly. In this issue we provide insider information to help make collision repairs go more smoothly.

Keep reading for repair tips on bonded glass openings and on vehicles with Advanced Driver Assistance Systems (ADAS). If you've ever wondered when a repair or replacement is recommended, we offer some guidelines. And, you'll find steps for properly charging vehicles equipped with Hybrid Vehicle (HV) and 12-volt auxiliary batteries to keep them in top shape.

Catch up on the next installment of our Social Media series for ideas about creating and maintaining your Facebook business page. Reach your audience in a way that highlights your shop's professionalism and talent while managing your reputation. To wrap it up, check out our "Boot Camp" training series offered in English and Spanish. The series can help reduce the time and expense of multiple travel and training events and give your team the skills to perform the most high-quality repairs.

Your success is our goal. Visit www.toyotapartsandservice.com as well as www.crrtraining.com for the latest in Genuine Toyota Parts and training information. 📧



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

EDITOR:
Eric Mendoza

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-NOV18



Wholesale Parts
Where the Pros Go for Genuine Toyota Parts





Battery Maintenance

FOR HYBRID AND AUXILIARY BATTERIES

If you've worked on a Toyota or Lexus hybrid vehicle you've probably discovered that if the vehicle hasn't been run for 30 days or more, the state of charge may gradually decline. To prevent the 12V auxiliary battery from becoming discharged, proper maintenance is necessary.

Toyota and Lexus hybrid vehicles are equipped with two types of batteries:

- Hybrid Vehicle (HV) battery
- 12-volt auxiliary battery

If you're storing the vehicle for 30 days or more: Turn off all lights, accessories and the hybrid system, then disconnect the negative terminal on the auxiliary battery.

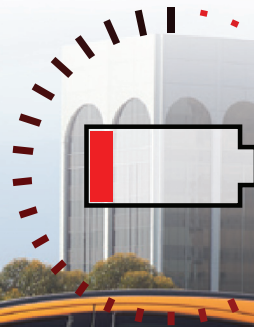
Hybrid vehicle auxiliary batteries can be damaged by charging at high current rates. If charging is necessary, be sure to use a hybrid auxiliary battery charger because they have microprocessors which vary the rate of charge depending on the battery needs.

- Toyota Technical Service Bulletin TSB-0043-16, found on Toyota's Technical Information System (TIS), outlines proper handling and charging of hybrid

vehicle auxiliary batteries. Special Service Tool (SST) GR8 Battery Diagnostic Station is the Toyota specified battery charger designed for charging auxiliary batteries. If the HV battery is low when the vehicle is running, the gasoline engine will automatically start and the generator will charge the HV battery.

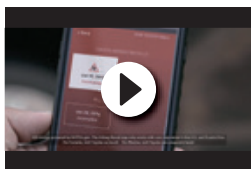
- The 12-volt auxiliary battery will be charged by the HV battery.

If the auxiliary battery is low on charge, you may also use a jump box to READY the vehicle and allow the on-board charging system to restore the auxiliary battery to its ideal charge level. 🗨





The Takata Recall



Lee Smith, Quality Compliance, Field Information Manager, Toyota Motor North America Inc., covers why the Takata Airbag Recall should be taken seriously. To view video go to: <http://bit.ly/ToyotaTakataRecall>

FOLLOW THE PROCESS BELOW IF A CUSTOMER HAS AN OPEN SAFETY RECALL:



KEEPING YOUR CUSTOMERS SAFE

The Takata recall is the largest recall in U.S. automotive history, involving roughly 37 million vehicles from 19 automakers equipped with 50 million Takata airbags—and that number will increase as more vehicles are recalled in the next two years. Affected vehicles have potentially dangerous airbag inflators that could rupture when the airbag deploys, spraying sharp metal fragments inside the cabin.

Over time, these defective airbags degrade, especially in areas with wide temperature fluctuations and high absolute humidity. As more time passes without the vehicle being repaired, owners are at an increased risk of serious injury or even death. Despite automobile manufacturers' and the National Highway Traffic Safety Administration's (NHTSA's) collaborative efforts to alert the public and encourage immediate repairs, only 60% of the affected vehicles have been repaired (NHTSA, 08/03/2018).

It's possible that some of your customers are driving a recalled vehicle. If your customer owns a Toyota, Scion or Lexus manufactured between 2003 and 2013, the vehicle may be subject to a safety recall for the Takata front passenger airbag inflator or Takata driver's airbag inflator.

PARTNERING FOR SAFETY

"At Toyota, the safety of our customers is a top priority," stated Lee Smith, Quality Compliance Field Information Manager, Toyota Motor North America, Inc. "We consider the Takata recall a public safety crisis. Many of the affected vehicles are driven by second and third owners who do not take their vehicles to the dealership for service and are not in our customer database. Partnering with independent repair facilities to help identify these vehicles and inform their owners is critical to ensuring customer safety."

You can help your customers and build trust by letting them know if their vehicle is included in a safety recall. Take it a step further and show your customer your commitment to their safety—confirm with him or her that you can contact

Offer to contact Dealership for a free repair and possible free towing to dealership

Other Safety Recall?

Yes

Inform customer of open recall. Offer to contact dealer to set up an appointment

No

your local Toyota or Lexus dealer to schedule their FREE repair on their behalf. Be sure to ask the dealership about a shuttle, complimentary loaner vehicle, other alternative transportation, towing or pick-up and delivery so your customer isn't inconvenienced during the repair. The recall repair is free, and there are no hidden terms or obligations. Remember, this safety recall must be completed by an authorized dealership.

HOW TO IDENTIFY AFFECTED VEHICLES

You can easily identify a vehicle with an open safety recall by using the Airbag Recall app. Go to the App Store or Google Play to download the app to your smart phone. You can use the app to scan a license plate or look up by Vehicle Identification Number (VIN) to see if a vehicle has a recall. You can also visit www.Toyota.com/recall or contact a Toyota or Lexus dealer to find out if a vehicle is affected.

The app can be used for any make and model of vehicle—it simply reads the license plate number, looks up the VIN and indicates if the vehicle is affected by the Takata airbag recall or if there are any other open safety recalls on the vehicle. It then displays a list of local dealerships authorized to complete the repair for that make of vehicle. Sharing this information with your customers lets them know that their safety is your priority.

TOOLS TO SHARE

Toyota is committed to customer safety, so we've produced the "Don't Risk It, Fix It" handout to share with customers. The handout includes a description of the Takata airbag recall, steps to take if a customer's vehicle is affected, instructions on how to download and use the Airbag Recall app, and what steps to take immediately to obtain a FREE repair.

You can print the "Don't Risk It, Fix It!" handout at toyotapartsandservice.com. Keep copies on-hand to share with customers and encourage them to share with their friends.

FIND, INFORM, REPAIR

Remember: The Takata airbag recall is a public safety crisis. Until all airbags are fixed, owners are putting themselves and their passengers at risk. Toyota is committed to partnering with you to find, inform the owners and repair as many affected vehicles as possible. 📞

Don't Risk It, Fix It!




Until your airbag is fixed, you're putting yourself, your spouse, your child, your best friend, or whoever's in your vehicle, in danger every time you drive. Because this isn't just a recall. **It's a public safety crisis.**

DID YOU KNOW?

Approximately **34 million vehicles** from 19 automakers have potentially dangerous airbag inflators that could rupture when the airbag deploys, spraying sharp metal fragments inside the cabin. This is the largest recall in automotive history. It's possible that you or someone you may know is driving an affected vehicle.

WHAT CAN YOU DO?

1. Go to the App Store or Google Play and download the Airbag Recall app. 
2. Use the app to scan a license plate or look up by Vehicle Identification Number (VIN) to see if a vehicle has a recall.
3. Don't just check yours. Check your friends and family.

LICENSE PLATE - PICTURE (RECOMMENDED)

Align the license plate in the red outline. The plate number and state will automatically be loaded on the next screen. Check to make sure it is correct and hit Continue.



LICENSE PLATE - MANUAL ENTRY

Hit the Enter Plate or VIN manually button on the home screen. Type the plate number and select the issuing state from the map. Hit Continue.



VIN - MANUAL ENTRY

Hit the Enter Plate or VIN manually button on the home screen. Type the VIN number. The VIN is a 17-digit alphanumeric code that can be found on a label in the driver's door jam or from outside of the vehicle at the bottom of the windshield on the driver's side.



Take Action and Schedule your FREE Repair Today

- It is important that you have this defect repaired immediately.
- App will provide a list of local dealers based on the vehicle's brand and the location of the device using the app.
- Ask the dealership about a free shuttle, complimentary loaner vehicle or other alternative transportation so you don't have to wait at the dealership during the repair.
- The recall repair is **FREE** and easy, and there are no hidden terms or obligations.

Please, do this for you and for the person riding beside you.

2019 Toyota Corolla: The Hatch is Back

INTRODUCING TOYOTA'S NEWEST, MOST STYLISH AND MOST TECHNOLOGICALLY ADVANCED SMALL CAR YET—the 2019 Corolla Hatchback. Built on the Toyota New Global Architecture (TNGA) platform, it's the first North American application of Toyota Safety Sense 2.0 (TSS 2.0). Here, we'll review some of the repair precautions and procedures for the new body structure, for High-Strength Steel (HSS) and for TSS 2.0.





Always confirm proper positioning, calibration and operation of Safety Sense components before returning the vehicle to the customer.”

—James Meyer
NJ Collision Trainer



HOUSE OF STYLE

The new Corolla Hatchback is lower, wider and shorter than its predecessor, the Corolla iM. Its aluminum hood sits two inches lower than before, and the front end is accented by slim, J-shaped Bi-Beam LED headlamps and rear LED taillamps with a diffusing inner lens. After a frontal collision, the aluminum hood may require special care and/or replacement.

The XSE trim level is available with an Adaptive Front-Lighting System (AFS), which allows the Bi-Beam LED units to “follow” the front wheels when turning so the driver can see what’s coming around the corner. In the case of a front collision, AFS will require recalibration to ensure proper alignment, as will the Dynamic Radar Cruise Control.

BUILT TOYOTA TOUGH

To reduce weight and improve fuel efficiency, the hatchback is made from Toyota Super Olefin Polymer (TSOP) and Acrylonitrile Butadiene Styrene (ABS) mated to a steel frame. The Corolla Hatchback is also built on the TNGA C platform using a mix of adhesives, spot and laser screw welding, and additional bracing—top to bottom and side to side—to increase overall strength and reduce weight. Road feel and fuel efficiency are enhanced thanks to use of aluminum, HSS and Ultra-High Strength Steel (UHSS) in the chassis and body. Torsional rigidity is improved 60 percent compared to its predecessor, and additional seals are used in the body panel gaps to reduce road noise.

HSS and UHSS require special repair and welding methods. If HSS or UHSS structural properties are reduced by a collision or improper sectioning and welding repairs, the vehicle can no longer perform as designed, which could compromise occupant safety in a subsequent collision.

To add strength, the side structure is fused together using laser screw welding in addition to spot welding, which improves overall cabin strength. Now, for example, the door opening includes about 30% more welds. Collision repair facilities cannot easily duplicate the laser screw welding style, so be sure to attend Welding Techniques for

Collision Repair course #301 at one of Toyota’s training centers to learn the appropriate replacement welding techniques.

TOYOTA SAFETY SENSE 2.0

The all-new Corolla Hatchback also comes standard with TSS 2.0, the second generation of TSS. An updated safety package adds several new active-safety technologies and capabilities, including:

- Pre-Collision System with Pedestrian Detection (PCS w/PD)
- Full-Speed Range Dynamic Radar Cruise Control (Full-Speed DRCC)
- Dynamic Radar Cruise Control (DRCC) – Manual Only
- Lane Departure Alert with Steering Assist (LDA w/ SA)
- Automatic High Beam (AHB)
- Lane Tracing Assist (LTA)—new
- Road Sign Assist (RSA)—new
- Seven standard airbags
- Toyota’s Star Safety System, which includes Enhanced Vehicle Stability Control, Traction Control, Electronic Brake-force Distribution, Brake Assist, Anti-lock Braking System, and Smart Stop Technology
- A Blind Spot Monitor (BSM) standard on XSE and available on SE (BSM does not include Rear Cross Traffic Alert)
- Backup Camera

Many of these safety systems use front-grille-mounted radars and in-vehicle windshield-mounted cameras to detect vehicles and pedestrians, as well as sensors mounted behind the rear bumper to detect vehicles in the side view mirror blind spot. Even a minor fender bender can affect the alignment of these sensors, so be sure to recalibrate the sensors and check for proper operation of those safety features after any accident or when the windshield is replaced.

The all-new 2019 Corolla Hatchback offers style, utility and safety. Be sure every repair meets Toyota’s high-quality “Fix It Right the First Time” standards to maintain the integrity and safety of the vehicle after a collision. 📌



FOR MORE INFORMATION

Reference Collision Repair Information Bulletin (CRIB) #127, available on Toyota's Technical Information System (TIS).

BONDED GLASS OPENINGS:

TO PAINT OR NOT TO PAINT

NOT LONG AGO, THIS WAS AN EASY QUESTION TO ANSWER: IF A GLASS OPENING WAS DAMAGED IN A COLLISION, YOU'D REPAIR DURING REPAIR. Today, manufacturing and repair techniques have changed dramatically. So, the answer depends on the extent and location of the damage.

Vehicles are now often manufactured so that the glass is an integral part of the body structure, featuring a metal pinchweld flange where the glass is bonded to the body. Once the body is completely welded, it's dipped into a tank of water-based epoxy primer, referred to as ED or electro-deposition, and 300 volts pass through the body to attract the primer. It's then put in an oven at 300° for 20 minutes to help cure the primer and paint, making it harder and more resistant to scratches and chips. This process provides the best paint adhesion and corrosion protection and creates the perfect bonding surface for glass. The challenge is that a collision repair facility cannot produce the same results due to the complexity of the OE paint finish.

When you encounter a vehicle with damage to the glass opening of the body:

- Maintain as much of the e-coat as possible.
- If the e-coat can't be maintained, use an aftermarket two-component epoxy primer on the bare metal areas of the pinchwelds before using urethane repair materials when installing stationary glass.

- If metal repair or metal replacement is required, remove any corrosion and/or existing primer from the pinchweld flange to expose clean, bare metal. Then to restore the bonding strength of the area, apply the epoxy primer and make sure it's fully cured—this should be the only coating between the bare metal and the urethane adhesive.
- Do NOT just spray color and clear and then use urethane adhesive—that will not properly secure the glass and may compromise the strength of the overall structure.

If the glass is not properly bonded to the flange, it may alter how SRS systems function and how the structure reacts in a collision, even during normal body flexing and driving. Refer to Toyota CRIB Bulletin #127 in TIS and follow the recommended procedures to help maintain the structural integrity of the vehicle. 📌



Repair the Bumper or Replace It?

RECOMMENDATIONS TO DO THE JOB RIGHT

When it comes to bumper repair, there's more than meets the eye. Toyota and Lexus bumpers are made from Toyota Super Olefin Polymer (TSOP), a proprietary polypropylene-based material used for both exterior and interior automotive parts. The unique molecular properties of TSOP provide rigidity and impact resistance, while being lightweight.

The challenge though is not merely repairing a bumper, it's knowing what's behind the bumper, especially with vehicles that are equipped with Advanced Driver Assistance Systems (ADAS). These vehicles have restrictions about what can and cannot be repaired because the sensors need to be able to send electronic signals through the plastic of the bumper in addition to being recalibrated after a collision.

WHAT TO LOOK FOR

For example, the Blind Spot Monitor and Rear Cross Traffic Alert have radar sensors behind the rear bumper that send out radio waves to detect vehicles in the area. When a vehicle with a Blind Spot Monitor or Rear Cross Traffic Alert is in an accident and the bumper cover is damaged near a sensor, the repair of the cover can affect the performance of the systems. Subletting the repair out for reconditioning, using repair filler material and primers, or even repainting the damaged area multiple times will add thickness, which can compromise the performance of how the sensor detects objects.

Any time there is damage on a bumper with ADAS and you cannot 100 percent guarantee that the thicknesses of all those coatings will match factory specifications, it is recommended to replace the bumper to help ensure the safety of your customer and your shop.

You can expect to see even more sensors and safety systems near the bumpers of newer vehicles. Case in point, select 2019 Toyota and Lexus models have front pedestrian protection that uses similar technology to that of the Blind Spot Monitor and Rear Cross Traffic Alert. So, when in doubt, it's always better to be 100 percent safe and replace the bumper. Fix it right the first time! 🛠️



Anytime there is bumper damage near a sensor, the recommendation is to replace the bumper.

THE POWER OF Social Media



PART TWO: Build Your Brand with Facebook

WITH MORE THAN ONE BILLION ACTIVE USERS MONTHLY, FACEBOOK IS NOT JUST A PLACE TO POST FAMILY PICTURES AND RECIPES. It's a powerful platform to build your shop's brand image, positioning your business as a quality shop and to interact with your customers.

BUSINESS PAGE VERSUS PERSONAL PROFILE

You need a Facebook personal profile to set up a Facebook business page, but there are important differences between the two. Facebook's business page provides functionality that isn't available on a personal page, like Reviews and Book an Appointment buttons. A good rule of thumb is to keep your business page strictly business and only promote your business softly on your personal page. It's always good to ask yourself: Would I say this to a friend? Would I say this to a customer? Your answers will tell you which page should include that information.

IT'S ALL ABOUT CONTENT

Your goal is to create a robust business page so your customers want to interact with you. Make sure that each post gives your visitors a reason to engage with your shop. You can create your own content or share relevant content from industry experts.

Here are a few ideas get your wheels turning:

- Before and after pictures of your most impressive jobs with a great testimonial
- A short time lapse video of a repair: "we fix it right the first time!"
- Leveraged expert articles on industry trends

- Good pictures of your staff at work and at play
- Shout outs for local businesses, like restaurants, to build community and cross-promotion
- Relevant content that is tailored to your customers

Be sure to create specific types of posts, like shop events or offers. Just click through the tabs at the top of your business page's status box, where you'll find options of various types of posts.

PROMOTE YOUR PAGE AND START ENGAGING!

First, invite customers, friends and family to visit and like your page! Then follow up with other marketing efforts:

- Use other channels, like your website and Yelp, to promote your page.
- Add "follow us on Facebook" logos to your all your promotional materials, ads and business cards.
- Another happy customer? Invite them to write a review!

LESS IS MORE: FOCUS ON QUALITY, NOT QUANTITY

Once your Facebook page is established, stay engaged. A quick daily check of your accounts will help ensure timely responses to customer posts and keep the conversation going. 📧



To learn more about making the most of social media, check out University of Toyota's Social Media Class B0020. You can also visit toyotapartsandservice.com for step-by-step instructions on how to set up your Facebook business page.

BOOT CAMP & CURSOS DE ESPAÑOL



Spanish Courses!

We're also planning to offer classes and Boot Camps in Spanish, led by Agustín Diaz. If you'd like to request a class in Spanish, please go to our website at <http://crtraining.com/CRR2/waitlist-courses/>. If we receive enough requests for a Spanish class, we'll follow up with those interested and provide one.

ACCELERATE YOUR CERTIFICATION WITH A TRAINING BLITZ!

Toyota now offers a way for you to knock out certification requirements quickly through CR&RT Boot Camp Training. There are three different Boot Camp sessions, which group consecutive required instructor-led training courses into four-day sessions:

COLLISION REPAIR

- 300 Welding Techniques For Collision Repair (1 Day)
- 301 Non-Structural Body Repair Techniques (2 Days)
- 601 Hybrid Collision Repair (1 Day)

ADVANCED COLLISION REPAIR

- 503 Steering & Suspension Analysis & Repair (1 Day)

- 460 Structural Body Repair Techniques (2 Days)
- 602 Advanced Hybrid Collision Repair (1 Day)

COLLISION REFINISH (INCLUDES FIVE-DAY OPTION)

- 200/201 Color Matching For Painters (2 Days)
- 250 Advanced Painting Techniques (2 Days)
- Optional: 101 Paint Finish Repair (1 Day)

EXPEDITE CERTIFICATION!

Reduce the time and expense of multiple travel and training events—with Boot Camp Training! Interested? Let us know! Join our waiting list today at <http://crtraining.com/CRR2/waitlist-courses/>. 📧

The Toyota Collision Repair & Refinish Training Calendar JANUARY — MARCH 2019

PLANO, TX

01/08/19	200	Color Matching For Painters
01/10/19	250	Advanced Painting Techniques
01/16/19	301	Non-Structural Body Repair Techniques
01/22/19	300	Welding Techniques For Collision Repair
01/23/19	460	Structural Body Repair Techniques
02/05/19	101	Paint Finish Repair
02/06/19	601	Hybrid Collision Repair
02/07/19	602	Advanced Hybrid Collision Repair
02/12/19	502	Body Electrical Diagnosis & Repair
02/14/19	503	Steering & Suspension Analysis & Repair
02/26/19	300	Welding Techniques For Collision Repair
02/27/19	460	Structural Body Repair Techniques
03/05/19	200	Color Matching For Painters
03/07/19	250	Advanced Painting Techniques
03/12/19	301	Non-Structural Body Repair Techniques
03/26/19	300	Welding Techniques For Collision Repair
03/27/19	601	Hybrid Collision Repair
03/28/19	602	Advanced Hybrid Collision Repair

JACKSONVILLE, FL

01/14/19	601	Hybrid Collision Repair
01/15/19	300	Welding Techniques For Collision Repair
01/16/19	301	Non-Structural Body Repair Techniques
01/23/19	602	Advanced Hybrid Collision Repair
01/24/19	503	Steering & Suspension Analysis & Repair
02/04/19	200	Color Matching For Painters
02/06/19	250	Advanced Painting Techniques
02/11/19	601	Hybrid Collision Repair
02/12/19	300	Welding Techniques For Collision Repair
02/13/19	301	Non-Structural Body Repair Techniques

03/04/19	601	Hybrid Collision Repair
03/05/19	300	Welding Techniques For Collision Repair
03/06/19	301	Non-Structural Body Repair Techniques
03/18/19	602	Advanced Hybrid Collision Repair
03/19/19	503	Steering & Suspension Analysis & Repair
03/20/19	460	Structural Body Repair Techniques

WEST CALDWELL, NJ

01/15/19	601	Hybrid Collision Repair
01/16/19	300	Welding Techniques For Collision Repair
01/17/19	301	Non-Structural Body Repair Techniques
01/23/19	200	Color Matching For Painters
02/05/19	250	Advanced Painting Techniques
02/19/19	503	Steering & Suspension Analysis & Repair
02/20/19	602	Advanced Hybrid Collision Repair
02/21/19	460	Structural Body Repair Techniques
03/05/19	101	Paint Finish Repair
03/06/19	200	Color Matching For Painters
03/19/19	601	Hybrid Collision Repair
03/20/19	300	Welding Techniques For Collision Repair
03/21/19	301	Non-Structural Body Repair Techniques

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

Don't waste time and money trying to make an aftermarket part fit. Only Genuine Toyota Parts meet Toyota's standards of fit, performance and safety. To order, call your Toyota Dealer today!



FIND A PRODUCT

toyotapartsandservice.com

Where the Pros Go for Genuine Toyota Parts

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



>> **MATRIX CONTINUED FROM PAGE 6**

trends and seeing what's next."

Speer, Vander Woude and Stull join 2018 Mavericks Justin Nichols (Nichols Paint & Fabrication, Watseka, Ill.), Gary "Boogie Man" Zaborowski (Boogie Man's Custom Creations, Detroit, Mich.), Joe Vincent (Vincent Dezigns, Prairiesville, La.); and 2016 Mavericks Ryan Evans (Count's Customs), Cody Lumpkin (Dick Lumpkin's Auto Body, Piqua, Ohio) and Shane Marchyshyn (Automotive Services Inc., Columbus, Ohio). All are avid Matrix users.

The 2019 Mavericks of Color

Lonny Speer is a painter at Count's Customs in Las Vegas, Nev. Coming from a family of painters, Speer says the trade is in his blood. Originally a collision repair professional used to working on 11 cars a day Speer fell in love with the attention to detail and time commitment of custom work.

Speer has sprayed Matrix for nearly 20 years. At Count's, a Matrix shop, Speer says the custom colors, dyes and pearls have been instrumental in creating the astonishing customizations that have made the shop famous.

Nominated by Count's Customs colleague and 2017 Maverick of Color Ryan Evans, Speer says he came to the world of custom after three visits to the shop and watching Evans work.

"To me, a Maverick is a triple threat," says Speer. "Someone who can stripe, paint graphics and most importantly, learn from experience."

Jason Vander Woude owns NSD PaintWerks in Griffith, Ind. Vander Woude started in the business working out of a family shop at a young age. As an entrepreneur, Vander Woude began custom painting in his garage and quickly built enough business to paint full-time.

Known for eye-catching, unique finishes, Vander Woude says he picks up inspiration everywhere, from billboards to his childrens' toys.

Vander Woude has used Matrix products for over 10 years. Citing metallics, pearls and candies, Vander Woude gravitates toward bright orange and silvers for NSD's creative builds.

A recent project had Vander Woude painting a bike teal



with a high level of detail, including waterdrops, silver leaf, shading, finger prints, candies and metal flake. In a surprising move to help the pearls pop, Vander Woude applied a flattening clear instead of a more conventional bright, shiny clearcoat.

Vander Woude says he's grateful to work in a profession he loves and is honored to be selected a 2019 Maverick of Color.


Bill Stull has owned and operated Kuzin's Kustom Body & Paint in Custer, Wis., since August 1992. Stull's passion for custom painting started when he and his father built a 1968 Impala together.

Kuzin's is a versatile shop, performing everything from insurance work to restorations. Stull says that Matrix products work for his shop because the nature of the work calls for an excellent color match, metallic control, blending and covering.

Stull began using Matrix products after deciding to incorporate better striping and candies into his shop. Stull reached out to Speer at Count's Customs to learn about the Matrix system. After connecting with Speer and learning about the line, Stull almost immediately transitioned his shop.

One of Stull's favorite projects at Kuzin's is a 1969 Mustang in turquoise. Stull says Matrix helped him develop the color to meet a customer's request.

"To be nominated a Maverick of Color is unbelievable," says Stull. "I was speechless when I learned I was nominated. It means the world to me, and it's a testament to the entire team here at Kuzin's."

For more information about Matrix and the Mavericks of Color campaign, visit matrixsystem.com. 

GM CONTINUED FROM PAGE 8


are working properly after repair.

- Paint-friendly service parts for grilles – making paint prep and application easier without having to mask off sections of the grille.

Additionally, a cutaway of the 2019 Silverado 1500 was on display at the Car-O-Liner booth and a 2019 Silverado 1500

body-in-white display at the I-CAR booth.

Dealers and independent collision repair facilities interested in enrolling in the GM Collision Repair Network can email GMCollisionRepairNetwork@GM.com or visit GenuineGMParts.com (click on the "For Professionals" tab) to enroll and learn more about the network requirements and fees.

To further support the repair industry and advancements in safety technology, GM releases position statements to educate the industry to help ensure the vehicles are repaired to the original pre-crash condition. All of GM's position statements can be downloaded at www.genuinegmparts.com/for-professionals/position-statements. 

PARTNERSHIP

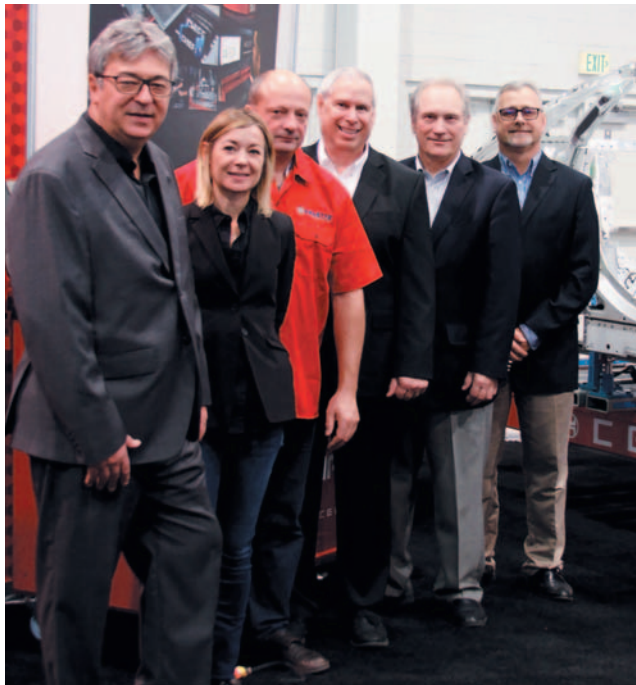
CHIEF, CELETTE ANNOUNCE STRATEGIC ALLIANCE

ABRN WIRE REPORTS //

Chief and Celette, two of the world's leading providers of vehicle specification data, computerized measuring systems and collision repair equipment, are working together to jointly develop the most expansive databases of vehicle dimensional specifications in the industry. The companies announced the alliance at the SEMA Show 2018.

Accurate vehicle dimensional specifications are crucial to the collision repair process. Computerized measuring systems like the Chief Meridian Live Mapping system and the Celette Naja electronic measuring system use dimensional specifications to determine necessary repairs.

Chief and Celette both already offer



FROM LEFT TO RIGHT:

Pierre Nicolau, president and managing director, Celette; Delphine Goutarel, rental and marketing coordinator, Celette; Bernd Schmidt, OEM, Germany and Eastern Europe manager, Celette; Mickey Swartz, vice president of global collision for Chief parent company Vehicle Service Group (VSG); Mike Cranfill, vice president of global business development, VSG; Lee Daugherty, vice president of global collision sales, VSG.

AUTOBODYSHOP.COM

COLLISION REPAIR EQUIPMENT

FRAME MACHINES

MEASURING SYSTEMS

TOOLS & ACCESSORIES



**AUTO-VISION
COMPUTERIZED
MEASURING AND FOUR
WHEEL ALIGNMENT
SYSTEM**

AMERICAN MADE

CALL 1.800.445.8244 WWW.AUTOBODYSHOP.COM

nason[®]XL

Expect more from your finish.

Introducing Nason[®]XL, a new product line from Axalta available in both Low VOC and National Rule formulations. NasonXL is fast and easy to apply and provides long-lasting collision-quality color at a cost that won't slow you down.

VALUE THAT LASTS.



CAR-O-LINER INTRODUCES NEW AUTOMATIC WELDER

Car-O-Liner also announced its new CTR 9, a fully automatic welder, which features a revolutionized lightweight transformer gun, at the 2018 SEMA Show. Car-O-Liner has invested in this new technology to increase efficiency. The company said the CTR 9 is an upgrade from the CTR 7, which will still be offered. To learn more, go to ABRN.com/CTR9.

shops specifications for thousands of global vehicles. Through this alliance, they will leverage their individual data collection technologies and will share information so that both companies can expand their specification databases to provide maximum vehicle coverage to their customers.

"This is a key industry moment where two technically advanced companies with extensive experience can share technology for the sole purpose of providing our repair shops with the broadest forms of information available when making their repairs," says Pierre Nicolau, president of Celette.

"We are always looking for ways to add value to our customers," says Mickey Swartz, vice president of global collision for Chief parent company Vehicle Service Group. "This is the type of industry cooperation that can provide shops with the best possible value proposition on their investments in measuring and structural repair equipment."

Additional details on results of the alliance will be released as they become available.

For more information about Chief and its full line of collision repair equipment, specifications and training, visit chiefautomotive.com.

To learn more about Celette and its full line of collision repair products, visit celette.com.

AN AXALTA COATING SYSTEMS BRAND

nasonxl.us

Copyright © 2018 Axalta Coating Systems, LLC and all affiliates. All rights reserved.

THE EFFECT OF WASTE ON GROSS PROFIT

Boost your bottom line by improving efficiencies and breaking bad habits

JOHN SHOEMAKER // Contributing Editor

When talking with customers about paint gross profits, I often bring up waste, but, in most cases, it is dismissed because the impact is not understood. They know they have waste, they just don't understand the value or the cost it represents.

Waste reduction can add as much as 10 percent to your current gross profit.

I remember walking into a shop that had gross profit concerns with a gallon mixing tub — I poured all the leftover paint I found in the mixing room into it — and I almost filled it. I collected

around 120 ounces of wasted paint. The average cost per ounce is \$2-\$3 depending on the product — for this example I will use \$2.50. Multiplying the 120 ounces by \$2.50 totals \$300 of waste. Using paint purchases of \$12,000 and average sales of \$23,000, a shop would have 47 percent gross profit. Subtracting the \$300 of waste I found from the \$12,000 in cost would increase the gross profit by two percentage points to 49 percent, which is pretty significant by eliminating just \$300 in waste.

Moving from that example to what I generally see in mixing rooms will illustrate how much waste is probably

accumulating in your shop. Most often I see three to four ounces of leftover paint in mixing cups, which is twice the benchmark. If you think about two extra ounces of primer, sealer, basecoat and clear being mixed than is needed, it adds up very quickly.

Calculating out the example above using our \$2.50 average shows \$20 of waste per repair. If you multiply \$20 by the average of 100 repairs per month, you now have accumulated \$2,000 in paint waste. Now let's subtract \$2,000 from the paint purchase example above to see the increase in gross profits. Using the same

PLASTIC SHEETING FOR COVERING CARS



12X400
YELLOW FILM
ONLY \$24.89



16X400
PINK FILM
ONLY \$28.89

CORONA TREATED - AFFORDABLE - QUALITY - 50FT LONGER



Call for a Free Sample!
**On Selected Items.*

HIGH SOLID 2:1 VOC COMPLIANT CLEAR COATS



BODY SHOP SAFE COMPOUNDS
ONLY \$14.95 32OZ.
CHECK OUT THE WHOLE PANEL SHOP PRODUCT LINE

6" DA HOOK & LOOP SANDING DISCS

QUALITY - DURABLE - HOOK & LOOP BACKING - FLEXIBLE



ONLY \$19.98

AVAILABLE GRITS
(QTY - 50 DISCS)

40, 80, 120, 150, 220, 320, 400
500, 600, 800

(QTY - 25 DISCS)

1000, 1500, 2000, 2500, 3000, 4000

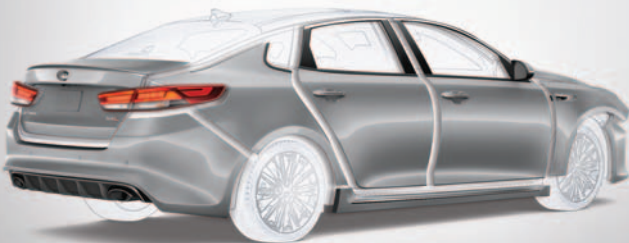
NOW AVAILABLE ON
amazon
Prime

FREE 2 DAY SHIPPING FOR PRIME MEMBERS
SAVING BODYSHOPS THOUSANDS



DISTRIBUTORS WANTED - 310.515.9530

GENUINE QUALITY PIECE BY PIECE.



Genuine Parts

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

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.

sales of \$23,000, our purchases are now \$10,000, calculating out to 57 percent gross profit, which is a 10 percent increase from the original amount.

Now that you have seen the effect waste has on gross profit, let's look at ways to reduce waste. As the two examples above show, the best way to reduce waste is to mix less paint. There are many tools available to help painters determine the amount of paint they need to complete a repair. Most mixing systems have panel calculators that can be used to help determine paint quantities. However, the painter is the most effective tool to reduce waste. If the painter consistently has three to four ounces of paint leftover after a repair, they should adjust the quantities themselves. Most painters mix for comfort, not for need, so coaching them to mix less is a major step towards reducing waste.

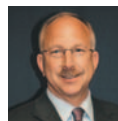
Paint processes also influence paint waste. Are you cutting in parts or painting the part all at once? When you cut parts in, you add another paint-mix step, creating another opportunity for waste. Changing your paint processes to eliminate cutting in parts can help reduce waste by eliminating that additional two to three ounces of base used.

Developing a process to use leftover base as a ground coat rather than mixing a value-shade sealer can reduce the impact of waste by eliminating another mix step. This will not work in all instances, but it can be very beneficial.

The elephant in the room concerning waste is rework. While some cannot be avoided, best practices in operations can reduce rework significantly. Regardless of the cause or solution, rework must be calculated as paint waste or billed as a shop charge. Just mixing the paint and letting the cost work itself out is like putting your hands over your face to keep people from seeing you. It will not work out! This cost is an average of \$250 per episode. I'll let you do the math based on the rework in your shop.

If you don't know the amount of rework in your shop you should start tracking it today, along with anything else that consumes materials that is not on an invoice. A mirror or handle that a friend wanted you to blow some paint on or the blend panel you did not bill for is all considered waste and adds to cost, detracting from gross profits.

Every shop is different and not all shops will be able to reduce all waste or achieve a 10 percent increase in gross profit like my example shows; however, I am willing to challenge you to strive for a 5 percent increase. I feel any shop, regardless of current paint processes, can achieve that increase. Involve your painters — you will not fix this on your own. Challenge them, and even reward them when they reach the goals you establish. It will bring dividends to not only your gross profits, but to their habits as well. 📧



JOHN SHOEMAKER is a business development manager for BASF North America Automotive Refinish Division and the former owner of JSE Consulting.

john.a.shoemaker@basf.com

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.

Digging into paint shop performance

The numbers you should track — and work to improve — in your refinish department

Having spent many years as a trainer and consultant for paint companies, many people connect me most with refinish-related topics. In fact, I've had several readers who know me express surprise that in my first year writing this column for *ABRN*, I've barely touched on anything related to the paint shop.

Part of that is now as an independent consultant, I'm assisting shops with so many different aspects of their business: estimating, scheduling, motivating employees and the other topics I've touched on in my columns this past year.

But now I want to return to the topic of paint shop productivity, because it remains a critical profit center for collision businesses, and it's an area where I often see the most need for improvement.

Let's start by looking at some KPIs for the paint shop, numbers you should be measuring to gauge your performance. Take paint shop proficiency, the number of paint labor hours produced divided by the number of clock hours the paint shop is open.

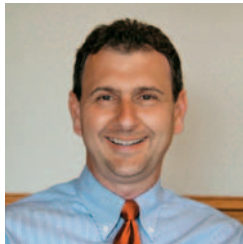
You should be hitting 175 percent to 200 percent. So in an 8-hour day, your painter should be producing 14 to 16 paint labor hours.

How much do your paint materials cost per refinish labor hour? Add up your materials costs for a given month and divide it by the number of paint labor hours you produced in that month. The industry average is about \$17.20. But top performers have paint material costs per refinish labor hour in the \$12 to \$13.50 range.

Your paint materials gross profit should be in the 45 percent to 55 percent range. Some shops are beating even that.

What's your "booth cycle time," the number of jobs you move through the booth each day, or the length of time each job is occupying your booth? For top performers, booth cycle time is between an hour and 90 minutes. Those shops are typically producing 7-9 units in an 8-hour day. The average shop across the industry is doing only 3-4 units per day. So the top shops are doing twice that. If you're running an average repair order of \$3,000, think about the difference that pushing three or more additional jobs per day through your booth would make.

Examining (and then improving) paint shop performance



EXAMINING (AND THEN IMPROVING) PAINT SHOP PERFORMANCE ISN'T LIMITED TO WHAT HAPPENS ONLY IN THE PAINT SHOP ITSELF.

isn't limited to what happens only in the paint shop itself. Your estimates and work orders play a key role as well. Check what percent of your estimate is for paint materials. For top performers, that's about 10 percent to 12 percent of the total estimate, before sales taxes. A \$3,000 (before sales tax) estimate, for example, should have a minimum of \$300 in paint materials.

So what should you do if you're not hitting these numbers? That means there's room for improvement in your paint shop performance.

Start by thinking about all the factors that play a role in your paint shop's KPIs. Here's my partial list:

- **Paint shop personnel's skills and training.** Do you have the right people, with enough current training?
- **Product selection.** Is there something out there that would work better for your shop?
- **Paint shop tools and equipment.** Is your booth as efficient as it can be? Are you using all the color matching tools available?
- **Maintenance and working order of paint shop equipment.** Are your booth filters being changed on a regular, tracked basis, for example?
- **Use of the automaker and paint manufacturer procedures.** Are you following the steps the experts call for?
- **Inventory management.** Do you have systems in place to have just what you need on the shelf, when you need it?
- **Paint department processes and practices.** Do you have SOPs that maximize productivity and consistency?
- **Quality of the shop's estimates and work orders.** Are you billing for all the refinish procedures you are doing?

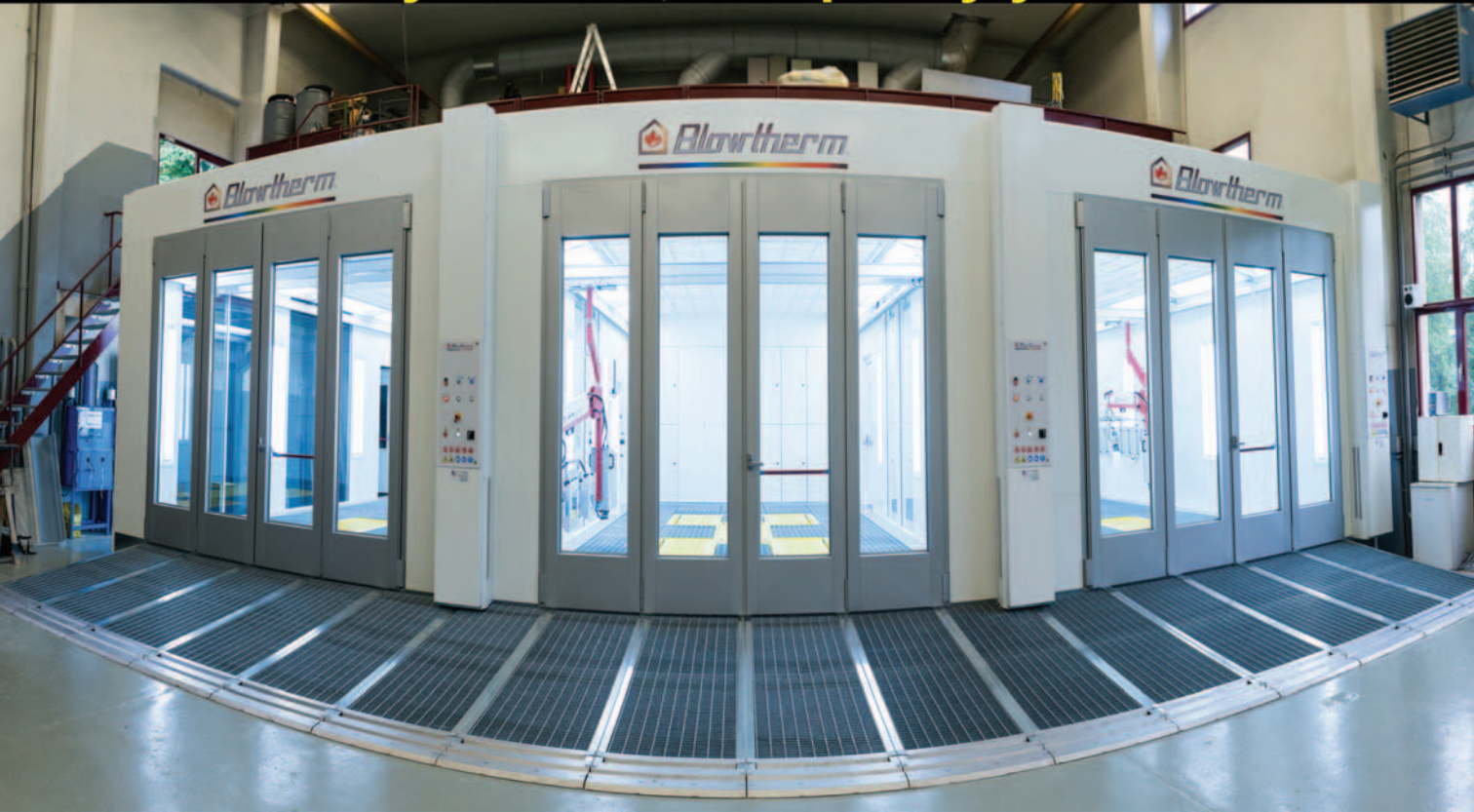
Obviously, there are a lot of moving parts. And all those things will be the focus of my upcoming columns. I'll be digging into each one of them to help you understand why your paint shop may be under-performing — and how to get that fixed. ■

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



USA

The name you trust, the quality you deserve.



What puts Blowtherm above the rest?

- **NEWLY** Expanded **PRODUCT LINE**:
EXTRA, WORLD, WORLD-S
- **NEW** lineup of **PREP STATIONS**
- Most **ENERGY EFFICIENT** systems on the market today
- **STANDARD LED LIGHTING** throughout
- Unmatched **PERFORMANCE** and **LONGEVITY**
- **ENGINEERING** and **MANUFACTURING** since **1956**

Why settle for anything less? Call today.



Learn the difference. Call now.
855-GO-EXTRA (1-855-463-9872)
www.blowtherm-usa.com
sales@blowtherm-usa.com



MSO SALE NO LONGER A RUMOR

What the acquisition of Cooks Collision by Abra means for the aftermarket

DAVID ROBERTS // Contributing Editor

Rumors have circulated for years that Cooks Collision “was putting itself on the market,” “was about to be sold,” “has been sold,” etc. Given the recent filing on a debt issue by Abra that mentions Cooks, the rumors are finally being validated. In that summary reported on Bloomberg, Abra is seeking to borrow \$140 million-plus with the use of proceeds to “finance the acquisition of Cooks Collision.”

According to our FOCUS database, Cooks is the second largest independent MSO after the four national consolidators in the U.S. by estimated revenues, and one of the most concentrated operations in a one-state region, albeit the largest collision repair state market. Even though Joe Hudson’s is slightly larger in revenues with more shops, Cooks’ business is much more concentrated in just two geographic regions. Cooks operates 32 shops in Northern California and has six shops in Southern California, while Joe Hudson’s has 76 shops spread across six states. It should also be mentioned that Classic Collision, too, has a highly concentrated network of 22 shops, across Northwest Georgia and the Atlanta area.

The implications for the California and national markets are important. Caliber is the largest provider in California with 187 shops from Southern California to Northern California with estimated market revenues at more than \$650 million. Service King is a distant second in the California market with 43 shops and estimated revenues of \$160 million. Abra’s acquisition will add a third national competitor to the California market that would undoubtedly acquire and/or build more shops across the state.

California has an aggressive new competitor

California belonged to Caliber for 15 years until Service King entered the market in 2014. During that time, Cook’s was an



effective, but slow and deliberate, MSO with a focus on acquiring both real estate and businesses. Their foray into Southern California ran out of steam, as managing in that environment was different than their home in Northern California.

Abra’s largest ever acquisition, adding 39 shops and about \$140 million in revenue to their previous run rate of slightly more than \$1 billion, is a big expensive bite that will require serious management time to integrate and expand. For other big MSOs

in California that fended off offers from Service King and Caliber for many years, there is now a third potential bidder, one with deeper pockets and different objectives than Cooks. We expect there will be activity among the \$20 million+ operators, but not until Abra has had a chance to fully get their arms around Cooks. Smaller MSOs as well as large, high-quality single shops should also see some increased opportunities for sale.

For all operators in California, we expect to see a more competitive environment with performance-based contracts setting the standard for pricing and performance. Additionally, the competition for technicians will only amplify as Abra seeks to increase the flow and revenues at Cooks.


National implications

Abra took a yearlong sabbatical to re-staff, restructure and rethink their approach to

expansion and integration. The new acquisitions team appears to be aggressive and disciplined. We expect them to acquire at modest valuations with increased activity as their team seeks to enter other new markets and build out existing markets. Brownfield and greenfield openings will increase as well. If the integration of Cooks into Abra is relatively smooth, it will establish their credibility for future large acquisitions and new market entries.

The national implications of increasing consolidation, long projected for the industry, continue to be confirmed with this anticipated acquisition. It bears repeating that insurance companies are consolidating amongst themselves. At the same time, these insurers are reducing their own expenses by eliminating entire layers of claims adjusters and processes. These developments place more responsibilities on repairers with scale and sophisticated central administration processes that can

take over and streamline claims. Individual shops and small MSOs are at an increasing disadvantage when large insurers need wide geographic coverage and integrated claims processes across entire markets.

Our team of six dedicated professionals here at FOCUS Automotive have transacted more than \$250 million in collision repair and paint supplier transactions over the past five years. We are currently representing multiple MSOs and individual shops as well as other automotive entities. We welcome discussions with entrepreneurs seeking advice about capital raising and M&A transactions, whether acquiring or selling. 



DAVID ROBERTS is head of FOCUS Automotive Service Group, a team with deep experience in strategic advisory and M&A transactions in the automotive industry.

david.roberts@focusbankers.com

**INCREASE LABOR HOURS
- REDUCE SUBLETS -
DECREASE CYCLE TIME**



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



www.autoglassacademy.com

**SPOTWELD
CUTTERS TO
HOLE CUTTERS...
BLAIR HAS
YOU COVERED**



*"Holemaking & Auto Body Solutions
for the Professional"*

BlairTM

Blair Equipment Co.
www.blairequipment.com
800-426-7818

Data: The connected car's true emissions

Telematics offers an unprecedented opportunity and challenge for the industry

We live in a world where the process of simply getting from point A to point B has been completely transformed. A study conducted by IBM shows that 73 percent of OEM executives rated mobility services as a significant area of value creation for them and their consumers¹. The concept of the connected car is a critical aspect of this new mobility ecosystem.

The connected car has radically changed the way drivers interact with their vehicles. For many years now, cars have been undergoing a process of transformation, from a simple mode of transportation to mobile entertainment systems. The concept of the connected car has created a second transformation of vehicles into mobile marketplaces and payment centers. In many vehicles, drivers now have the ability to perform various shopping activities through the infotainment system, automatically schedule regular virtual service updates, and even set up automated fuel refills and charging appointments.

With this new wave of vehicle connectivity comes unprecedented challenges as well as opportunities for automakers, especially as it relates to the data being generated by today's modern vehicles. A recent Wall Street Journal article detailed the opportunity for OEMs to monetize the data produced by drivers and cites a McKinsey and Co. study that estimates the value of data monetization to exceed \$750 billion by the year 2030².

The article went on to detail how such data would be used, from optimizing vehicle efficiency and performance to targeting marketing campaigns, using location data to offer in-car delivery of Amazon packages, and providing insights into driver habits (with permission) to auto insurance carriers. The bottom line is that the data produced by today's drivers are, on their own, a valuable commodity for auto manufacturers.



THE DATA PRODUCED BY DIAGNOSTIC SCANS NOT ONLY CAN HELP COLLISION REPAIR FACILITIES ENSURE A SAFE AND PROPER REPAIR, BUT CAN PROVIDE INSURERS INSIGHT INTO THE VEHICLES THEY ARE INSURING AND APPROPRIATE PRICING.

One of the areas where these data come into play is in the identification and reporting of an accident. The first notice of loss has traditionally been the responsibility of the parties involved in the loss itself. However, connected vehicles are now able to determine when a loss has occurred and immediately contact the owner to help determine an appropriate repair facility based on the vehicle's configuration, in addition to reporting the loss to the insurance carrier.

But it's not just the OEMs that find value in data. Diagnostic scans have become an integral part of the collision repair process and are absolutely essential to bringing a modern vehicle back to pre-loss condition. The data produced by diagnostic scans can not only help collision repair facilities ensure the necessary steps are taken to guarantee a safe and proper repair, but can also provide auto insurers insight into the depth of complexity of the vehicles they are insuring and assist underwriting departments in appropriate pricing of insurance products.

Kenneth Cukier, co-author of the book, *Big Data: A Revolution that Will Transform How We Work, Live and Think*, refers to data as "the new raw material of business"³. As vehicle complexity continues to increase, the raw material of data produced by sensors, computers, and other embedded, connected devices will begin to rival the traditional raw materials of steel and aluminum in terms of its significance to the auto industry's forward looking strategy.

¹ <https://www-935.ibm.com/services/us/gbs/thoughtleadership/auto2025/>

² ABRN.com/whatyourccarknows

³ <https://www.economist.com/special-report/2010/02/25/data-data-everywhere> 

RYAN MANDELL is director of performance consulting at Mitchell International.
ryan.mandell@mitchell.com

Fusor[®] 231/234 Sound Dampening Material

FUSOR[®]
Repair Adhesives

Reduce Noise, Vibration and Harshness on Metal Panels with No Mess or Read-Through!

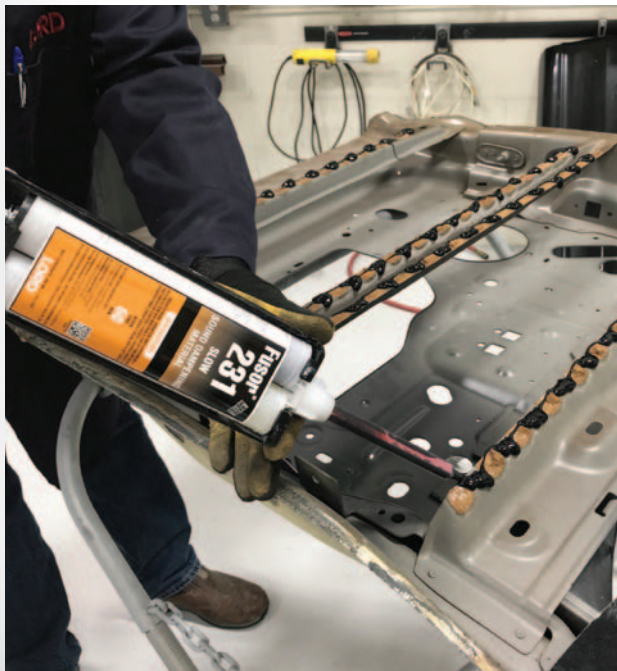
NVH Reduction – reduces noise, vibration and harshness.

Excellent Appearance – provides flexible seal with no shrinkage or read-through; non-expanding.

Non-Sag – remains in position when applied on vertical or overhead surfaces.

Applications:

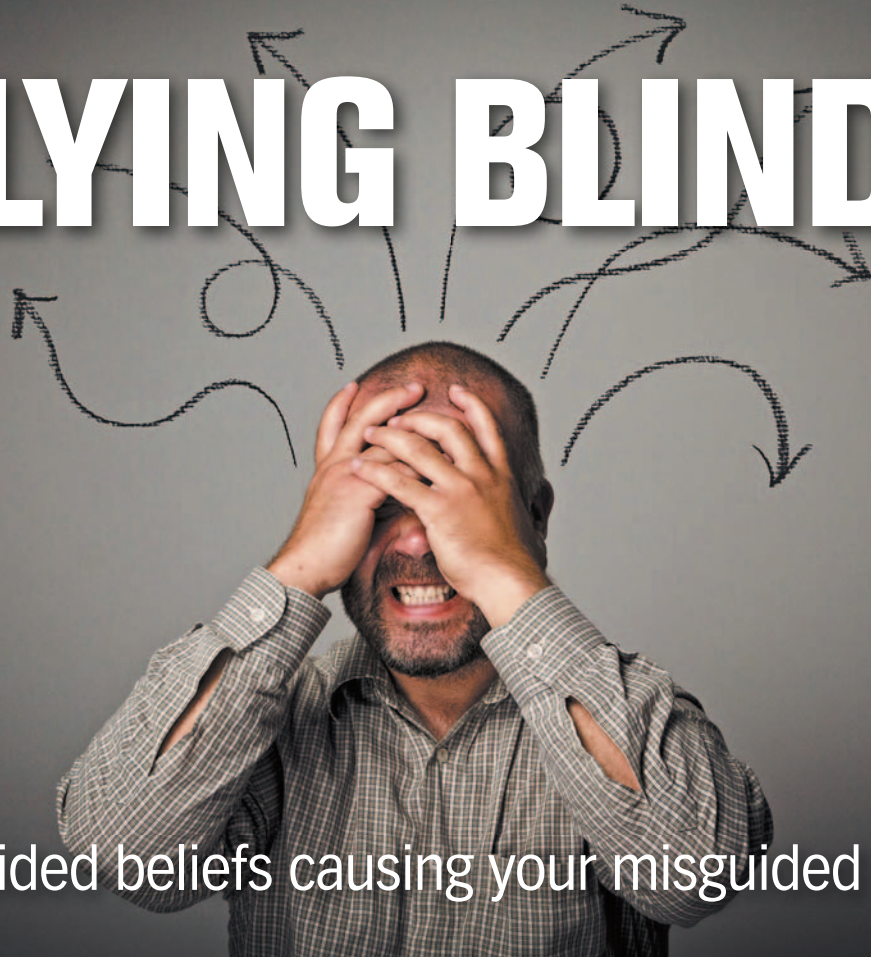
- Roof bows and roof skin
- Door skin and intrusion beam
- Quarter panel and inner structure
- Hoods and decklids



LORD



FLYING BLIND



Are misguided beliefs causing your misguided results?

CHRIS "CHUBBY" FREDERICK // Contributing Editor

Have you ever thought about the possibility that many things you do every day are because of a misguided or unexamined belief? I heard longtime ATI Coach and 20 Group Facilitator, Rick Johnson, tell a story how this can happen to the best of us. Let me repeat a story that has been told many times. Here is my favorite version:

A husband and wife were in the kitchen. The husband was reading the newspaper while his wife was preparing ham for dinner. The husband watched the wife cut off one inch from either end of the ham. He asked why she cut the end off, proclaiming, "That's a waste of good ham!" She said, "That's the way my mother prepared the ham." The husband asked, "Why did your mom cut the ends off?" The wife didn't know.

Later, the wife called her mom to find out why she cut the ends of the ham off. Her mom said, "Because that was the way my mom prepared the ham." The wife's grandma had passed

away several years earlier, but her grandpa was still living. She called her grandpa and asked, "Grandpa, why did Grandma cut the ends off the ham?" He thought for a while and then said: "So that the ham would fit in her pan!"

Seems silly, doesn't it? Just think of all the good ham cut off and wasted all those years. But does it not get you to thinking — what about me? How many things do I do every day that, when examined, go back to some misguided belief system?

Maybe I am a rebel or just a bit of a researcher, but all my life I have asked "why?" and questioned everything even to the point of getting into trouble. And I can't tell you how many times when I asked, "Why do you do it that way?" I was told, "Because that's the way we always have done it!" Let me tell you — that answer never satisfied me.

I one time came across a book titled *If It Ain't Broke...Break It*. It challenges everything we do in business, and it was as if



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



TYC is a Proud Supporter of Novitas Foundation

Your gift can save lives, bring hope, and build a future for a world in need. Go to NovitasFoundation.org.

it was written for a person like me. Now don't get me wrong — there are very good reasons for why we do a lot of things and follow procedures, and I wholeheartedly agree with them (well, most of them). So let's examine just a few things that came to my mind and see if this challenges you to maybe "break it." First, let's examine the things you do every day that could potentially be causing you to not get the results out of your business that you really want — you know, kind of "shooting yourself in the foot" type of deal.

Knowledge is not power!

How many of you read books, magazines like *ABRN* and so on to get tips and ideas on how to make your business better? Well, of course all of you reading this article do, right? Anyway, here is a great challenge to that habit from me. STOP READING these things! If you really want to make a difference in your business, how many more books and articles do you think you need to read? For goodness sake put the book down and start implementing the things you have already learned! There are only so many ways to do time management, only so many ways to learn how to be more productive. The old saying that knowledge is power is WRONG! Implementing the things you have learned and making change is power!

How about this one, which I hear all the time: "I can't charge that much or set my labor rate that high" because I am in a small town. Or "We are in a poor area and people around here can't/won't pay that much." My question to this has always been: So, when you pay your power bill in this small town, do you tell the power company, "I need the small-town price" or when you go to buy a truck or a new TV, do you tell them, "I need the small-town price?" Because you know folks that drive new vehicles and have nice houses in your town and pay everyone else's normal price. How is it that they just won't pay your price?

It is amazing when we finally have a

breakthrough on these misguided beliefs, and the shop owner finally starts charging the correct prices. Prices based on his actual costs. Then the shop finds out that the customers will in fact pay the correct amount even in a small town. What a great thing that the shop owner can now afford to take a vacation. Maybe they can cash a few weeks' worth of their own paychecks they have been writing but have in their desk drawer. And it could have been this way all along, but someone a generation or maybe two or three back got the idea that it couldn't be done in a small town and the following generations just fell in line without ever questioning it or examining it.

Here is another one that, again, we hear all the time: "I just can't pay like the dealer does, and I certainly can't provide benefits!" Holy cow! What? Why? Really? The only way dealers are paying more and offering benefits is because they have sat down and figured out what they needed to charge to be able to provide these things. I am sure they add those costs into their business plan and make it work.

So, do you think maybe you should challenge this idea that you cannot provide top pay and benefits? I would hope so. I would start doing some checking into health insurance group plans and some IRA or 401k plans and see what the true cost is. Then sit down and break it out by the hour and adjust your labor rates to reflect this and you will be amazed at how you can compete with the dealer for techs once again.

Implementation is power

Belief systems — we all have them and we all go throughout our day guided by them. As true as that is, you must realize that so are your results in your business! Henry Ford said, "Whether you think you can, or you think you can't, you're right!" That's great insight from a man with an eighth-grade education. Think about that for a minute or two. An eighth-grade education. How many times have we heard or said, "If you want to be successful in

life, you must have a college education!" Pretty good thing ol' Henry challenged — and most importantly, proved — that to not always be 100 percent true! Again, I am not disrespecting education, not at all, but Mr. Ford did not let that belief prevent him from researching and inventing and changing the world.

So today, start looking around and notice all the things going on in your business. Are you cutting the ends off a ham in any area or department? I hope not, but most importantly if you are, I hope you start making changes and start getting the results you need from all you have leaned.

A great place to check to see if you are charging what you should is ATI's Parts Matrix. Learn what shops all around the country are asking for and getting. Every shop has to make the right profit. Any shop business model will work if you have the cars to feed it and the staff to deliver it. If you want to run the Bring Your Own Parts Model, you'll need two times the cars or labor rate to make the same money you used too. If you want great technicians and loyal customers, work on selling the value you're bringing to your customers. History has taught us that companies trying to be everything to everybody die a slow death! Simply decide what model you want to be recognized for! Go to www.ationlinetraining.com/2018-12 for a limited time and see how your parts pricing matches up. 📧



CHRIS "CHUBBY" FREDERICK

is the CEO and founder of the Automotive Training Institute. ATI's 130 full-time associates train and coach more than 1,500 shop owners every week across North America to drive profits and dreams home to their families. Our full-time coaches have helped our members earn over 1 BILLION DOLLARS in a return on their coaching investment since ATI was founded. This month's article was written with the help of ATI Coach Rick Johnson. chubby@autotraining.net

Policy differences may be ahead with 116th Congress

The path to data access remains unclear

The recent elections moving Democrats to control the U.S. House of Representatives could lead to policy changes the automotive repair industry will see in the new 116th Congress. Committee changes will also produce new players for automotive policy in the U.S. Senate.

With 435 seats in the U.S. House of Representatives, 218 seats are necessary for party control. As of this writing, 225 Democrats and 200 Republicans will serve in 2019 with 10 seats yet to be decided. In the Senate, Republicans will still be in control with 51 seats and 46 Democratic seats, 3 seats to be determined.

What does all this mean for automotive repairers? The most obvious issue impacted could be data access and related cybersecurity issues. Despite earlier House passage of autonomous vehicle (AV) legislation and passage of companion legislation in the U.S. Senate Commerce Committee, the Senate has yet to schedule their version, S.1885, the AV START Act, for the floor.

Recently the Automotive Service Association (ASA) and other AV Coalition members sent a letter to Senate leadership asking to move the AV START Act during the Lame Duck session of Congress. If the bill is not considered by adjournment, the process will begin again in 2019. Without passage, states and the auto industry will be provided little direction on AV policy including data access and cybersecurity.

The new House Democratic leadership has not been decided, but already leaders are discussing priorities. Democratic Minority Leader Nancy Pelosi (D-CA) is likely the next Speaker of the House. She recently highlighted her top priorities as health care; infrastructure and to clean up corruption.

New vehicle technology policy is just one example of policy that could change in the new Congress. With new chairs for key committees, considerable differences in policy initiatives could happen.

Judiciary Committee — Congressman Jerrold Nadler (D-NY) will chair next year. Although the Committee is anticipated to spend much time on oversight, immigration reform is another



WITHOUT PASSAGE, STATES AND THE INDUSTRY WILL GET LITTLE DIRECTION ON AV POLICY INCLUDING DATA ACCESS AND CYBERSECURITY.

JOIN AT

ASAshop.org

possible concentration.


Financial Services Committee — Congresswoman Maxine Waters (D-CA) will chair. This Committee has jurisdiction for most insurance matters including Dodd-Frank oversight. Former Chairman Jeb Hensarling (R-TX) was tireless in his efforts to dismantle the Federal Insurance Office (FIO) housed at the U.S. Department of Treasury. Under Congresswoman Waters' chairmanship, FIO is not considered to be a target.

Energy and Commerce Committee — Congressman Frank Pallone (D-NJ) is predicted to chair. This is the most important House committee relative to data access and cybersecurity. If the Senate fails to move AV legislation, the Committee will begin again. It is unlikely the new 2019 AV legislation will mirror the current House-passed AV bill.

Transportation Committee — This committee will be critically important to the industry with both the House Democratic Leadership and the Trump Administration emphasizing the need for a new transportation infrastructure initiative.

In the Senate, Senate Commerce Committee Chairman John Thune (R-SD) is expected to move up in leadership and Senator Roger Wicker (R-MS) will likely replace him as Chairman.

Senate Judiciary Committee Chairman Chuck Grassley (R-IA) has not decided whether to take the chairmanship of the Senate Finance Committee or stay put. If Grassley moves, this could create movement on the Senate Banking Committee.

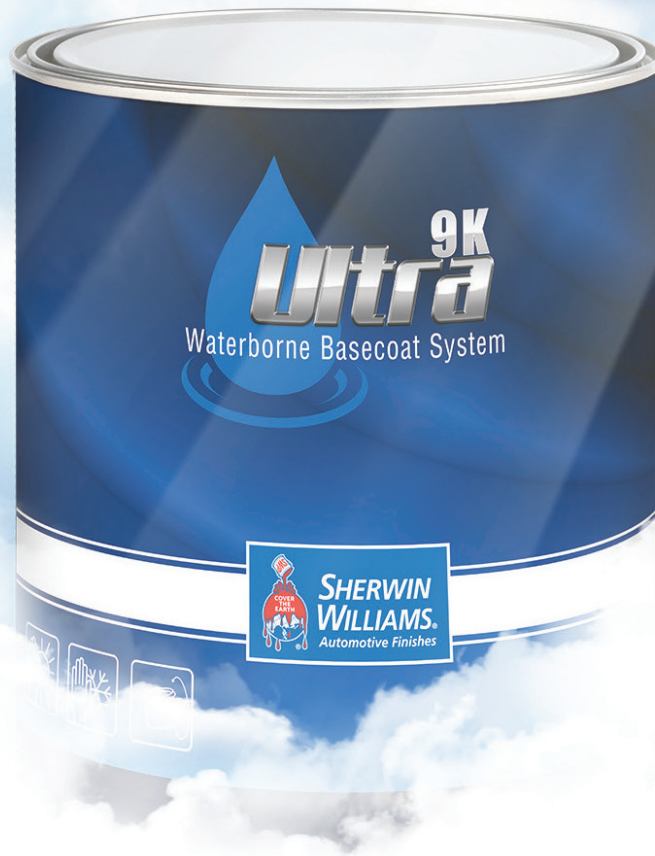
Prior to adjournment, House and Senate caucuses will settle leadership elections as well as committee chairs and memberships. Whatever the final outcome, automotive repairers will see clear differences with issues of importance in the 116th Congress when compared to the current 115th Congress. 

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



MIRACLE IN A CAN

OUR BEST BASECOAT EVER



#SWrefinishsolutions

sherwin-automotive.com/ultra9k



SHERWIN-WILLIAMS
Automotive Finishes



MARKETING TO MILLENNIALS

Combine direct mail and digital strategies to best reach this customer base

TIM ROSS, JON BUTTS // Contributing Editors

You've probably heard countless times that the way to a millennial's heart is through his phone. While that's true to a large degree, focusing solely on millennials' digital habits fails to account for the fact that many still watch television, listen to the radio and embrace other traditional forms of media. We believe that if you're targeting younger customers, the best strategy is an integrated approach that blends the latest digital trends with more conventional marketing techniques.

For our clients, we recommend using a mix of direct mail and digital platforms to reach millennials. The shop owners

we work with have seen a better return on investment when utilizing an integrated approach and find that they can conduct more targeted campaigns with direct mail than they would with radio or newspaper advertising. Both forms of advertising can also be tracked, which is key in determining which efforts are generating results.

Our belief is that your direct mail and digital campaigns should complement each other. The goal is to maximize your impressions and increase your brand awareness in the channels where millennials are most likely to see your messages.

With that in mind, here's a look at

some direct mail and digital strategies to consider if you're hoping to expand your millennial customer base.

Use postcards to build trust

You might be skeptical about using direct mail to reach an audience that seems to be constantly "plugged in." But the truth is, millennials view mail as a novelty and actually spend more time reading the material that ends up in their physical mailbox than their inbox. The direct marketing firm U.S. Presort found that 84 percent of millennials look through their mail on a regular basis. That's the very definition of a captive audience, so capitalize on that habit by developing di-



One brand. Complete focus.



 SPANESI 360 CONCEPT

Spanesi Americas, Inc.

123 Ambassador Dr. STE 107
Naperville, IL 60540

224-SPANESI
(224-772-6374)

www.spanesi.com

www.facebook.com/spanesigroup

rect mail pieces that help you build trust with younger audiences. The first step is to ensure that everything on your postcards matches the look and feel of your website and your physical store. Consistency breeds comfort and lets potential millennial customers know what to expect when they visit. It's also helps alleviate any confusion between your shop and competitors. Featuring testimonials on your postcards is another great way to boost your credibility and help form connections with prospective customers.

BUILDING YOUR BRAND WITH SOCIAL MEDIA

BOB COOPER //
Contributing Editor

The ability to create a brand is no longer under the control of a product or service provider, nor the ad agencies. In today's world, brands are now created by one entity more than any other, and that entity is social media. The way your shop is going to be perceived in your community is based on what is being said about you, your company and your employees on social media and review websites. You may believe that you provide a great service, and that your employees are second to none. You may also invest a lot of your hard-earned money into advertising programs to try to get that message (brand) into the minds of your targeted customers. But in reality, if the chatter in social media says that you overcharge, or that you don't live up to promised completion times, then whether you like it or not, that will become your brand.

Research has shown that millennials rely on user reviews more heavily than their baby boomer and Gen X counterparts when making purchasing decisions. Finally, consider featuring an offer that provides potential customers with a no-risk way to try your shop, such as a free inspection.

Mobile geotargeting

When it comes to the digital side of the equation, technology is rapidly evolving to help us reinforce the messages our clients are sending through the mail. One effective route to reach millennials is through mobile geotargeting. Utilizing location services on smart phones, marketers are able to track users around a business and analyze their patterns and behaviors.


Shop owners can combine that information with offline data, such as home addresses, and send mobile ads specifically to millennials within a certain geographic region. They can also "geofence" around the area surrounding their shops, so that when a target visits a nearby competitor in that zone, for example, they'll receive a mobile ad. Since millennials are known for their app usage, one of the most effective ways to deliver your messages to this group is by placing ads directly in apps they use most often. To make the most of your marketing campaigns, we suggest employing mobile ads that reinforce the messages you've mailed to them. That should help keep your shop top of mind.

Paid social

The days of posting occasionally on your Facebook page with the hope of generating traffic organically are long gone. Today, social media is a pay-to-play game and the more targeted you can make your ads, the better. There's so much competition for ad space on social media that attempting to reach every person in a certain area will end up being a waste of money (and likely

won't produce strong results). When it comes to millennials, crafting ads around a certain event or targeted to a subset within their demographic is a better bet. For instance, your shop might be hosting a 'Ladies' Day' to provide car repair education to female consumers. Establishing an ad based on that type of event and focusing it on women of a certain age located closest to your shop is a wise way to allocate your social media budget. You could also develop a discount aimed specifically at a certain demographic — say college students — since they might be more cost conscious than their older peers.

Your social campaigns could also include partnerships with social media influencers who can serve as advocates for your brand. When millennials see someone their age validating a company, their comfort level with that business rises. Just be sure to team with influencers who represent your area of interest and have a large and engaged fan base. And one last note — don't limit your ad buys to Facebook if millennials are your target audience. More and more young people are shifting away from the platform in favor of Instagram, Twitter and other channels.

Connecting to millennial consumers requires a multi-channel approach. Using direct mail to forge relationships and supplementing those efforts with the latest digital marketing tools is a good way to get the most bang for your buck. 



JON BUTTS is founder & president of Muscle Up & Marketing, a division of Mudlick Marketing. He has over a decade of direct marketing experience.

info@mudlickmail.com



TIM ROSS is president of Mudlick Mail, a provider of direct mail services for the automotive service industry. He has been with Mudlick

Mail since 2008. info@mudlick.com

Pampered service

Full-service 'boutique' provides LA-area drivers with luxury, high-quality repairs

JAMES E. GUYETTE // Contributing Editor

➔ It was a regular customer of Ronald Marquez's Ronald's Auto Body, a successful businessman named Kevin Netty, who posed a seemingly simple yet life-changing question: If you had a high-end car, would you drop it off here?

Marquez instantly grasped both the answer and the solution: "I made the capital investment in the best equipment and educated myself and my team in everything the industry had to offer — and with this new image it set us aside from all the others in our market," he recounts. "The shop was completely transformed to be not only a high-quality repair facility, but also a boutique of sorts."

"It's like walking into a boutique," confirms consultant Anthony Guinn of Elite Body Shop Solutions, who has been advising Marquez on how to further enhance its operational details.

Located in the heart of the Culver City Art District, accompanied by a second Los Angeles-area site, the full-service collision, paintless dent removal and mechanical repair business attracts a discerning clientele from communities throughout the region such as Beverly Hills, Santa Monica and Huntington Beach.

"Most shops outsource anything outside of paint and body — we don't. We're equipped to take care of your car right here, in one place," Marquez points out.

"Our main goal is to beautify your vehicle using the best automotive products and parts in the industry while providing the utmost best service, quality and value," he elaborates.

"We've had complete families coming to our shop. For years we have established valued relationships with our customers, and the satisfaction and look on our customers' faces after receiving their vehicle from our facility is what drives us to exceed all expectations from what is considered a typical auto body shop."

The operation is "one of the most friendly, hands-on and contemporary auto body shops in Los Angeles," according to Marquez. "All my life I've been working on high-end cars, but we cater to everyone." About 10 percent of the customers are Spanish-speakers, graciously accommodated by a bilingual staff.

Marquez gives much credit to Netty, an accomplished executive with no involvement in the auto industry, for crucial coaching. "He saw something in me I couldn't see in myself at the time. Asking for nothing in return, he began mentoring me in ways I would have never dreamed of."



RONALD'S AUTO BODY

Los Angeles, Calif. // www.rautobody.com



Ronald Marquez
Owner

12
No. of employees

8-12
No. of customer vehicles per week

6
No. of bays

\$1.8 Million
Annual gross revenue

2
No. of shops

12 days
Average cycle time

18
Years in business

\$4,200
Average repair order

BASF Glasurit
Paint supplier

"He saw a diamond in the rough," says Guinn. Marquez is appreciative also of the ongoing mentoring from Guinn and David Luehr of Elite Body Shop Solutions. "We wanted to maximize the shop to the fullest. They (Guinn and Luehr) manage the best shops out there, and we wanted to open the doors for that; we're open to all the ideas we can get."

Elite's five-point path to "unlimited potential" involves reviewing a shop's financial health, cultural health, customer sustainability, process stability and risk assessment pertaining to California's strict pollution abatement standards and rigorous auto repair regulations.

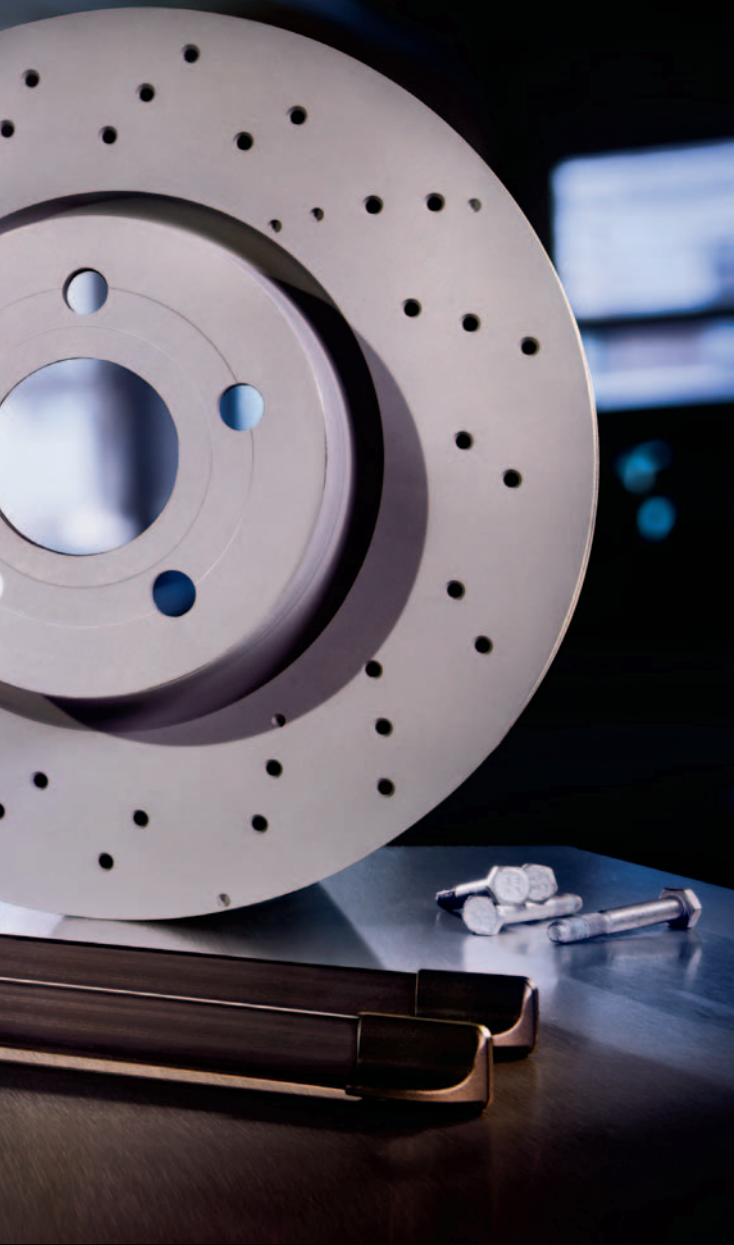
"He's been a hard-working entrepreneur since high school,"



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.



says Guinn of Marquez. “He’s a good negotiator; he’s a bulldog and he’s tenacious.” The thriving business has been built without assistance from outside investors. “Nobody put any money in his pocket. He did it all on his own.”

A smaller footprint

As a family business, Marquez’s wife Zulema adeptly handles the accounting, payroll and other administrative tasks. “We’ve been doing this together for a long time. I love having her here,” he says.

“We’re still working on our shop,” he notes. With input from Guinn and Luehr “we’re working on making our cycle time a faster pace.”

That said, Marquez emphasizes the importance of eschewing excessive speed in favor of concentrating on delivering standout service. The shop maintains only one direct repair program (DRP) affiliation — and that is with Western General Insurance. “It’s a smaller company, and they send us about five cars a month.”

Other DRP prospects fall outside of Marquez’s parameters for the business. “Our shop has a small footprint compared to what they want, and they want a faster turnaround. We take our time. We work for the customer. If you work for the insurance company you do it fast and use aftermarket parts.” Although aftermarket components are applied in certain situations, “We try to put on OEM for the customers to get them the best repair as possible.”

Along with a waiting room well-stocked with refreshments and refinements that include the finest teas and coffees, the overall boutique-like décor and other perks, a Tesla 3 shuttle delivers free customer transportation to augment the shop’s luxurious setting, which has been patronized by a host of influential business leaders and Hollywood-type notables such as actor Dennis Quaid.

When dealing with insurance carriers, “We show them, not tell them, how the

vehicle should be repaired. After we move the vehicle through the discovery phase we have a complete and thorough repair plan. The appraisers appreciate the attention to detail, which in the long run makes their jobs much easier. We think this information also gives them good information to support the claim and their supervisors,” according to Marquez.

“Our customers are educated to their individual needs and involved in the repair planning, which we find develops trust. We first triage the type of repair then look to the OEM for the correct procedures. And because we do such a good job with the repair planning, parts issues with vendors are very seldom a concern. We think that when you give respect you get respect,” he says.

“A body shop is like a hospital,” Marquez observes. “A tech and/or mechanic is like a surgeon, and our estimators are your personal care practitioners.” With an I-CAR Gold designation, “we offer state of the art technology made for your high-end vehicles with a highly trained team set to the brim with certifications.”

The staff is salaried and new hires are typically recruited through recommendations from the existing employees who appreciate a desirable atmosphere. “Our shop over the years has been known for a solid reputation of fairness, pride of workmanship and family orientation. We provide the highest quality tools, leadership and education,” he says.

‘More than different’

“During high school I was bit with the car bug,” Marquez recalls, and after opening Ronald’s Auto Detail he pursued an interest in broadening the operation’s scope with the enthusiastic encouragement of



numerous regular customers.

As several years went by, persevering with “a little luck and as many mistakes,” he came upon a structure available for lease that had housed a less-than-stellar mechanical repair shop.

“The building was in very poor shape with old motors and transmissions lying around. The good news was the previous owners before the mechanical shop had ran it as a body shop, so I inherited a working spray booth as well as two frame racks and compressors. The landlord was more than willing to give me a half-month free rent just to clean up the place.”

Marquez is more-than-pleased to report that “we’re not your average auto body and paint shop. Aesthetically and internally, we strive to be more than different. We strive to be the premier auto body and paint solution in the greater Los Angeles area.”

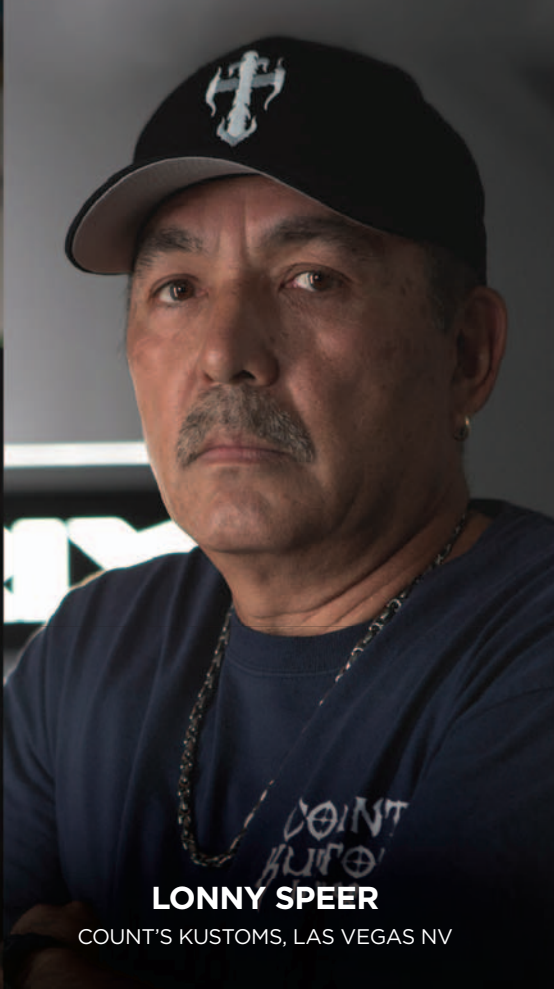


JAMES E. GUYETTE is a long-time contributing editor to *ABRN* and sister brands *Aftermarket Business World* and *Motor Age*.
JimGuyette2004@yahoo.com



JASON VANDER WOUDE

NSD PAINTWERKS, GRIFFITH IN



LONNY SPEER

COUNT'S KUSTOMS, LAS VEGAS NV



BILL "ELVIS" STULL

KUZIN'S KUSTOMS, CUSTER WI

MEET THE CLASS OF
2019

MAVERICKS
OF COLOR.

THINK YOU'VE GOT WHAT IT TAKES TO BE A MAVERICK?
Demo what the Mavericks use. Visit matrixsystem.com

Playing small in life leads to missing out on big dreams

IF YOU RISK NOTHING, YOU ARE TRULY RISKING EVERYTHING

MIKE JONES // Contributing Editor

We hear it all the time: one of the biggest regrets most people have on their death bed is the fact that they were afraid to go for their biggest dreams. The dream to start that business, get that degree, write that book, go for that promotion, ask that person out, buy that home, or go on that trip.

So many people make the choice to play small in their lives as they are overcome by a multitude of fears; afraid to venture too far from their comfort zone and too afraid of looking bad if they fail.

Have you ever fallen down and then quickly got up and looked around to see if any one saw you? Most people are so afraid of falling down, they avoid going into uncharted waters or doing things that may potentially make them look bad.

Many of you have some big dreams you've held onto for years. Things you say you really, really, really want: a successful business or career, an incredible intimate relationship, great health, a new home, to write a book, to get a degree or go for that advanced degree. However, if it requires you to take a risk and you could possibly fall down and look bad or lose, you choose not to go for the things you really want, which are those big dreams.

I recognize that most people would rather look good and lose than risk looking bad and win. Unfortunately, most people would consider it a loss if someone saw them fall down or look bad.

If you have big dreams and choose

to play small, you will produce small results. When you are playing small, you are generally risk averse, which means you may feel the cost of taking the risk outweighs the benefits, or the threat of failure outweighs the potential of success. Therefore, you remain stuck and do nothing or you play small because it is too risky.

When you play to win and you have the courage to go for what you want, you are not risking failure, you are risking success. I have said many times, if you risk nothing, you are risking EVERYTHING.

If you play to win and make the choice to get out of your comfort zone, you will occasionally fall down, and you may look bad at times. The question is, why would you be more concerned about what others may think or say about you than winning and going for the things you really want in life?

Playing small means looking for an easy way to get to your outcome — generally that is someone else's "best practice." Looking for best practices for some appears to be the smart thing to do; however, I am of the opinion that it is simply playing it safe or playing not to lose.

If you successfully take someone else's wins and replicate their success, it does not mean you fulfilled your dream.

Going for your dreams will afford you an opportunity to play to win. Playing to win will allow you to create the next practice. When you play to win you will invent a new future, understanding that in order to play at this level, failure must be an option.

Look at all of the people in history who have won big. What you will become aware of is that winners lose more often than losers lose.

There is no dishonor in failing; the dishonor is in quitting or never going for what you really, really, really want.

If you choose to play small, it means that you are just existing, which in essence means you are on the sidelines watching the game, commentating how others are playing, complaining about how the game is being played and how it is negatively affecting you.

Playing to win comes with an understanding that the only way to affect the score is to get in the game. In order to make life happen because of you, in order to make your dreams come true, you will need to wake up and take some risks.

When you take a risk focused on a positive outcome, you will fall down a few times...so what?

Playing small means waiting for someone to open a door for you. This is a "go big or go home" conversation. If you are waiting for someone to open the door for you, you are playing the role of a victim and if they never do, you have someone to blame. Where's the benefit in that?

Playing to win means to Just do WIT (Whatever it Takes) to open the door for yourself, and if there is no door, create one. If what you say you want is behind that door, what are you waiting for?

You do not lack anything in this moment to take the next step to best your

>> CONTINUES ON PAGE 38

WATCH + LEARN



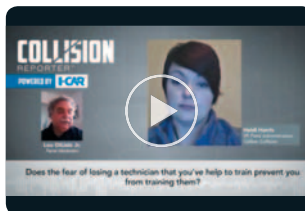
How to research FCA OEM repair information

ABRN.COM/FCAresearch



Using a scoreboard to manage shop performance

ABRN.COM/Scoreboard



Fear shouldn't keep you from training employees

ABRN.COM/TrainingFear



Making the commitment to leadership training

ABRN.COM/Leader

MECHANICAL MOMENT

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

MITSUBISHI BODY PROBLEMS AFTER BODY REPAIRS

VEHICLE: 2004 Mitsubishi Lancer, L4-2.4L SOHC, Automatic Transmission

MILEAGE: 145,009

PROBLEM: The car was a sublet from a body shop after they did repairs because the radio, turn signals, low beams and the low-speed wipers were inoperative. The steering column switches and front ECU had already been replaced.

DETAILS: The tech first inspected all of the fuses, all of which checked-out, so he called ALLDATA Tech-Assist for some guidance. Based on the wiring diagram, the Tech-Assist consultant suggested that the tech verify voltage to the ETACS-ECU left turn signal and light relay.

Using a digital multi-meter, the tech found no voltage on the orange wire at connector C-129/pin 14, which was located behind the left kick panel. He jumped power to the orange wire at

C-129 and the turn signals began working. Upon further inspection, the tech found that several wires in the harness going to connector C129 were damaged in the collision.

CONFIRMED REPAIR: After repairing the left-hand instrument panel wiring harness, everything worked normally again.

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 diagnostics hotline of ASE-certified Master Technicians.

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

Learn more at ALLDATA.com.

TRAINING EVENTS

JANUARY 16-17

Collision Industry Conference
Palm Springs Hilton
Palm Springs, California

MARCH 15-17

NORTHEAST Automotive Services Show
Meadowlands Exposition Center
Secaucus, New Jersey

MARCH 20-23

ATI Super Conference
JW Marriott San Antonio Hill Country Resort
San Antonio, Texas

MARCH 22-24

Automotive Training Expo (ATE)
Doubletree Hotel
Seatac, Washington

APRIL 2-3

HD Repair Forum
Hilton Fort Worth
Fort Worth, Texas

APRIL 14-16

PPG MVP Spring Conference
JW Marriott Camelback Inn Resort
Scottsdale, Arizona

APRIL 17-18

Collision Industry Conference
Gaylord Opryland Resort
Nashville, Tennessee

APRIL 30-MAY 3

Automotive Body Parts Association (ABPA) 2019 Annual Convention
Westin Fort Lauderdale Beach Resort
Fort Lauderdale, Florida

>> CONTINUES FROM PAGE 36

best, get to your next level or play to win.

You may not have all of the answers right now and you may not have all of the needed resources in this present moment. However, you have what you have. Take whatever step is available to you right now. When you do, you will have a new

perspective of your dreams and your desired outcome, and your next step in the journey will be revealed to you. If while taking these steps, you happen to fall, who cares? Get back up, dust yourself off and get right back in the game. That is the only place you can affect the score on the scoreboard. Let's go! 🏁



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

A shop owner's checklist for creating team spirit

BUILD PROFIT, PRODUCTIVITY BY WORKING TOGETHER AS A TEAM

BOB COOPER // Contributing Editor

Regardless of whether you have one or 20 employees, your productivity and profits will both go up if all your employees work together as a team. If you feel that's not the case in your shop, I hope that this checklist can help.

Hire the right people

At Elite, we look for people who have the right attitude, the right aptitude and the right ethics. In order to cultivate a team spirit, everyone on your team will need to have these three traits. Not only should you have discussions with your key employees about your hiring intentions, but you need to have them involved in the interviewing and decision-making process as well. They will be working with the new hire every day, so you owe them the opportunity to give their input.

Educate every new hire on the things that are most important

During orientation, you need to educate them on the goals of your company, your Mission Statement, and the culture of your company. Ideally, you'll not only have a Mission Statement, but you will have the new hire memorize it as well.

View your entire organization as a family rather than a company

You should recognize the birthdays of all of your employees, their family happenings, etc. The more you can instill a feeling of family in your employees, the stronger your shop's team spirit will be.

Have regularly scheduled team meetings

In addition to reviewing your policies, procedures, etc., you need to review your mission and culture as well. This constant reminder will help foster the common cause teamwork you are looking for.

Provide ongoing education

In addition to job-related education, you need to provide your employees with ongoing education that fosters your culture and team spirit. At Elite, every new hire is required to read *How to Win Friends and Influence People*, and as a team we read (and review) books like John Maxwell's *Ethics 101* and *Attitude 101*.

Perform regularly scheduled employee reviews

These reviews not only provide you with the opportunity to praise each employee for their team efforts, but you can ask them for their suggestions on how to fur-

ther improve the team spirit within your company. If you've hired the right people, they will provide you with the answers you are looking for.

Create team incentives

Although every employee needs to be compensated for their own productivity, you need to have team incentives. In addition to incentives for overall shop productivity, consider incentives for 5-star reviews that reflect their team efforts.

Do away with hierarchies

In today's world we no longer need hierarchies, which is why no one works "for" me at Elite; everyone works "with" me as a team. This does not mean everyone isn't accountable, because they are. It means that I view everyone in our family at Elite as being incredibly important to our mission. I have found that when people know that you care about them, and when they realize just how much you value their role and contributions, they will then move mountains for you. 🏁



BOB COOPER is the president of Elite, a company that offers coaching and training from the industry's top shop owners.

contact@eliteworldwide.com

PRIMA WELDS BODY SHOP EQUIPMENT ITALY

OEM APPROVED WORLD WIDE

MIG-MAG, TIG, MMA, FLUX, SYNCHRONIZATION, PULSE, ALUMINUM, STEEL, SS, BRAZING

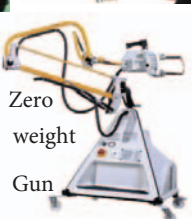
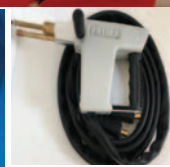
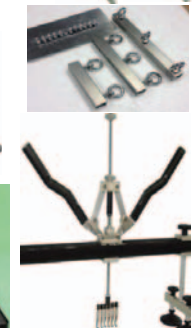
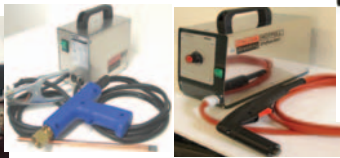
OPTIONAL DUALARC ALUMINUM/STEEL DENT PULL

MIG-MAG FROM \$2,700 TO \$5,995 include Torch's, Gound, Gauges, Spare Liners / Tips

PRIMA Double Pulse Over 20 Yrs



Price with DUALARC \$3,495 TO \$6,995 Plus alum/steel Dualarc gun \$500.



AIR/HYD \$3,800 Battery/Hyd \$4,900. \$7,000.

SPR 8 TON air/Battery over hydraulic w Ford kit Option Mercedes, Jag, Land Rover and Universal

SINGLE ITEM OR PACKAGES EXCEEDING OEM REQUIRMENTS APPROVED

PRIMA WEL,DS INC. primawelds.com Fl 239 314 7683 MN info@primawelds.com

110 mm

arm

SPOT WELDERS Inverter
230/3 & 230/1 sgl 560 daN
1232 lbs squeeze pressure
9500, 13,000 & 15,000 AMPS
HONDA Approved under
\$10,000. OEM APPROVED
under \$18,000 w 5 water
cooled arms

Zero
weight
Gun

Blind Rivet

Successful ADAS service requires active reading

NOT FOLLOWING THE SERVICE INFORMATION PROPERLY CAN PUT DRIVERS AT RISK

CHRIS CHESNEY // Contributing Editor

With the onslaught of new technologies impacting the automotive aftermarket, it is important for us to get our tool box in order so that we are successful in servicing these new systems. Advanced Driver Assist Systems, or ADAS, are a series of advanced technologies that not only provide incredible levels of protection for motorists, but also challenge us as shop owners and technicians in a way that hasn't been seen since OBD (on-board diagnostics) was introduced in the mid 1990s.

When OBD was first applied in 1996 to newer gas-powered vehicles, there was anxiety around how these systems worked, as well as how to go about diagnosing and repairing them. It became apparent that each manufacturer took a different approach to the application of the OBD standard. I started my training company during those times and remember emphasizing the need to read service information in a way that most had not done in the past. Code set criteria and blocking conditions were two elements that needed to be understood in order to successfully solve many of these system's issues. It was not difficult to find the information, even in those days prior to NASTF and OE service information access. Yet, I would receive call after call asking about how this system worked or where to go with that vehicle. In the back of my head I was always thinking to myself: "Can you read?"

Since that time, the modern automobile has become ever more complex, and the need to read has remained. But

during that time society changed in the way we communicate with the introduction of cell phones, texting, email, smart phones and social media. Today we get information via small bite-sized communications, emojis or acronyms that have eroded our ability to read and comprehend effectively. Couple this degradation of our reading skills with the rapid advancement of technology that requires us to fully understand before we can be successful and you can see the cause of some of our failings in our goals of diagnosing and repairing these complex machines. So many technicians gravitated toward experienced-based information systems that could provide a quick fix without having to invest as much time in reading. We got by, and we continue to seek that path.

If you've made it this far in the article, then please slow down and read actively — with purpose and with full understanding. It may also mean reading out loud or taking notes and creating an outline. In any case, focus on this: ADAS is not like OBD. It is completely safety-oriented, and as such carries a litigation potential that we as automotive professionals have never had to deal with. If you don't follow service information and OE processes properly, there is a risk that the system you serviced will fail to work properly and someone may get hurt.

Because of this risk, there are lawyers waiting in the bushes to take your business and livelihood. Sure, you've worked on repairs, and you didn't need to read service information. But if you are of the mind that "I've done this for 20 years. I

don't need to read service information," then you are at risk and don't recognize it. With today's technology you can't assume you know how any system works without reading and training. Training prepares you to know what critical information is available and required, but discipline is required to research and read on every technology-based job.

So to put this back in context with ADAS, you must be a good technical reader. That is a learned activity, and there are many articles on the web to assist you. You must also have access to OEM service information, and you must use it in the context that the OEM intended. You must read and fully understand what the OEM is asking you to do for each service or calibration, and you need to know why it is asking you to follow these steps; training is available for the latter. Finally, you need to follow each step. Don't misinterpret this to mean you must buy an OEM scan tool when it references it; it means you need to place the targets in the right spot and the targets need to represent the OEM intent perfectly. This isn't difficult; however, it is critically important. ADAS presents you with a tremendous opportunity to differentiate yourself in your market, and it is worth the investment and effort. Also, it isn't just ADAS that requires this level of reading detail. Everything on the vehicle requires it, and your customers deserve it. 📖



CHRIS CHESNEY is the Senior Director of Customer Training for Carquest Technical Institute (CTI) and Advance Professional.
chris.chesney@carquest.com



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



TYC is a Proud Supporter of Novitas Foundation

Your gift can save lives, bring hope, and build a future for a world in need. Go to NovitasFoundation.org.



ONE OF THE KEYS to performing great interior detailing work is vacuuming, dislodging particles with other methods, and vacuuming again.

A NEW LEVEL OF WOW

USE THESE TIPS TO RAISE YOUR DETAILING DEPARTMENT'S QUALITY AND REVENUE

TIM SRAMCIK // Contributing Editor

What kind of objectives do you set for your detailing department? If it's simply to clean up vehicles and bring the shine out in the finish, setting some new goals is a good idea. Like every other part of your operation, detailing regularly receives upgraded products and practices from manufacturers and experts. Their latest solutions could be generating better results and revenue at your shop.

Interested? Good. There's a great chance your competitors are already building up their detailing arsenals. To infuse a new

level of eye-popping quality into your detailing bays, refer to the following list of proven new practices and products.

A clearer view

Want to turn out vehicles that are clean in a new kind of way that will catch the notice of customers? Focus on windows. Virtually anyone who's had a windshield replaced can't escape noticing the ultra-clear view from new glass. This same clarity disappears over time in large part because the glass doesn't receive the level of treatment required to maintain a like-new appearance. Break



WET & DRY SANDPAPER

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

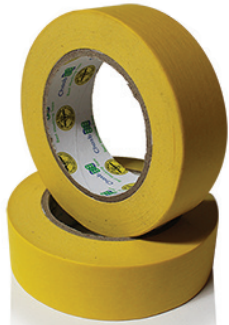
Only **\$19.98 USD**

Call for a **Free Sample!**
**On Selected Items.*



TWO CLAY MITTS

Only **\$19.99 USD**



Only **\$62.98**

per case

Two Available Sizes!

3/4" X 60YDS 1 1/2" X 60YDS
48 ROLLS 24 ROLLS

NOW AVAILABLE ON

amazon

Prime

6" DA HOOK & LOOP - 35 MAROON - 15 GRAY

FREE 2 DAY SHIPPING FOR PRIME MEMBERS
SAVING BODYSHOPS THOUSANDS



ABRASIVE SCUFF

Only **\$29.98** HOOK & LOOP ROUND PADS

AND

\$24.98 RECTANGLE PADS



6X9 RECTANGLE - 15 MAROON - 10 GRAY



DISTRIBUTORS WANTED - 310.515.9530

away from the ordinary by putting the right steps and tools for the job to work.

Begin by understanding there are essentially two parts to every piece of auto glass: the interior and exterior. Each is exposed to different kinds of contaminants that require different cleaning methods. Exteriors regularly face road dirt, grime and the elements. The interior builds up a film from smoke and impurities in the ventilation system as well as from a process called outgassing in which heat air and UV rays cause interior parts to decay and emit gasses. General washing, wiping and drying won't sufficiently clean either glass side.

Instead, use the following process with specialty cleaning tools:

1. Wash with a professional grade cleaner. Speak with your vendors and pick up one that also reduces streaks. To ensure you aren't putting contaminants back on the glass as you clean, mix concentrated solutions with purified water.

2. Clean all of the glass, including the top portion that slides up into the window jam. Cleaning products, along with dirt, can build up in this area and then drip down later, marring an otherwise effective job. Always start window cleaning by winding down any movable glass to clean these areas first.

3. Make a point of cleaning difficult-to-reach areas, especially where the interior glass meets the vehicle body (for example, at the dashboard). Specialty reach tools, ideal for slipping into crevices and tight spaces, can be essential.

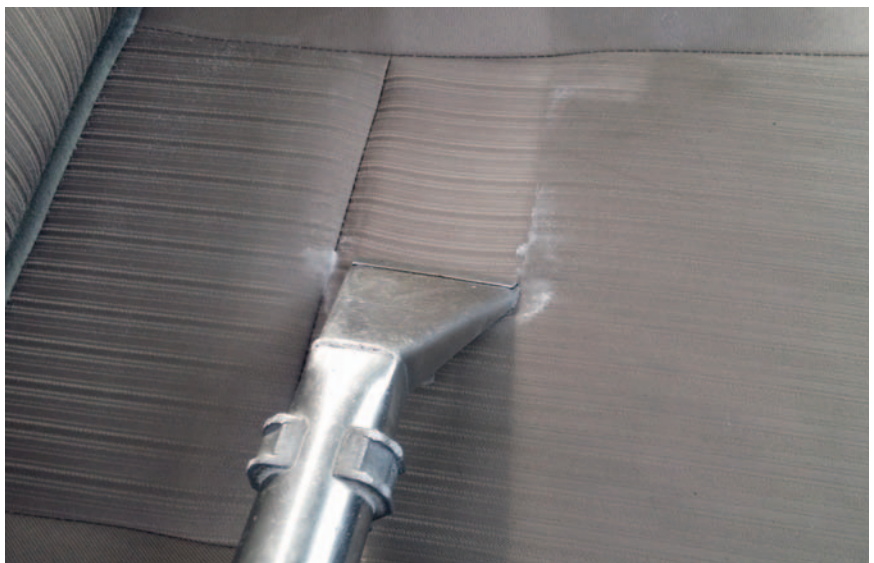
4. Employ detailing clay. The same product that works wonders on finishes also does a great job of removing tar, bugs and other sticky contaminants. The clay also won't damage glass the way scraping with a tool can.

5. On interiors, follow up the washing with a multi-surface sponge or eraser to remove outgassing film. This film doesn't typically come off with washing only.

6. Invest in and use microfiber drying cloths. Any other type of cloth is likely



CLEAN EACH SIDE OF AUTO GLASS with a different specific approach to create like-new clarity.



EITHER STEAM CLEAN OR USE A POWER STAIN EXTRACTOR to thoroughly clean carpeting and cloth seats. Make sure your detailers have been trained to use these tools to avoid damaging the interior.

to cause smears or put contaminants back on the glass. There's a world of difference between the specialty cloths and anything else.

7. Use two different drying motions, one for each side of the glass. For example, wipe the interior vertically and the exterior horizontally. Doing so will allow you to know immediately on which side of the glass streaking is occurring. This practice is a proven time saver.

With these steps, you should be able to consistently produce ultra-clear glass with no streaks.

Great finishes

As with windows, the key to a great performance on the vehicle exterior means addressing small details (why else do you think they call it detailing?). Use these steps:

1. Wash the vehicle (by hand!) with a

professional grade automotive soap. Give special attention to areas around the hood and trunk and any other structures where clumps of wax and other debris can accumulate. Turn again to tools like the ones you used in the hard-to-reach places around windows.

2. When washing, always employ microfiber cloths. Sponges, even after washing, can hide contaminants that can scratch the finish. Microfiber cloths avoid this issue, can be used over and over when they're well cared for (which saves you money) and provide superior cleaning.

3. When the washing is done, attend next to the trim, especially black trim. Black trim requires special treatments to protect the plastic. These treatments must be applied before any wax or polish since they can stain any unprotected material. Ever look at a newly detailed vehicle and notice the trim appears dull and faded against the bright new finish? That's where the protection failed. Prevent this by applying a black plastic restorer with UV protection before moving back to the finish. (Note that Meguiar's and other manufacturers now sell waxes engineered not to fade black plastic.)

4. When it's time to wax and polish, use a power buffer. Some detailers still prefer to wax by hand, usually because they believe it produces better results. That's true to a point since misusing a buffer can produce swirls and uneven places in the finish. These problems typically arise from using a buffer to remove wax and polish. Instead, use the buffer to apply waxes and other products to save time and benefit from the measured, circular motion of the tool. To remove excess (or old) wax and polish, turn again to a microfiber cloth for a spotless, even finish.

5. When choosing waxes and polishes, speak with your vendor and ask for the best. There can be a world of difference between the products you pick up at your local automotive store, especially discounted ones, and the latest options that are engineered to save time and pro-



PHOTO: SPARKLEN GLEAM PRODUCTS

STICK WITH MICROFIBER CLOTHS for all washing and drying. When clean and cared for, they won't damage the finish or leave particulates behind.

duce the best possible finish.

If you're worried about additional costs, consider how you just applied a world-class finish on a vehicle using state-of-the-art paint technology. Why risk diminishing the impact of this work by covering it with an average product? Sacrificing top-quality, memorable work to save a few pennies makes little sense.

Interior advantages

Interiors might just be the most overlooked detailing area. That's a big problem since the interior is where customers

most often appreciate a superior job since they're surrounded by it every day. Do your best job here with the following steps:

1. Grab a box and collect any of the owner's possession that are still in the vehicle. Record what you've collected and place the box out of the way or in the vehicle trunk.

2. Vacuum out the entire vehicle (great interior detailing involves lots of vacuuming). Be sure to address all the hard-to-reach areas where debris can hide.

3. If glass was broken or the airbags

deployed during a collision, use tape backing and pat down the seats and the rest of the interior to either pick up or dislodge any remaining hard-to-see glass shards and other particles. This step is particularly important since these particulates can collect in cleaning cloths and cut fabrics that you're wiping down. Vacuum again.

4. Thoroughly clean out the carpeting. Use a nylon brush with stiff bristles to brush out carpets gently to dislodge caked-in mud and other debris. Vacuum the carpets again.

5. Wash and shampoo with a vendor-recommended professional cleaning compound. If possible, use a steam cleaner or hot water stain extractor. These tools not only are superior to cleaning by hand, they also remove excess water and cleaner to promote drying. Note: These tools can damage more sensitive interior fabrics, so make sure your detailers are trained to use them.

6. For particularly stubborn stains like spills from coffee, juice or other sugary or dairy products, keep specialty cleaning products on hand. Some of these stains can be set in, making them nearly impossible to completely remove. Your best efforts at removal will make them harder to spot and, more importantly, will remove any organic agents that could be producing odors.

7. For leather seats, avoid general leather cleaning/protection products made for items such as clothing. Vehicle leather often is a different grade and therefore requires a product specifically made for automotive products.

8. Apply protective coatings to cloth seats and plastic or metal interior trim to restore color and shine.

9. If smell is an issue or for older-model vehicles, consider newer odor-eliminating products designed to work at the molecular level, including with the vehicle ventilation system. These products often work like a bug defogger: Turn on the vehicle air system,

activate the product and then shut the doors. Fifteen minutes later, any smells (including cigarette smoke) should be gone. Since these products can leave behind a strong new car scent of their own, you might want to check with the owner beforehand to see if he/she is sensitive to strong scents.

Finish on tires

With the money vehicle owners spend on wheels and tires, a quick cleaning followed by some protectant simply won't do. Instead, invest in different grades and types of tire/wheel cleaners to handle every detailing situation. Different cleaning strengths are necessary since wheel materials can differ, with some requiring weaker solutions to prevent damage (chrome and aluminum can tolerate stronger cleaners than anodized or painted wheels).

Always clean with a wheel brush, moving from the top to the bottom to prevent contaminants from spilling back over your work.

Finish by treating both the wheels and tires. There's a wide variety of waxes that restore the shine on wheels. For the tires, choose cleaners and protectants that don't contain silicone, which can turn tires from black to brown over time. Note that other products can do similar damage since they actually remove the protectant that comes from the manufacturer. Again, speak to a vendor who can point you to a product that restores the wheel/tire shine and gloss while adding protection.

Worth the time

Working in newer practices and products might seem to add time and costs to your detailing operation. In collision repair, you certainly want to avoid both. But the practices listed here should either add very little time or more efficiently replace previous procedures. As for cost increases, those too should be small. In fact, by investing in better products you

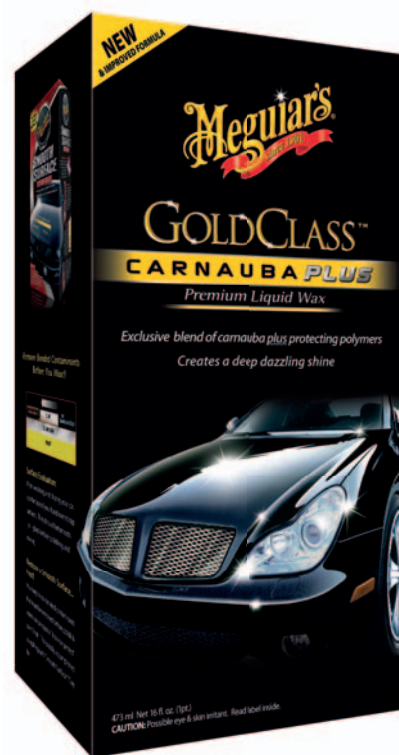


PHOTO: MEGUIAR'S

ASK YOUR VENDORS FOR RECOMMENDATIONS

on all detailing supplies. Don't hesitate to spend a little more on products that do justice to the world-class finish your shop just applied.

could end up reducing labor output since you won't need to work as long to do a proper job.

Since both changes help turn out superior repair work, the investment should be well worth it — especially if it gets customers talking or allows you to upsell services for vehicles needing extra care.

Standout work also can help drive more work specifically to your detailing bays. With vehicle owners keeping their rides longer, giving them an option for special care can keep you busier than ever and add money to your shop's coffers. Beautiful vehicles and added revenue — that should have both you and your customers saying, "Wow." 📱



TIM SRAMCIK has written for *ABRN* and sister publications *Motor Age* and *Aftermarket Business World* for more than a decade. tsramcik@yahoo.com

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



THE IMPORTANCE OF POST-REPAIR SCANS

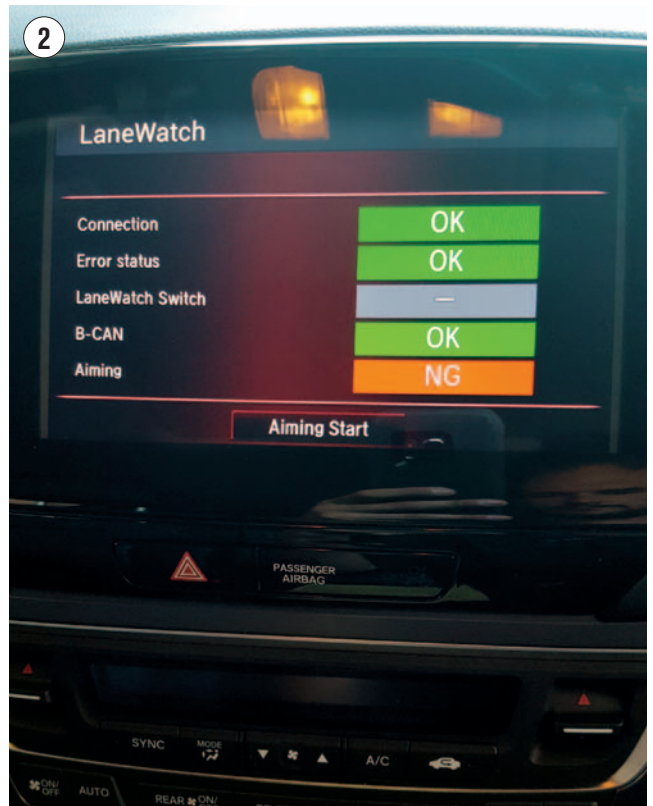
NO LIGHTS ON THE DASHBOARD DOES NOT ALWAYS MEAN NO PROBLEMS OR CODES

BOB HEIPP // Contributing Editor

I was recently talking with Kevin DiVito, the owner of Mobile Auto Solutions (MAS), about how a year ago post-repair scans were a needed part of the repair process. Yet today, with all the Advanced Driver Assistance System (ADAS) calibrations we do on a daily basis, the post-repair scan is only a small part of the process and really should be part of the final stages of the repair. Let's discuss why and how the changes in the repair process have occurred and how the shop, insurance companies and the insured hopefully will have a paradigm shift in what it takes to put a safe vehicle back on the road after a loss.

First, let's discuss malfunction indicator lights vs. codes. I think that most shops — and maybe people in general — think that no lights means no problems or codes. This is one of the reasons post-repair scans gained popularity with some shops. They use the post-repair scan as a type of insurance to show customers and the insurance company that the vehicle has been repaired to the best of their ability. I believe they also know that if the vehicle leaves with no codes and does end up coming back, the diagnostic trouble codes (DTCs) stored will likely provide some diagnostic direction.

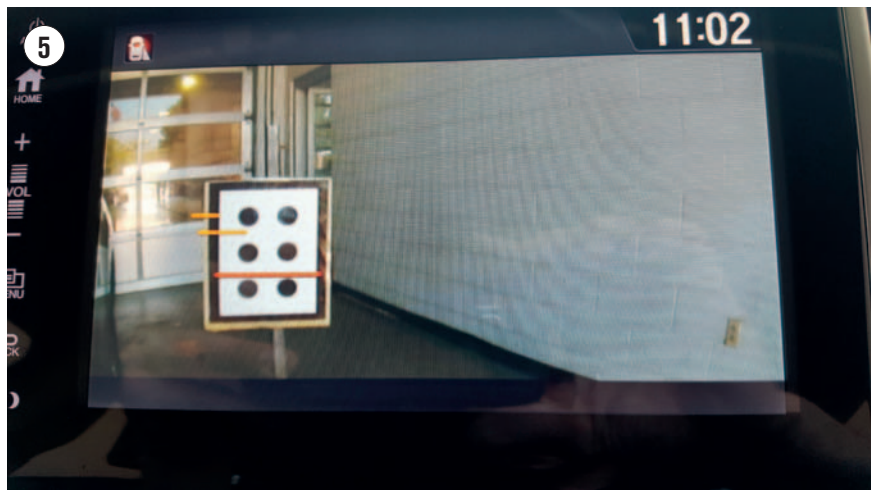
With ADAS becoming so popular, the idea of no lights equals no problems needs to be reconsidered. When removing, inspecting and/or replacing an ADAS component or its



mounting — for example, a windshield — most manufacturers require the system be calibrated. Many times there will not be a malfunction indicator lamp or DTC associated with the repair. I've been in shops that think that performing a remove and install for a repair does not require the component to be calibrated. When I come across this type of conversation, I try to make them aware of why it is in their best interest to perform the calibration. The first part of this talk is "I don't make the rules." It does not matter if I agree or disagree with the manufacturer's procedure. What matters is that the OEM has put a procedure in place to keep the system operating correctly and to prevent any issues that could develop from not performing the procedure.

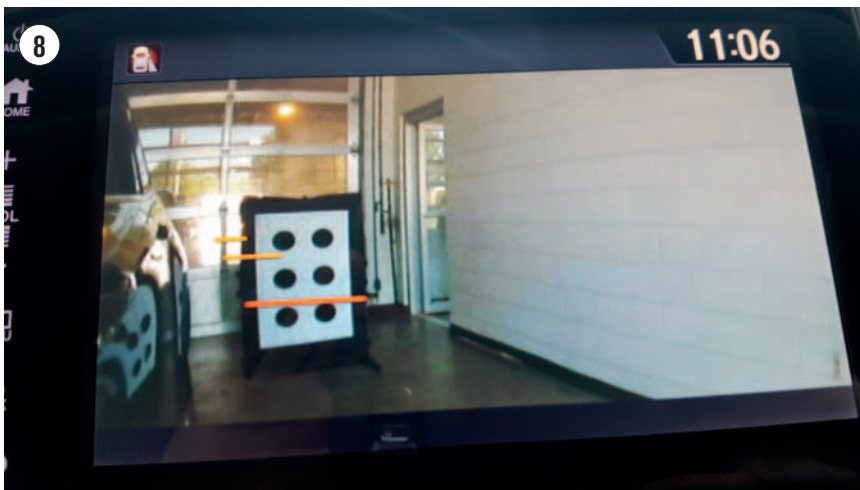
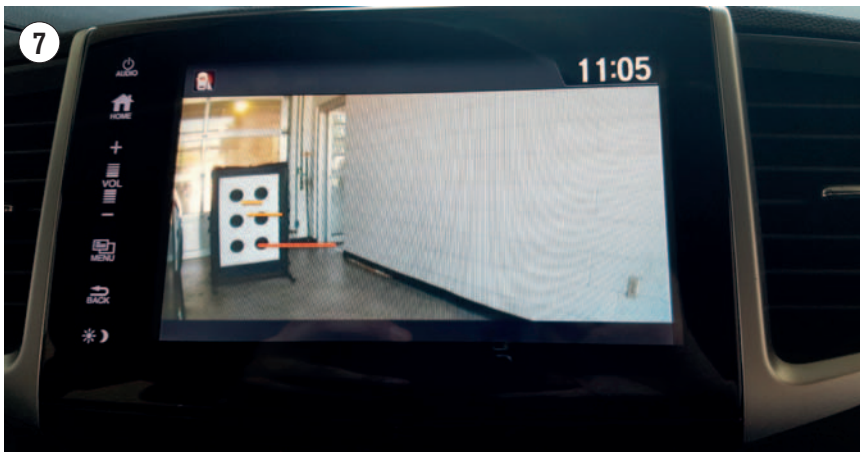
While not truly an ADAS element, Honda Lanewatch is a great visual example of how performing a calibration without the proper tooling may cause serious problems. Each image has a description of what is being performed. What I would like you to consider is the change that occurs between the OEM aiming and aiming performed using a method not approved by the manufacturer.

Figure 1 is what will be seen whenever a Lanewatch camera is replaced. This does not only mean that calibration is required upon replacement, but any time a mirror is removed, calibration is required. **Figure 2** is the first part of the aiming process. At this point, **Figure 3** shows the technician placing a target commonly used by people who have watched YouTube videos on how to calibrate the camera. **Figure 4** shows that the calibration has been completed successfully. **Figures 5** and **6** show what the completed calibration looks like on the vehicle display. In **Figure 7**, the technician has placed the OEM target and is showing what the image looks like through the video monitor with the previous aiming. **Figure 8** shows how the distance lines change after aiming completes using the properly placed OEM target.



Looking at the difference between **Figures 7** and **8** with the camera only looking about 10-12 feet back, please consider what can happen if the wrong method or untrained technician performs an ADAS calibration, such as lane keep assist system (LKAS) or adaptive cruise control (ACC). These systems can be looking close to 200 yards down the road. Consider this — you're going somewhere and you're off course by just one degree, at a distance of one foot, you'll miss your target by 0.2 inches. What about as you get farther out? After





100 yards, you'll be off by 5.2 feet. This is a very simplistic example of walking a line that is off by a degree. With ADAS, the systems are looking at lines in the road, vehicles ahead and on the side while traveling down that path at 40 mph (most lane keep systems don't operate at speeds less than this) or more. If a system is off by a degree too high or low and a degree side to side, the system may operate, but could have catastrophic consequences.

Using the procedures laid out by the OEM you can take into consideration the time, cost, tool, information and space requirement to perform these procedures. Moving right along, we can address the question of what is required to get the job done. I have worked with a fair number of shops that have attended ADAS classes. I've attended some myself. What I can tell

you with certainty is these classes have truth and fiction in them. The problem for an instructor trying to put one of these classes together is the amount of time available and the number of systems that can be covered in a class. Considering that an OEM can change the procedure from model to model and year to year, most instructors don't have the time to cover all the different systems. To be considerate of time and maintaining the audience's interest, it is easier to build and present a class that addresses the technology in a general manner. I'm not saying don't go to one of these classes or that they are not good. I'm saying that now that you have some understanding, it's time to consider going to more classes and reading more articles. As you do this, you should start seeing some contradictions. When you are at a class or read

an article that contradicts what you've learned before, that is the time to ask questions to the person making the statement. Trainers and those writing articles need to be challenged. The conversation will hopefully lead to a more complete understanding, perhaps by both parties.

I was recently at a shop that requested MAS service on a Lexus that had been in a front-end collision. This model had all the bells and whistles. The windshield replacement required that the lane keep system be calibrated. The ACC module was replaced, requiring another calibration, but that is not where it ended. Having Lexus intelligent clearance sonar means that if the bumper or sensor is replaced, one more calibration is needed. Three calibrations for this Lexus was a supplement I'm sure nobody was prepared for. Is your shop applying the knowledge from classes when the vehicle is in the estimating process or towards the delivery end? Having a sense of what is needed during the estimating process is going to help with unwanted supplements and help with cycle time.

Considering Toyota is installing collision prevention on Corollas, it's time to get in front of the issues these systems are presenting. In my opinion, the best way to do this is to start with a pre-scan. Having a technician or company that is trained to use the diagnostic information and have understanding of what types of disassembly the repair will require should allow the estimator to include any calibrations needed into the repair estimate. Hopefully, whoever is tasked with any needed calibrations will also include a post-repair vehicle scan. 📄



BOB HEIPP is the Chicago Area Technician Manager for Mobile Auto Service, which services nearly 1,295 shops in Illinois,

Indiana, Michigan and Wisconsin. He is also an industry trainer and contributor to the Remarkable Results podcast.

bob.heipp@gmail.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 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.

Here's what the experts at Bill Brown Ford in Plymouth had to say.

One of the largest revenue producing collision centers in Michigan at 50,000 sq feet.



"A cleaner booth results in a cleaner paint job. The tacky Netting help us get there."

- Joe Hershey,

Body Shop Manager at Bill Brown Ford



"You can see the difference as soon as we hung the netting."

- Matt,

Painter at Bill Brown Ford



"To install the netting took less than 20 minutes."

- Mark,

Painter at Bill Brown Ford



EMERGENCY EXTRICATION FACES TOUGHER OPPONENTS

UNDERSTANDING MODERN MATERIALS HELPS RESCUE PERSONNEL DO THEIR JOB WITH BETTER SUCCESS

JODY HALL // Contributing Editor

Automotive advanced high-strength steels (AHSS) and ultra high-strength steels (UHSS) have changed many of the long-standing techniques and practices for auto body repair shops. The same is true for the fire and rescue professionals who often must create further damage to a vehicle in the service of saving lives at an accident site. Understanding how first responder extrication and rescue practices are changing to account for today's modern steels can assist repair technicians with assessing damage and planning and executing repairs to modern vehicles, which have been the subject of extrication modifications.

For the best perspective on how AHSS and UHSS are changing the way rescue personnel interact with vehicles when extrication is necessary, the Steel Market Development Institute (SMDI), a business unit of the American Iron and Steel Institute, works with an expert on the topic — Ron Moore. A former battalion chief in a suburban Dallas-Fort Worth fire department, Moore is a nationally-recognized expert on extrication. He's the author of the widely used textbook *Vehicle Rescue and Extrication*. Additionally, Moore trains fire, rescue, EMS and law enforcement personnel across the nation on how to safely rescue and extricate drivers and passengers from vehicles of all kinds.

The basics of extrication are a constant, Moore explains: Rescue personnel need access to the people inside the vehicle, room to work on them in place if necessary and a path



RON MOORE



HIGH-STRENGTH STEEL AND ADVANCED HIGH-STRENGTH STEEL are used in the 2018 Honda Odyssey's A, B and C-pillars, roof rails, front and rear rails and front subframe, allowing the vehicle's cabin structure to better manage front, side, roof and rear collisions.

for safe removal of all involved. This can range from the standard "door job," as it's known in the fire rescue community, to removing instrument panels, roofs or pillars, forcing compartments open and more.

Where there's been crushing or bending of vehicle structures, endangering occupants, rescue personnel can either move or remove those materials based on the situation. The materials factor into this decision on the scene, as some tactics such as door frame spreading, which worked with traditional steel body structures, may fail when advanced or ultra high-strength steels are involved.

Tougher vehicles, tougher opponents

In general, Moore calls modern AHSS-intensive vehicles a "tougher opponent" for rescue personnel thanks to the strength of the materials they're now working against, often in a race against the clock. While the increasing crashworthiness of ve-

DID YOU KNOW?

ASE CERTIFIED
TECHNICIANS

- ➔ **GET PAID MORE**
- ➔ **GET HIRED FIRST**
- ➔ **ADVANCE FASTER**



MOTOR AGE TRAINING

**OFFERS THE MOST COMPLETE AND EXTENSIVE
ASE TRAINING SERIES AVAILABLE ANYWHERE!**

**GET THE MATERIALS YOU NEED TO PASS ALL OF
YOUR ASE CERTIFICATION TESTS - **GUARANTEED!****

Motor-Age
TRAINING
Self-Study Guides for ASE Certification

...YOU PASS OR DON'T PAY!

**MONEY-BACK
GUARANTEE.**



www.PASSTHEASE.com

hicles means fewer extrication jobs, the new strength of the materials they're modifying means that "when they are trapped, we have more work to do."

"It's becoming the norm for side-impact collisions with people trapped inside to remove the B-pillar altogether, and increasingly we're making the car a convertible by taking off the roof," he explained. In the past, spreaders could move B-pillars far enough out of the way for most access needs, but the strength built into modern AHSS-intensive B-pillars means they resist displacement to such a degree rescuers find it easier to cut through three sides and then use a spreader to bend it out of the way, if not remove it entirely.

Additionally, many traditional techniques involved "crush-then-cut" for components such as pillar assemblies. But with the advent of AHSS, crushing became so difficult to accomplish, techniques have evolved to either cut as-is or crush while cutting, if the available tools allow.

Also, the increased need for access to structural members for cutting or spreading means rescuers are increasingly removing the instrument panel entirely by "rolling" or "jacking the dash," a process often including fender removal to allow full access to instrument panel assemblies.

Moore expects extrication will continue to evolve as UHSS become more common, with potential implications for the types of damage repairers will see in their shops. "The first-generation AHSS didn't fight us the way third-generation AHSS does," he says. "We're up against a tougher opponent, one that often requires more extensive work."

New tools

The common rescue toolkit of reciprocating saws, air chisels and hydraulic shears, spreaders and rams would be familiar to any repair shop. But just as repair shops have done when legacy tools proved ineffective against AHSS-intensive components, fire rescue departments have upgraded their tools in recent years.

These tools used by emergency responders are regulated under the National Fire Protection Association (NFPA) 1936 "Standard on Powered Rescue Tools," which was created in 1999 and updated in 2005 and 2010 to keep pace with evolving technologies. "Over the last decade, rescue tool manufacturers recognized what was going on with high-strength steels," explains Moore. "Starting around 2008 or 2009, they began to produce a whole new generation of more powerful tools and new designs. Pretty much every fire department has traded in their older-generation gear, which usually dated back to the 80s or 90s, but had since been out-gunned by high-strength steels."

Worth the work

According to Moore, emergency personnel appreciate the value of modern steels and often seek out AHSS-intensive vehicles for their own families. This is because fire departments are increasingly arriving at crash scenes where, in his words, "The cars are bent, crumpled and folded and we expect the worst, but the drivers are standing outside exchanging insurance information because the structure of the vehicle remained intact."

A practical partnership for safer communities

Moore may joke that extrication is essentially "a body shop in reverse," but suggests the fundamental connection between rescue and repair personnel means there's opportunities for both sides to learn from the other. Repair technicians can benefit from understanding how vehicles are modified during extrication when they're working to return those vehicles to safe roadworthiness, while emergency personnel can benefit from collision technicians' intimate knowledge of the vehicles themselves.

"I believe collision repair professionals have a great deal to teach emergency rescue personnel about the vehicles we're likely to encounter," Moore said. "They're the experts, they know these cars, trucks

and SUVs inside and out in a way we never could and can coach and advise us on things that might end up saving a life. But at the same time, if a repair technician has the opportunity to watch how we go about doing our extrication work, they may gain a new understanding of what needs to be done to repair the vehicle."

This creates an opportunity for repair shops to reach out and build practical partnerships with their local fire departments. Moore suggests repair shops who find themselves with crash-damaged late-model vehicles destined for the scrap yard contact their local fire department and offer to host rescue personnel to perform a practice mock extrication on the vehicle. "Virtually any fire department I know of would jump at that opportunity," he says.

Many fire departments — especially in rural or low-income communities — can go multiple years without having the opportunity to let their personnel practice on the kind of late-model vehicles they're most likely to encounter on an emergency call. This makes the offer by a collision shop of a practice session a precious opportunity to build real-world skills that could save lives in the local community.

Most shops who do this also invite their own repair technicians to attend and learn, taking advantage of the opportunity to watch a vehicle get dismantled on their shop floor or parking lot. Moore says when he's led these sessions, repair technicians regularly tell him how interesting and valuable the experience was.

This kind of partnership between repair shop and fire department provides not only practical value, but also builds goodwill in the community at minimal cost. Moore concludes, "The car's still going to the scrapyards, it's just going in a few more pieces than it would have otherwise." ■



DR. JODY HALL is the Vice President of the Automotive Market with the Steel Market Development Institute.
jhall@steel.org



PROPER ROOF PANEL REPAIR

FORD DETAILS THE PROPER PROCEDURES FOR ROOF REMOVAL AND INSTALLATION

FORD MOTOR PARTS // Contributor

As newer, exotic materials become increasingly common in today's vehicles, the use of OEM parts — and strict adherence to documented OEM repair procedures — is now more important than ever.

In the wake of the well-documented John Eagle Collision Center case, Ford Motor Company Senior Damageability Engineer Gerry Bonanni details Ford-approved roof repair methods for its ve-

hicles, using the 2015-2018 F-150 as an example, and beginning with the roof-removal process.

"Today's vehicles are more complicated than ever, with each component specifically designed and constructed to work together in a complex sequence to ensure proper functionality and safety in the event of a collision," said Bonanni. "Any unauthorized changes to any one component can disrupt that carefully-engineered harmony and cause cata-

strophic results."

This specific vehicle repair — Section 501-28: Roof Sheet Metal Repairs, Removal and Installation — is found in the official Ford Workshop Manual, located on Motorcraftservice.com.

"Due to its nature, this is a complex and involved repair. The official Ford procedure, as found in the workshop manual, does a good job of walking repairers through it," said Bonanni. "But, repairers are always reminded to thor-

oughly research the repair as much as they can before they begin any repairs, so they can have their entire repair plan mapped out ahead of time.”

“The fixed glass of the vehicle plays an important role in the overall strength of the roof and in ensuring a robust repair,” continued Bonanni. “Repairers should also adequately protect all glass, exterior finish and interior trim from contamination during the entire repair.”

The procedure also includes a message about heat transference when working with aluminum body panels, noting: *Aluminum body panels are highly receptive to heat transfer. With the extensive use of structural adhesives and non-structural sealers in vehicle construction, the potential of heat transfer could impact adhesives and sealers in non-associated panels during the repair process. Many repair areas that utilize structural adhesives may be separated after fastener removal by using a panel chisel along the joint/flange. Heat not exceeding 425°F may be used to loosen a bonded panel but should only be done when all panels in the joint will be replaced and new adhesive applied.*

The repair procedure begins by detailing the tools, equipment and materials needed for removal, including:

- Scraper (for straight edges)
- Spherical Cutter
- Grinder
- Self-Piercing Rivet (SPR) Remover/Installer
- Belt sander
- Blind rivet gun
- Hot air gun
- Knife
- Air body saw

Removal procedure

The procedure then details the removal of the old, damaged roof panel, noting that repairers must first power down the Supplemental Restraint System (SRS) — referring to Section 501-20B: Supplemental Restraint System, General Proce-

FORD UPDATES COLLISION POSITION STATEMENTS



The rollout of FordCrashParts.com coincides with Ford Motor Company updating and consolidating its roster of official collision position statements, providing more direct, concise language in some cases, and re-emphasizing its strong focus on proper repairs and safety.

For example, its position statement on structural repairs now stresses the potential dangers if repairers veer away from Ford's approved OEM repair procedure, noting:

Ford Motor Company only approves repairs to structural components (including frames, rails, aprons and body panels) that are completed using Ford published repair procedures and Ford Original

Equipment Parts. Failure to follow these instructions will adversely affect structural integrity and crash safety performance, which could result in serious personal injury to vehicle occupants in a crash.

In addition, Ford's positions dealing with “clip” repair procedures and the use of reconditioned/refinished wheels have been strengthened by removing potentially unclear language that may have allowed for misinterpretation.

The complete, updated list of position statements is available at FordCrashParts.com and OEM1STOP.com

For any questions, contact the Ford Crash Parts Hotline at cphelp@fordcrashparts.com.

dures. The following vehicle components can then be removed:

- Headliner (refer to Section 501-05: Interior Trim and Ornamentation)
- Windshield and rear glass (refer to Section 501-11: Glass, Frames and Mechanisms)
- Center high-mount stop lamp (refer to Section 417-01: Exterior Lighting)
- Roof moldings (refer to Section 501-08: Exterior Trim and Ornamentation)
- Side-curtain airbag (refer to Section 501-20B)
- Satellite radio antenna (refer to Sections 415-00A, 00B or 00D depending on configuration)

Following the workshop manual procedure, the original roof ditch sealer is removed, using a hot air gun and scraper. The SPR rivets at the front and rear of the original roof skin are then removed.

The next step directs where to cut the

roof (inboard on the roof ditch), noting it must be done to the outer panel only, using the air body saw and spherical cutter.

The roof bow foam must be cut from the original roof skin, trying to leave as much foam intact as possible on the roof bows. An excellent tool for this is the 3M Molding Removal #08978.

After the roof outer panel and the rear header panel are separated using a knife, the roof outer panel can then be removed from the vehicle, with the help of an assistant.

Using a grinder or air-chisel, carefully remove the remaining portion of the roof panel flange and laser-weld bead. Technicians are strongly advised to use caution to avoid thinning the metal in this area.

“After this step, the vehicle is ready to trial-fit and receive its new roof panel,” said Bonanni.



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



Now, let's cover the roof panel installation process, which includes removing the e-coat, utilizing proper metal-bonding adhesives, installing new SPRs (and other options available to the repairer) and finishing with the roof-ditch sealer.

The repair procedure begins by detailing the tools, equipment and materials needed, including:

- Locking pliers
- Grinder
- Self-piercing rivet (SPR) remover / installer
- Metal bonding adhesive (TA-1, TA-1-B, 3M® 08115, Lord Fusor® 108B)
- Roof ditch sealer (3M® 08307, Lord Fusor® 122EZ)

Bonanni also noted that repairers should adequately protect the exterior finish, interior trim and all glass from contamination during the entire repair.

Installation

Using a hammer and dolly dedicated to aluminum repair, repair any damage from the body-side flange to the roof mating surfaces, referring to Section 501-25: Body Repairs – General Information, Description and Operation.

Sand and clean the roof mating surfaces using the grinder. Then, switching to 80-grit sand paper, remove the e-coat and continue to sand and clean.

With the help of an assistant, install the new roof outer panel, and properly align and index-mark it to the vehicle. Once properly aligned, install the new roof panel to the index marks by applying metal-bonding adhesives (TA-1, TA-1-B, 3M® 08115, Lord Fusor® 108B).

"It is critical that repairers do not lift the new roof panel when aligning to the index marks," cautioned Bonanni. "Instead, repairers should slide the new panel into position. This will reduce the possibility of breaking the adhesive bond."

The procedure then instructs repairers to:

- Check for full adhesive contact, and to add any additional adhesive to the roof bows, if necessary.

FORD IMPLEMENTS OECONNECTION'S MYPRICELINK



Ford announced it is now using OEConnection's patented MyPriceLink technology to deliver real-time dynamic collision parts list pricing based on timing and local market conditions.

Using a variety of data attributes to determine the appropriate collision part list price at a specific moment in time, MyPriceLink does away with the static price tapes of the past and aims to give Ford dealers a competitive advantage.

"MyPriceLink will aid in

protecting our list prices and how they are used in the marketplace, while also providing fast and effective delivery of the dynamic list pricing for the transaction," said Ford Global Collision Business and Strategy Manager Jennifer Boyer. "MyPriceLink is just one tool we are using to help ensure quality repairs, value and availability of original equipment parts for our customers."

MyPriceLink was implemented earlier this quarter.

- Not remove any excess adhesive that squeezes out in the roof-ditch area. Instead, it should be smoothed into the joint to act as additional sealer.
- Clamp the new panel into position using the locking pliers (once properly aligned and bonded).

The panel is now ready to receive new self-piercing rivet fasteners (SPRs), referring to Section 501-25: Body Repairs – General Information, General Procedures.


"SPR fasteners cannot be placed directly over the original SPR location," said Bonanni. "They must be placed adjacent to the original location matching the original quantity. Blind or solid rivets may be used in place of SPRs in the original SPR location, but only after it is widened to 6.5 millimeters."

After installing the SPR fasteners, sand and prime the front- and rear-window opening channels using a Ford-approved epoxy-based primer. After masking off the front- and rear-window channels, apply roof ditch sealer (3M® 08307, Lord Fusor® 122EZ), making sure to carefully follow the manufacturer's instructions.

Refinish the entire repair area using a Ford-approved paint system and standard refinishing techniques; remove the

masking from the front and rear windows. Reinstall the components that were previously removed, including the satellite radio antenna, windshield and rearwindow glass, side-curtain airbags and headliner. Be sure to repower the Supplemental Restraint System.

"Each component in today's vehicles is carefully designed to work together in a complex sequence to ensure proper functionality and safety in the event of a collision," Bonanni concluded. "Any unauthorized change to any one component or disregarding any step in the repair process can lead to catastrophic results."

For more information on this or the repair of any Ford or Lincoln vehicle, contact Gerry Bonanni at (313) 317-9000 or the Ford Crash Parts Hotline at: cphelp@fordcrashparts.com. Additional repair information can be found on Ford-CrashParts.com and OEM1Stop.com. 

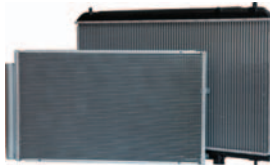
ON TARGET is a digital publication released three times per year by Ford Motor Company that aims to provide Ford and Lincoln dealerships parts departments and independent collision repair shops with the technical information needed to deliver efficient, high-quality repairs to Ford and Lincoln vehicle owners.
FordCrashParts.com

COLLISION PRODUCT GUIDE

TOYOTA GENUINE RADIATORS AND CONDENSERS

Engineered to the strictest quality standards, Toyota Genuine Radiators and Condensers provide the superior performance, reliability and precise fitment you expect from Toyota Genuine Parts. This product line is designed, tested and approved by Toyota, providing you with quality radiators and condensers at highly competitive prices. Always use Toyota Genuine Radiators and Condensers to ensure your repair meets Toyota's standards for fit, function and reliability.

WWW.TOYOTAPARTSANDSERVICE.COM



SCAN TOOL

New for 2018, a next-generation professional full-function, full-coverage scan tool. The new TORQUE includes an exciting new user interface, making TORQUE the easiest-to-use professional scan tool in the industry. The TORQUE features a unique intelligent VIN acquisition and decoding feature, allowing vehicle access in seconds. The TORQUE is based on the new open Android™ 7.1" with Google Play.

WWW.LAUNCHTECHUSA.COM



TRI-PRO SUPER-TACK DISCS

Competitive pricing and excellent quality make TRI-PRO Super-Tack Discs a good choice for your everyday sanding needs. Full resin bonded TRI-PRO Super-Tack discs cut fast and leave a uniform finish. The extra cushion effect of Super-Tack system provides cooler sanding and a better finish. Perfect for clog free, mid-range sanding on all kinds of surfaces. 6" Tri-Pro Discs are available with no holes and 15 holes for vacuum sanding.

WWW.EAGLEABRASIVES.COM



AIR PREPARATION SYSTEM

The Motor Guard High Tech Air Preparation System (MHT-7000) offers four stages of air prep in a single unit and provides for the quickest, cleanest cartridge change in the industry. The MHT-7200

Compressed Air Desiccant Dryer features a unique cartridge that combines an activated carbon inner element to remove oil vapor to <.003 ppm with a high-capacity silica gel desiccant dryer that delivers an incredible -40°F dew point to the spray booth.

WWW.MOTORGUARD.COM



WELDING HELMET

Monster delivers the perfect auto darkening welding helmet with fully adjustable settings, shade 5-9 for grinding and 9-13 for welding applications (part no. MST9801). This nylon helmet only weighs 1.09 lbs. causing less neck strain, less muscle fatigue and can be worn for hours at a time. With a quick light-to-dark transitioning time of 1/10,000 seconds, and an optical rating of 1/1/1/2, Monster wants to make it clear that this helmet is setting the bar in terms of automotive safety gear.

MONSTERAUTOTOOLS.BLOGSPOT.COM/



WELDER

The new Multimatic 220 AC/DC from Miller Electric Mfg. LLC, a leading worldwide manufacturer of Miller® brand arc welding equipment, delivers all-in-one multiprocess capabilities for MIG, flux cored, DC TIG and DC stick welding, plus the addition of AC TIG capabilities. Welders can now tackle more projects and more materials — now offering AC/DC TIG from 24-gauge to 1/4-inch thick aluminum.

WWW.MILLERWELDS.COM



FULLY AUTOMATIC WELDER

The CTR® 9 fully automatic welder comes with a new, revolutionized lightweight transformer gun. With its 355° swivel handle and ergo-grip, it enables perfect working positions for anyone, for any job. The gun is supported by a telescopic arm in a durable and lightweight extruded aluminum that can be easily adjusted both vertically and horizontally. A compact power unit with a low center of gravity gives mobility and stability, a 16,000-amp transformer and CANBUS communication ensure a perfect weld every time.

WWW.CAR-O-LINER.COM



WATERBORNE BASECOAT SYSTEM

The Ultra 9K™ Waterborne Basecoat System is one of the easiest-to-use refinishing systems on the market; 68 toners and a single reducer make up the non-stirring mixing system to provide customers with dependable color and reliable application properties. Designed to drive productivity and efficiency in the shop, Ultra 9K comes with an all-new color retrieval experience (Color Access), a spectrophotometer and global color box — making even the most difficult color match easy.

WWW.SHERWIN-AUTOMOTIVE.COM



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 #
AKZO NOBEL COATINGS INC.....	CV2
AUTEL.....	7
AUTOMOTIVE MGMT INSTITUTE.....	61
AXALTA COATING SYSTEMS.....	11, 47
BLAIR EQUIPMENT CO INC.....	19
BLOWTHERM USA.....	17
CHRYSLER GROUP LLC.....	5
CJ INC.....	10
EQUALIZER INDUSTRIES INC.....	19
INSTA FINISH.....	13, 43
KIA MOTORS AMERICA.....	14, 15
LAUNCH TECH USA INC.....	CV4
LORD CORPORATION.....	21
MERCEDES-BENZ CORP.....	32, 33
MOTOR GUARD CORP.....	61
NORTON/ST GOBAIN.....	AD COVER
PRIMA WELDS.....	39

ADVERTISER	PAGE #
PRO SPOT INTL INC.....	CV3
RBL PRODUCTS INC.....	51
SHERWIN-WILLIAMS AUTOMOTIVE FINISHES.....	26, 27, 35
SPANESI.....	29
TOYOTA MOTOR SALES USA.....	8A-L
TYC GENERA.....	23, 41

PRODUCTS

EAGLE ABRASIVES.....	59
CAR-O-LINER.....	59
LAUNCH TECH USA INC.....	59
MILLER ELECTRIC.....	59
MONSTER.....	59
MOTOR GUARD CORP.....	59
SHERWIN-WILLIAMS AUTOMOTIVE FINISHES.....	59
TOYOTA MOTOR SALES USA.....	59



Body Shop Requirements

FROM PULLING TO PAINTING

High Tech Air Preparation System



MHT-7000 Air Prep System

Six Stages for Air Prep in a Single System

Motor Guard has introduced the most advanced air preparation system for spray booths and critical refinishing operations. The Motor Guard High Tech Air Preparation System (MHT-7000) offers six stages of air prep in a single unit and provides for the quickest, cleanest cartridge change in the industry.

- The MHT-7000 High Tech Air Filtration System
- The MHT-7100 Compressed Air Filter
- The MHT-7200 Compressed Air Desiccant Dryer
- The MHT-7300 Compressed Air Precision Regulator
- Made in the U.S.A.



800.227.2822
motorguard.com



AUTOMOTIVE MANAGEMENT INSTITUTE

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

Creating an exceptional customer experience

Build customers for life by prioritizing effective and consistent communication

Creating an exceptional experience for our customers, which includes internal and external customers, is our goal at all three of our shops. Our internal customers are our teammates and employees; our external customers are the people who need the services we offer. If you do not care about people or want to deliver excellence, you will never consistently deliver an exceptional repair experience. There are three factors we focus on to develop an exceptional experience for our customers.

Customer touchpoints

Identify all your potential customer touchpoints, then create scripts and guides to ensure a consistent, exceptional experience for all customers. The first touchpoint varies. Some of our clients go online to request estimates and appointments, some are referred through insurance direct repair programs and others simply walk in. Once you have identified all touchpoints, create talking points for each situation and most importantly, role play. Creating these scripts is best done with your customer service team; giving everyone on the team input. It is much better to have their involvement in this process. As the customer service team trains through role playing, it will allow them to work through the awkwardness. The more and more we practice making the talking points and scripts our own for each of these touchpoints, the more confident we become.

Communication plan

Always over communicate and exceed expectations. Again, we want to ensure a focus on internal and external customers. No one likes to feel as if they are left in the dark, unclear about the process. It could be from external customers stating, "They are not even working on my car," or from internal customers remarking, "They don't care about the stress I'm under and what is on my plate."

Think about your personal relationships for a moment. When you are not communicating with someone, do you think the best or worst of them? Human nature always assumes the worst.




COMMUNICATION IS A BUILDING BLOCK FOR TRUST. THEREFORE, IT IS CRITICAL TO SET UP A CLEAR AND CONSISTENT COMMUNICATION PLAN FOR EVERY CUSTOMER.

Communication is a building block for trust. Therefore, it is critical to set up a clear and consistent communication plan for every single customer. To communicate effectively, you must learn to be a good listener. Listening is the primary way we build trust, develop relationships and understand the other person's perspective. Every customer brings a different set of concerns with them to the repair process. For example, one customer may use her vehicle for a work truck; therefore, her business is affected during the repair. Another may not use his vehicle for work but is concerned about the paint color match. It is important to ask the customer at the beginning of the process what concerns them most about the repair process and then communicate their concerns with the entire team as well as educate the customer about what to expect throughout the repair process. Inform the customer when they should expect to hear from you and then do what you say. Even more than that, do more than you say. Always aim to exceed their expectations. If you simply do what you say, you are not necessarily creating a customer for life;

however, if you do more than expected, demonstrate sincere concern for the customer and guide them throughout the process, you will gain a customer for life.

The delivery

Make the delivery an event. Showcase the work you completed. This is the moment to solidify the trust that you have built with the customer. Do not take any funds from the customer until you have reviewed the repairs with them, answered all their questions and tested out the functions on the vehicle. Make sure the customer knows that you have nothing to hide, that you are proud of the work and be enthusiastic. That enthusiasm creates positive energy and what a great way to conclude the repair process. 

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

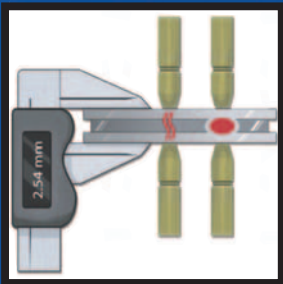


PRO SPOT
QUALITY WELDING SYSTEMS

**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

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**

