

THE VEHICLE OF THE FUTURE

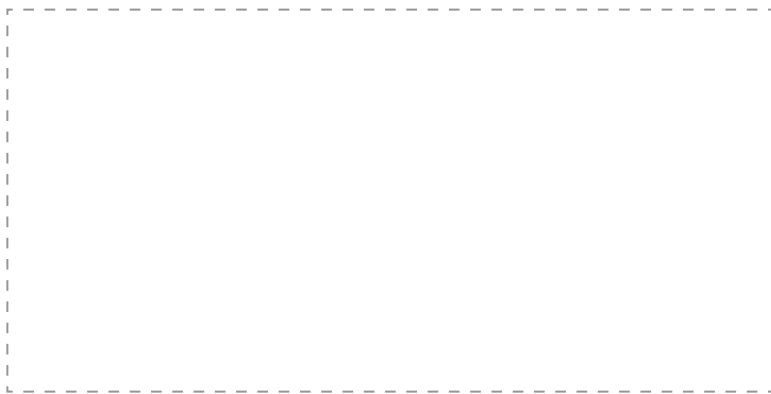
Are technicians prepared for the advanced safety systems that are helping to make autonomous vehicles a reality on the roads?

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Repair vs. replace, labor expenses and other shop metrics should be driven by the numbers

18 HELP DECIPHER INSURANCE POLICIES

Bring in an ally to stop battling insurers — an educated consumer with an understanding of their rights







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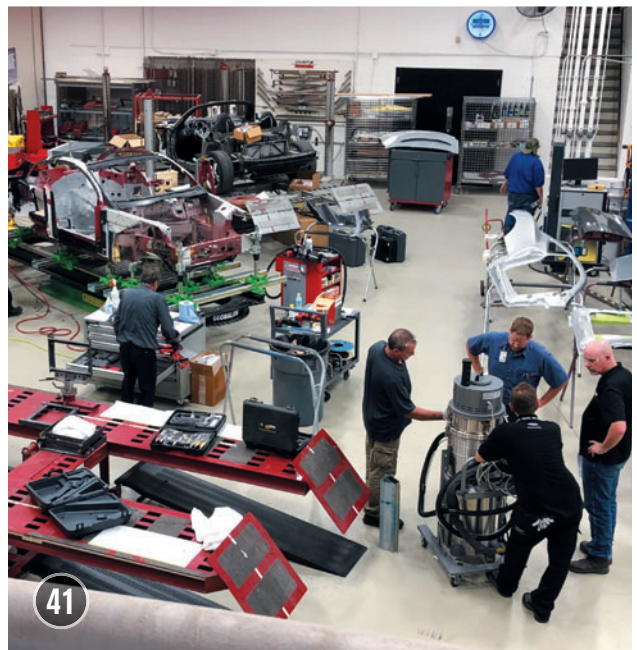
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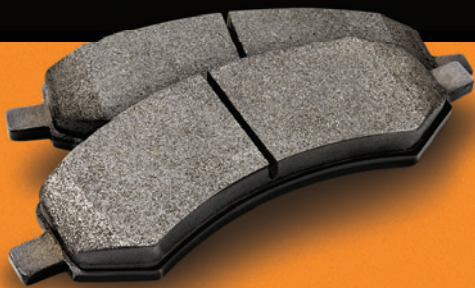
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BRAKE PADS
TO FIT.
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A REPAIR SHOP
OR A NAIL
SALON?



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Read the July 2019 edition of the MSO Supplement, included with this issue, to learn about the importance of proper ADAS repairs, insurer relations and more.



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"Using Paint Booth Technology to Increase Efficiency" is the new strictly informational webinar from Jason Garfoot, senior technical advisor at Global Finishing Solutions, that shows you equipment setup tips, local distributor roles, the financial boost of one more car in the booth, a painter's perspective of booth cycle times and much more.

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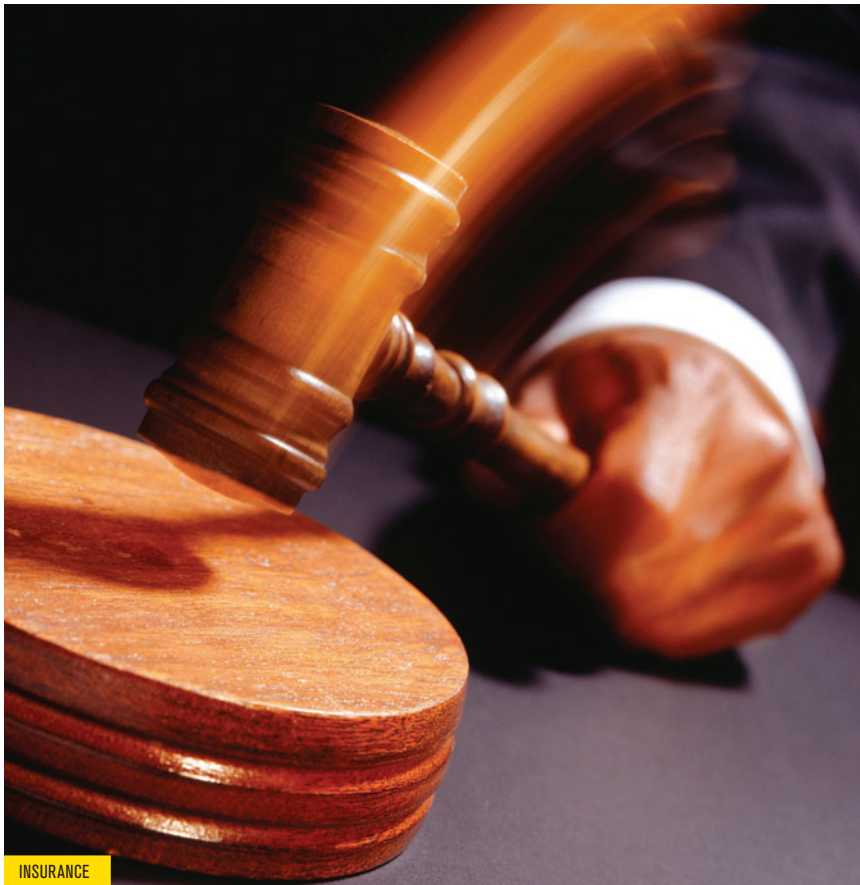


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INSURANCE

STATE INSURANCE COMMISSIONER INDICTED, SUSPENDED

BRIAN ALBRIGHT // Contributing Editor

➔ Georgia insurance commissioner Jim Beck has been indicted on federal charges of wire fraud, money

laundering and mail fraud related to allegedly embezzled funds used to finance his election campaign in 2018. He was suspended in mid-May (of his

>> CONTINUES ON PAGE 8

BREAKING NEWS

SHOP FINANCING

FTC HOLDS SMALL BUSINESS FINANCING FORUM

➔ The Federal Trade Commission (FTC) held a forum that found that due to time restrictions, small businesses may not always choose the best financing tools for their needs.

Instead, small businesses are focused more on ensuring that their business is operating efficiently, rather than spending time to learn the ins and outs of the numerous financing tools available. Experts on the panel addressed other key issues such as access to capital, annual percentage rates and lending.

The Forum was made up of three panel discussions. In the first panel, speakers provided an overview of the small business financing marketplace, specifically discussing the types of financing products available to small business owners, including term loans, lines of credit, cash advances and the benefits those products provide. The second

>> CONTINUES ON PAGE 8

TRENDING

CIECA EXECUTIVE DIRECTOR DEPARTS

Fred Iantorno, CIECA executive director, resigned from his position, effective July 31. Iantorno has held the position since July 2002, and the vacancy will be filled through a search by the board of directors.

ABRN.COM/IANTORNO

BASF, BMW PARTNER ON NEW TRAINING

BASF Canada and BMW have collaborated on a new training course called BMW Frozen Finishes that will teach the process and tools needed to properly repair matte finishes using the Glasurit paint system.

ABRN.COM/FROZEN

PURCHASERS OF SHEET METAL MAY BE AFFECTED BY CLASS ACTION SUIT

A class action lawsuit has been filed against AP Auto Parts Industrial Ltd. for automotive sheet metal product purchases made between 2003-2009 for alleged antitrust violations.

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BUILDING A REPUTATION ONLINE

In this Remarkable Results podcast with Carm Capriotto, Brad Beeston, an account executive with Podium, brings some key insights to your online reputation and some tactics behind managing it.

ABRN.COM/BEESTON

TECHFORCE, CREF AWARD SCHOLARSHIPS

The TechForce Foundation and the Collision Repair Education Foundation awarded three collision repair students with scholarships through the TechForce Foundation FutureTech Success Grant.

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>> CONTINUED FROM PAGE 6

own request) by Georgia Governor Brian Kemp while in light of the charges (which Beck denies).

Beck, a Republican, was elected last year running on an anti-establishment platform. In February 2018, Beck reported that his re-election campaign had raised some \$1 million. As it turns out, the majority of it came from Beck himself and quite a bit may have been obtained illegally.

In a 38-count indictment, federal prosecutors claim that Beck defrauded his former employer, the Georgia Underwriting Association (GUA), and funneled the money into his campaign via two other companies he has an interest in.

The GUA is a state-based marketplace for providing high-risk property insurance. Beck served as a member of the board of directors of the GUA from 2012 until he took office as commissioner.

His GOP primary opponent Jay Florence was backed by the outgoing commissioner and received financial support from the insurance industry.

The fund-raising scam involved shifting money among several different entities where Beck had some financial responsibility and authority to approve invoices. Beck convinced four other associates to create new businesses that were supposed to provide services to GUA. Those entities then produced false invoices that Beck himself approved for payment. Two other

companies that Beck had a controlling financial interest in (Creative Consultants and the Georgia Christian Coalition, both of them heavily involved in Georgia politics) then invoiced those four companies for services. The GUA funds were used to pay the second set of fraudulent invoices.

Beck allegedly used the money to fund his campaign, as well as pad his own retirement, investment and savings accounts, to pay his taxes, and to buy real estate.

"The grand jury seeks to hold Commissioner Beck accountable for taking advantage of his position at the Georgia Underwriting Association. Beck allegedly pocketed a substantial amount of money to which he was not entitled while he was the GUA General Manager for Operations," said U.S. Attorney Byung J. "BJay" Pak. "To be clear, the grand jury has charged Commissioner Beck with crimes that occurred before he was elected to his current public office."

"The FBI investigation found that Beck abused the trust of friends and his employer (GUA), in an elaborate scheme to enrich himself at GUA's expense," said Chris Hacker, Special Agent in Charge of FBI Atlanta. "The indictment is a testament to the fact that the FBI will expend all resources necessary to hold those who seek to enrich themselves through fraud and deceit, accountable for their actions."

Beck is not the only insurance of-

ficial under scrutiny for campaign funding. In Louisiana, insurance commissioner James Donelon is being taken to task in some quarters for accepting campaign donations from insurance executive Greg Lindberg, a North Carolina-based figure who is already under indictment for conspiring to bribe North Carolina insurance commissioner Mike Causey. Causey secretly recorded conversations with Lindberg as part of an FBI investigation.

Louisiana has a checkered history when it comes to elected insurance commissioners. Three of Donelon's recent predecessors in the commissioner's position have served time in prison for crimes committed while in office.

Speaking of North Carolina, state GOP chairman and former congressman Robin Hayes was indicted in April after he also allegedly attempted to bribe commissioner Mike Causey in an effort to ease regulatory pressure on a company owned by a Republican donor.

In Georgia, Governor Brian Kemp signed an executive order in mid-May to suspend Beck after Beck sent a letter indicating he would suspend himself following the indictment.

"It will unfortunately be necessary for me to spend a significant amount of my time defending myself against these false charges," Beck wrote. "Preparing for that trial will be a significant distraction from my public duties."

Beck pleaded not guilty to the charges in May. ❏

>> CONTINUED FROM PAGE 6

panel addressed merchant cash advance and the benefits and issues these products pose to consumers. The third panel had a broader discussion on consumer protection risks in the financing marketplace.

Small businesses are essential to the U.S. economy, and most need

financing for growth and functionality. However, not all small business owners have the means or time to secure traditional loans through banks.

To view the full panel discussions, go to the Federal Trade Commission's Facebook page at [ABRN.com/FTCFacebook](https://www.abrn.com/FTCFacebook).

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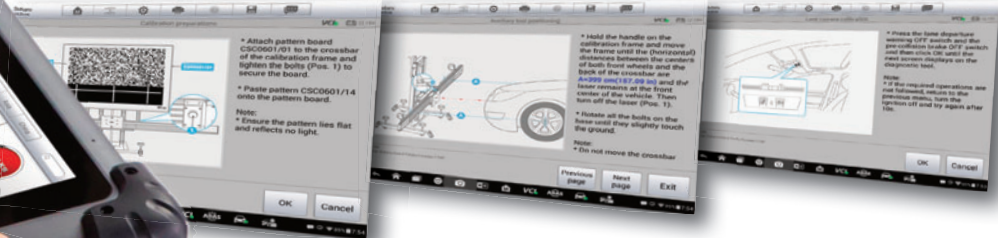
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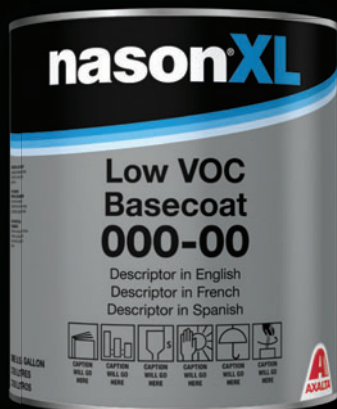
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INDUSTRY NEWS


DRIVING SAFETY

NABC DISTRACTED DRIVING INITIATIVE HOSTS EDUCATION EVENT FOR STUDENTS

The National Auto Body Council recently held a Distracted Driving education program in conjunction with the Collision Repair Education Foundation for more than 400 students at the ACE 2019 (Auto Collision Experience) event at Technical College High School Brandywine Campus in Downingtown, Pa.

Faulkner Collision Center of Lancaster hosted the event, which included presentations on the dangers of distracted driving and a hands-on simulation using the NABC Distracted Driving virtual reality goggles provided through the AT&T It Can Wait campaign.

"It was a great event, and we were able to share the message about eliminating distracted driving with hundreds of kids," said April Lausch of Faulkner Collision Center of Lancaster. "This is such a critical message in keeping drivers of all ages safe on the road. By giving them a hands-on opportunity to experience how quickly an accident can happen due to a distraction, it can hopefully reduce the chance they are involved in a distracted driving incident on the road."

The NABC Distracted Driving Initiative holds education events around the country in conjunction with the AT&T It Can Wait campaign. The campaign includes turnkey event and education materials for audiences of all ages — from high school students to corporate employees to insurance customers to general consumers. The materials include virtual reality goggles, headphones, a ready-to-go Distracted Driving presentation that educates, engages and encourages the audience to make a pledge not to text and drive and a facilitator's guide with instructions and suggestions for an event. 



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Let KPIs decide the best decisions for your shop

Let repair vs. replace, labor expenses, other shop metrics be driven by the numbers

Last month, I introduced you to Cory Donenfeld, who, along with his brother, owns and operates two Northwest Auto Body locations in Idaho, and I shared how he is using key performance indicators (KPIs) to improve their business.

Here are a few other examples:

Cory said one KPI he keeps a close watch on is the shop's total expenses for each dollar of labor sold in a month.

"That's your overhead expenses," Cory explained. "For instance, in one recent report it was 65 cents per dollar of labor sold. That's not too bad — sometimes it's closer to a dollar — but overall I want to see that come down."

Cory is right to want to see that number remain under a dollar. I've seen shops where it costs them a dollar or more for each dollar of labor sold. That means they are surviving only on profits from parts, sublet and materials. For Cory and his brother, the number may be higher than in some other collision repair businesses because of their current costs related to buying the business from their father. So he's smart to be focused less on what the actual number is than on seeing a downward trend in it overall.

KPIs are also helping Cory and his team analyze a number of other aspects of the business.

"Some of my guys thought it was more profitable for us to do repairs as opposed to replacing a part," Cory said, for example. "So one month, when there was a borderline decision, that could go either way, we opted to replace the part. The following month, we did the exact opposite. We checked the KPIs and found that because of our discounts and other aspects, it's more profitable for us to replace parts than to repair them. So if there's a borderline decision, that's the way we go. I feel like we're just started this, that there's so much more we can learn from these numbers."

But one of the other real powerful uses of tracking KPIs



ONE POWERFUL USE OF TRACKING KPIs IS USING THEM AS A MANAGEMENT TOOL. A MONTHLY KPI REPORT HIGHLIGHTS AREAS THAT NEED ATTENTION.

is using them as a management tool. Cory shares his monthly KPI report with his team, highlighting areas that appear to need some attention.

"Some were a little resistant at first, feeling like I was trying to point out their problems or weaknesses, or make a bigger deal out of something that wasn't," Cory said. "I had to explain to them that we were doing this so the whole company can grow. If we don't know what to fix, we're not going to be able to fix it."

It took a little time to get them on board, he said, but now he can send out the report without saying anything about it.

"They now come to me and say, 'I know why this number is off,' or 'why that one was down,'" Cory said. "They are looking into it, and are on top of it without me saying anything. I have some really great employees, who, like me, want to see the company grow. Once I got them on board with the KPIs, they love it."

Cory said tracking KPIs has become a critical piece of reaching their business goals.

"My brother and I want to get to the point of not working *in* the business but working *on* the business," he said. "I feel like the only way we can do that and feel comfortable is to be able to track these numbers. Years from now, when I feel I can let a management team take over, I can just follow these numbers to see if we're making money and where we're losing money so we know what we need to focus on."

In upcoming columns, I'll share how the owner of an even bigger collision repair business built the value of his company by using KPIs to keep an eye on his shop locations without a need to even set foot into each of them. 

STEVE FELTOVICH of SJF Business Consulting, LLC, works with dealers, MSOs and independent collision repair businesses to make improvements and achieve performance goals.
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Inspection organization		
Name: LaunchTechUSA Address: 1820 S Milliken Ave Ontario CA Contact Number: 5624831880 SN: 98876020223 Time and date of inspection: 10/09/2018 11:58:57 Inspection Location: 2495 Aransimo Dr, Corona, CA 92678, USA		
Inspection result		
There are 2 issues for Power system: 1 On-Board Diagnostic (OBD) Systems Readiness Test Incomplete 2 Too Low RPM - Engine Cranking		
There are 2 issues for Safety and Security system: 1 CAN Communication Bus Error - Reception Error 2 FR Wheel Speed Sensor Input Circuit Fault		
There are 7 issues for Vehicle body system: 1 Brake On/Off Switch Circuit Fault 2 Transfer Case (2WD (Two Wheel Drive) Solenoid Circuit Open Or Short To Ground 3 Ignition Run/Accessory Circuit Fault 4 Transmission Transfer Case (4WD (Four Wheel Drive) Solenoid Circuit Fault 5 Ignition Key In Circuit Error 6 CAN Communication Bus Error - Reception Error 7 Ignition Switch Circuit Open		
Inspections are normal for Power system 1.TCM (Transmission Control Module)		
Inspections are normal for Safety and Security system 1.PAM (Parking Aid Module) 2.TBC (Trailer Brake Control Module) 3.PCM (Restraint Control Module) 4.VSM (Vehicle Security Module)		
Professional Report		
GEM (Generic Electronic Module)	Abnormal	⚠
ABS (Anti-Lock Braking System)	Abnormal	⚠
IC (Instrument Cluster)	Abnormal	⚠
PAM (Parking Aid Module)	Normal	✅
PCM (Powertrain Control Module)	Abnormal	⚠
TBC (Trailer Brake Control Module)	Normal	✅
TCM (Transmission Control Module)	Normal	✅
RCM (Restraint Control Module)	Normal	✅
VSM (Vehicle Security Module)	Normal	✅

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WHAT I SAW (AND WHAT I DIDN'T SEE) AT SKILLSUSA



There is a bright future ahead for the industry, especially if shop owners get more involved

JOHN SHOEMAKER // Contributing Editor

Recently I had the privilege of being a judge during the SkillsUSA automotive collision repair competitions in North Carolina and Virginia and was able to watch some highly talented students display what they had learned in primary and secondary career and technical education (CTE).

During the competition, students competed in body repair, welding, re-

finishing and estimating. While some competed in multiple categories, others focused on one category that they had established as their career path. I saw students presenting a variety of skills; some were better than others, but what really caught my eye was their determination. Every student I observed wanted to do their best and were very proud of what they had achieved. One competitor even asked as he was leaving if he

could take with him the fender he had painted. The skills they demonstrated showed me there is a bright future for our industry.

During the competition I saw instructors, parents and curious onlookers watching the students perform the tasks described by the objective. Many would ask questions about how a student was doing, but since it all would be shown on the scoreboard for calculation, I

didn't want to give any spoilers. I also saw a larger number of women than I had seen previously who were competing in each of the different categories, proving there is interest and opportunity for everyone in the collision industry.

Who I didn't see in the audience, nor in the judging pool, were shop owners. Yes, there were a few in attendance, but certainly not enough to represent what is available in those market areas. The shop owners missed out — but so did the students. These students will soon be looking for employment, and SkillsUSA is a great place for them to display their talents in front of employers — if they had been there.

It isn't difficult to become involved with SkillsUSA. The easiest way is to contact the state staff for your area or look up the volunteer opportunities available on their website. If you are short on time, you can always support SkillsUSA through advertising. They have several advertising opportunities to put your business in front of high school teachers and students as well as college/post-secondary teachers and students. All of these students will need employment, and having your business promoted in SkillsUSA publications is a great way for your future technicians to find you.

While I hear a lot of discussion surrounding the need for technicians and support staff, I find it hard to understand why there are only a select few that participate in these events. It is time to face the facts: it is difficult to hire an "A" technician. There isn't another 50 cents or more available in profit to encourage a quality technician to move. That process is no longer viable, and collision repair facilities will need to hire and mold young technicians to develop sustainability. It will take two to five years to develop a technician from the high school level, but the technician will be trained your way and because of your dedication to them, their loyalty will be unmatched.

It isn't hard to be involved. If you can't be involved with SkillsUSA, reach out to your local CTE schools to be a mentor or an advisor. Any effort will make a difference. If you are not sure if there is a CTE school in your area, you can check the National Center for Education Statistics or Community College Directory to locate one. Programs alone will not get us the technicians we need and trained the way we need them; they must have your involvement, too.

The Collision Repair Education Foundation (CREF) is another resource. They are very involved in the development of technicians for the collision repair industry. Their vision is to have "a collision industry with a sufficient number of qualified, properly trained and immediately productive entry-level employees to meet current and future industry needs." This foundation supports schools through grants that provide collision programs with the new tools, equipment and supplies needed to enhance the educational experience, giving students the necessary skills and understanding of new technology. CREF is

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able to accomplish this through contributions from the entire collision industry.

I have used this quote previously, from American author Napoleon Hill, and just as before, it is a perfect fit for this topic: "You must get involved to have an impact. No one is impressed with the won-lost record of the referee." 📧

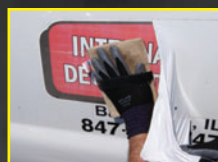
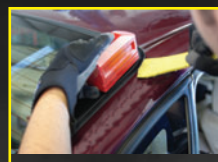


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OEM repair procedure laws need a narrow focus

Ensuring payment for OEM repairs is the first of two steps that need addressing

Earlier this year, I wrote a column suggesting the industry should “be careful what you wish for” (March 2019) in terms of the automaker shop certification programs. That same admonition, about being careful what you wish for, has been coming to mind a lot as I watch various efforts in states around the country to enact legislation related to OEM repair procedures.

Some of these legislative proposals look great to me. As I write this, I don’t know how far it will make it through the legislative process, but a relatively simple proposal in New Hampshire would require insurers to pay all claims based on repairers’ use of OEM repair procedures.

Bills in other states, however, are getting bogged down by opposition because they try to take on other issues, like placing new restrictions on non-OEM parts. That’s a separate issue. It’s hard for someone to argue against the need for insurers to pay for safe repairs that follow OEM procedures, but there are plenty of players in the industry who can and will argue for consumer choice of parts. Don’t invite their opposition by trying to take on that issue — or steering or any of the other host of industry issues — in a bill about getting paid for use of OEM repair procedures.

But aside from that, here’s where the “be careful what you wish for” warning comes in: The bills I’ve seen in some states related to OEM procedures don’t just mandate that insurers pay for those procedures when they are followed. The bills actually require that shops follow those OEM procedures.

I was speaking at an industry gathering earlier this year where a lobbyist was suggesting just such legislation. And at a survey at a Collision Industry Conference (CIC) this spring, while 32 percent of attendees said legislation is needed to prevent insurers from using payment practices to push for repairs that vary from OEM procedures, a whopping 48 percent said they support legislation requiring the use of OEM procedures.

Here’s why that concerns me. I’m all in favor of insurers paying for OEM procedures when that’s what you’re doing. But in all the time my team and I spend in shops throughout North



EVERY SHOP SHOULD BE FOLLOWING OEM REPAIR PROCEDURES ON EVERY JOB. I JUST DON'T THINK OUR INDUSTRY HAS REACHED THAT POINT YET.


America, we rarely if ever have seen a shop following 100 percent of the OEM repair procedures 100 percent of the time.

Has your shop aimed the headlamps on a late-model Ford Fusion, for example? You probably have. But did you first check and adjust the pressure of all four tires? Do you make sure the trunk was empty? Did you have a person weighing 150 pounds in the driver’s seat? Was the vehicle on a level floor, not one (as in most shops) slightly sloped for water run off? Do you, only then, aim both the high and low beam on each side, using the proper distance and exact measurements specified by Ford?

If you didn’t do each and every one of those things, you didn’t follow the OEM procedure for aiming those headlights. And if your state had a law mandating that all repairs be done according to OEM procedures, you would have just broken that law and committed fraud.

Don’t get me wrong; I think every shop should be following those procedures. I just don’t think our industry has reached that point yet. After all, the estimating systems still have a labor allowance for that entire procedure of less than half-an-hour, with no specification of which steps are included or not included. We have work to do before a law should mandate the use of OEM procedures.

That’s why I say be careful what you wish for. Should an insurer be required to pay you for your work in following OEM procedures when you do so? You bet. That’s a good law. At some point should there be a law requiring shops to follow OEM procedures? Probably. They should be doing them.

But I’m realistic enough to know that for now such a law will only get shops in legal trouble. Some might argue that’s a good thing. But I think we should focus on making sure that at least the shops that are actually following the procedures get paid. Then we can take on the massive issue of shops failing to do so. 

MARK OLSON is the founder of Vehicle Collision Experts, LLC (VECO Experts), a consulting firm that takes a holistic approach to working with shops on repair quality and business performance. mark@vecoexperts.com

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Stop battling insurers by bringing in an ally — an educated consumer with an understanding of their policy rights

KEITH MANICH // Contributing Editor

As repairers watch new technology advance in the vehicles they repair, it becomes apparent that others who claim to be “interested parties” in the repair process also need to recognize these same advances. Questioning the need to test for potential problems in these complex systems seems to be a fool’s game given the frequency of DTCs not identified by dash code diagnostics. All vehicle manufacturers have established the baseline from which to begin the repair process within their engineering documentation. Whether or not the documentation indicates the testing is “required or recommended” should be left to the determination of the repair professional, the repairer. These decisions should be free from interference, but they’re not. After all, whose reputation is on the line?

Educate the policyholder

Conversations regarding the “need” to follow manufacturer required procedural steps — well, these should have ended long ago. However, the need for insurers to continue to control costs plagues the repair industry. As this need for their control continues to grow, so does the friction. So, what can we do about this?

Maybe it’s time for repairers to look closely at the insurance policy and learn about what the policyholder is entitled to so that they can leverage that information in discussions with their customer. Understanding the policy entitlements would help you educate the consumer on what they can expect when the repairer is faced with the inevitable “We don’t pay for that” or “Skippy’s down the road doesn’t charge for that.” The repairer needs to take control and help point out when the insurer is, in some cases, not completely representing the steps in the repair processes and help the customer understand that they have the power in the claim process. Denials are something that insurers must take seriously, even partial denials. These should be provided to the customer in writing and should give the specific details: where the exclusion is found in the policy, the page number, the paragraph, and line for which the denial is made.

Why is this so important? An insurer owes for everything that the policy declarations page and accompanying details identify unless specifically excluded. The declaration page includes vehicle coverages and the deductible. The policy contains limits of liability, exclusions and “what we pay for in the event of a loss,” but most folks who buy a policy don’t read the fine print — the details about the who, where, what, when and why of the policy. These

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are the things that the repairer can help the customer look into in order to develop questions concerning claim handling and what they are entitled to.

The vehicle must be fixed correctly. Why there is any reluctance on the part of anyone to pay the repairer the proper amount for the repair is the great unknown. Cheaper doesn't mean correct, cheaper doesn't mean adequate, cheaper certainly doesn't mean better. Cheaper just means saving money for the insurer. It does mean that the repairer is not paid adequately for what is required to fix the vehicle, which leaves the repairer subsidizing billion-dollar companies. Why? Because the repair professional, in most cases, will not leave the vehicle in an "unrepaired state," meaning putting the customer in an unsafe vehicle. This positioning doesn't do anything to get the repairer properly paid for repairing the vehicle correctly unless the customer is charged directly for the items omitted from the insurer's estimate or arm-twisted away from the repairer by the typical "we don't pay for that."

Policy definitions

So, what can the repairer help the customer to understand? Learn about the policy and point out where the customer has areas that they can question. Here are some examples:

Actual Cash Value (ACV) — Actual cash value is a term used by car insurance companies to describe the reasonable amount that an individual's car is worth minus any depreciation. This term is typically used if an accident takes place resulting in a complete loss. Most car insurance companies will gather information about your vehicle and its condition and offer you a settlement. In many cases, it is far less than you would receive if your car were sold on the open market.

Like Kind and Quality — This refers to a condition in property insurance policies that states that the insurer would cover the cost of repairing or replacing a

covered loss with property similar to the original in composition and quality.

Material Composition — "The nature of something's ingredients or constituents; the way in which a whole or mixture is made up" (specific to the original composition and quality).

With these definitions, some thoughts come to mind. If the insurer owes actual cash value, how can they take away part of the actual cash value specifically meant to indemnify the insured for their vehicle for additional fees, i.e. storage or any other charges in the event of a total loss? The policy the insured pays for indicates insurers owe ACV minus preexisting damage and deductible. Not ACV minus additional charges, especially if the insurer causes handling delays. Charges that result from delays caused by the insurer, such as the addition of supplemental damage identified by the repairer because of deficiencies on insurer's original estimate that now make the vehicle an "economic total loss" (as determined by the insurer). Supplements that typically take weeks to resolve and often are a "take it or leave it" position by the insurer.

This is a frequent situation that repairers encounter, and then after the delays take place, the insurers want to "mitigate" the storage bill and not pay for charges incurred during the assessment of the vehicle — delays with which the repairer has nothing to do with. This means keeping the repairer from collecting what is owed to them by insurers for the use of the repairer's space while problems with the claim were resolved and then ultimately "settled" even if the customer doesn't agree. The most infuriating part is the cause. Typically, delays are due to the original insurance estimate being woefully incomplete driven by the need to "save money" for whatever reason, or on purpose (again the "the shop down the street doesn't charge for that"). Insurers really need to spend more time on improving both the estimating and vehicle assessment knowledge and skills of

their staff. Instead, it seems that the time is spent finding, teaching or directing ways to circumvent the OEM repair requirements; if they did, there could be a significant improvement in insurer-created estimates and repair process knowledge and a significant reduction in total repair or total loss cycle time.

Aftermarket parts

Another glaring issue is the use of aftermarket parts on new vehicles. A recent example is a vehicle with 716 miles on the odometer for which the estimate showed an aftermarket part for every part that had an aftermarket option. The interesting fact was that the customer didn't have an insurance policy specifying aftermarket part use. So, this was a conscious decision by the adjuster and insurer to use these on their customer's car. In cases like this, it is important to share information about these parts with your customer. Why is this being done? Because of all the price matching that is being done by the OEMs. The list price is the list price. The repairer shouldn't have to reduce their parts margins because of a parts game played by the insurers. Another fact, in this case, was the lack of use of certified aftermarket parts was a limited consideration. Aftermarket part certification is another topic for another day.

About the aftermarket parts: the math doesn't support the fact that these are "like kind and quality." There is a significant difference between original OEM engineering math used to construct the tooling for OEM parts and reformulated "average" math taken from measuring multiple parts used in the aftermarket tooling construction. The counterfeit parts can be close but will never be the "same." Added to this is the fact that the material composition of the metal or plastic typically isn't identical to the OEM formulation. This in and of itself should be a determining factor for not using them, but it isn't. The fit and overall inferior quality to the OEM should be. Putting one's self in the position of the



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consumer, this vehicle could potentially be financed for 5 or more years. The customer is then paying for parts that likely won't last or perform properly through the life of the financing. How is that making the customer "whole" again? In the case of a lease, there could also be issues when the vehicle is turned in at the end of the lease. If during the inspection of the vehicle aftermarket parts are identified, there can be additional issues for the customer. Again, the policy language comes into play. Since the leased vehicle is considered an "owned vehicle" by the policy, where is the customer left with the differences that the dealer identifies?

What if?

As the industry becomes more OEM certification centric, what will happen when the customer brings their vehicle

into that OEM affiliated "certified" location? Will the staff follow the OEM processes, or will they "wing it" because of insurance company programs or influence? When it comes to parts and many other processes, the OEMs have explicit positions and position statements on the use of non-OEM and used parts. How will that be handled with the customer? This is where the "what if" becomes a real concern. The customer chooses an OEM-affiliated shop to ensure that their vehicle is repaired as specified by the OEM. The repairer is "required" to follow the OEM repair processes to the letter.

But then there is intervention by a third party who says that the vehicle doesn't have to be repaired "that way." They push the issues relative to when they will pay for a scan and what they will pay for. For the repairer, the choice

may become to fix the vehicle correctly, which is the logical choice, but who is responsible for the price differences? Fixing it incorrectly to satisfy the insurer pricing, which is foolish, opens the store up to liability and doesn't make the customer "whole." Fixing it correctly and providing the insurance company significant discounts causes the store to lose money on every job.

Two of the three options benefit the insurer, and only one benefits the repairer. But the repairer option protects the customer. What would happen if the "what if" was changed to "educate the consumer" by providing detail regarding what the repair procedures are, and when the repairer is being directed to do something which may not provide an adequate or OEM identified repair? Additionally, what are the customer's rights in the event of a loss, and what are the insurer's duties in the event of a loss?

The repairer needs to be protected for the cost of the repair as well. Having the customer sign a document that indicates the customer will be responsible for any repairs not covered by the insurer is a good start. Using similar wording to that used in the medical field, like "there may be tests, procedures or other charges that may not be covered by your insurer. In the event these are not covered, the "patient" [customer] will be responsible for the charges." This should be an important signature section of the repair authorization. Of course, the repairer will do their best to get the items paid for, but the repairer can only subsidize the insurer so far.

It's time to change the paradigm. It's time to get the ball rolling in the repairer's direction when it comes to being compensated properly for what we do. "What if" the repairer finally got paid for everything they do? 📧



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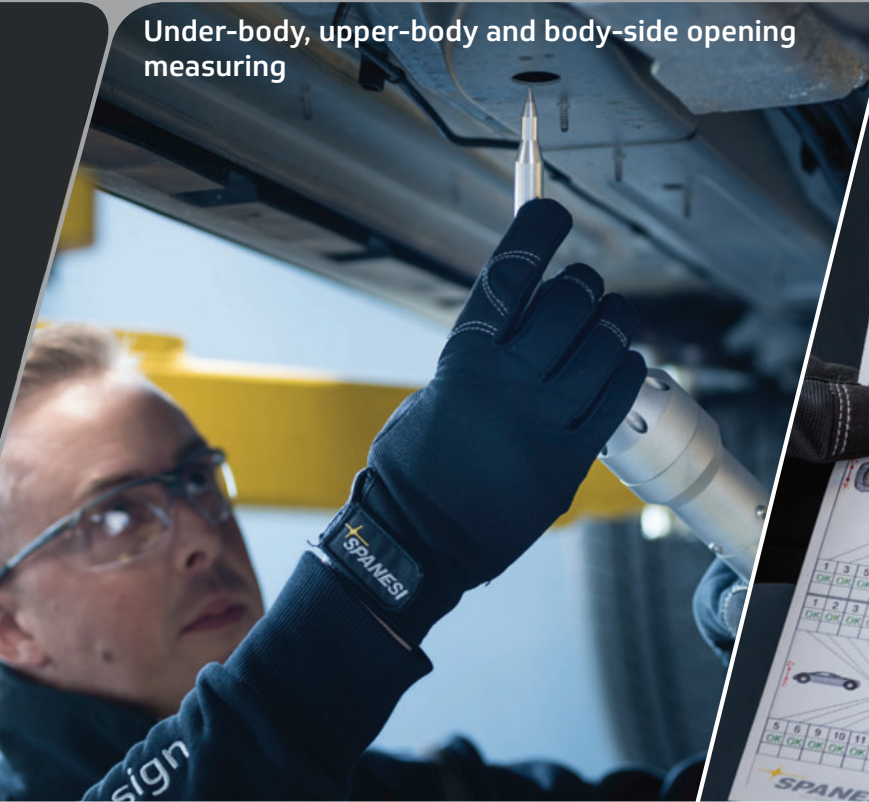
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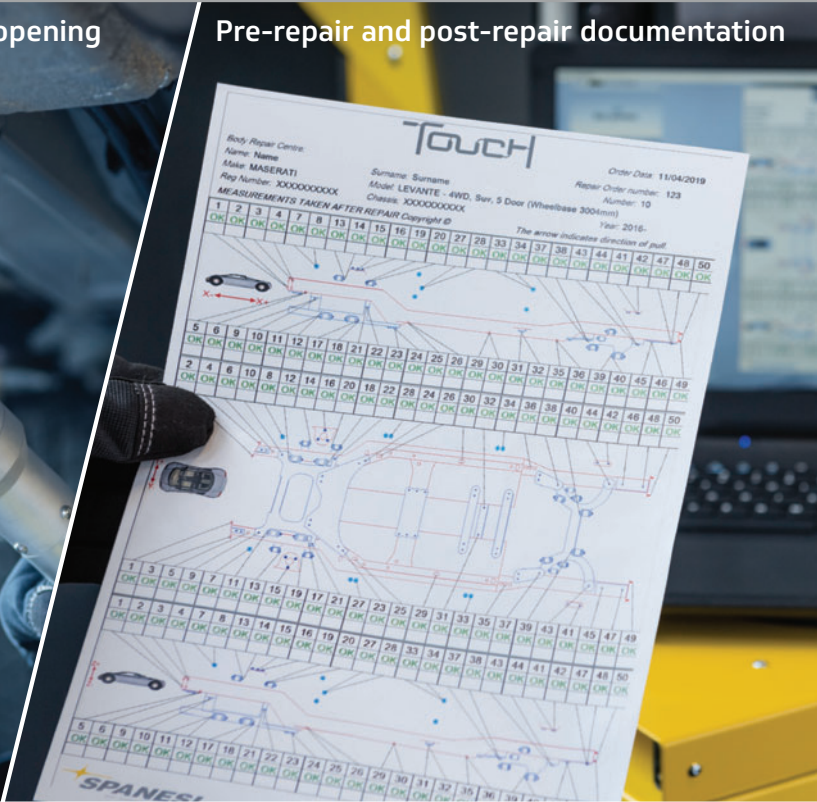
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New bill includes vehicle safety, technology language

Transportation legislation includes more autonomous safety system oversight

The U.S. House of Representatives is set to consider the Fiscal Year 2020 Transportation Appropriations legislation on the House floor soon. The bill provides \$86.6 billion for investments in infrastructure and other U.S. Department of Transportation administrative and project expenditures. Important for independent automotive repairers are House Appropriations Committee initiatives that were also included in the legislation.

House and Senate Appropriations Committees are trying to get their bills approved prior to the end of the fiscal year, Sept. 30, 2019. The Transportation bill will be bundled with four other appropriations packages. This “minibus” is an effort to avoid the gridlock in the appropriations process in recent congressional sessions.

Some of the key initiatives included, relative to automotive repairers, are the creation of a new Center for Excellence at the U.S. Department of Transportation (DOT) that focuses on Highly Automated Systems Safety, a provision directing the National Highway Traffic Safety Administration to provide more regulatory oversight of the development of autonomous vehicles and instructions for NHTSA to re-focus its efforts on new structural materials for vehicle manufacturing.

Highly Automated Systems Safety Center of Excellence (COE) — Advanced technologies are rapidly transforming the national transportation system, and are already critical components in airplanes, trains and motor vehicles. In recent years, multiple fatal accidents have underscored the importance of validating the safety of new technologies. As automated technologies become more widespread, the Committee believes the safety of the traveling public jointly depends on technology developers, owners and operators, and appropriate Federal regulations and effective oversight. To ensure automated technologies are safe and work as intended, the Department needs a workforce that can review and analyze complex transportation-based systems. The Highly



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Automated Systems Safety COE would serve as a dedicated workforce at the Department with the necessary skills and expertise to audit, inspect and certify the safety of highly automated systems across all modes of transportation.

Autonomous vehicles — Autonomous vehicles (AVs) have the potential to transform transportation networks by reducing the number of lives lost on our roads and by improving mobility options. Research into the safety and operations of these new technologies is a key part of NHTSA’s mission. To that end, the Committee provides not less than \$18.5 million for NHTSA to continue research on AVs, automated driving systems, advanced driver assistance systems (ADAS) and vehicle electronics and cybersecurity. The Committee anticipates that NHTSA will include analysis of both vehicles without drivers and without passengers in its analysis. The Committee supports performance-based minimum standards for AVs and directs NHTSA to collaborate with the Office of the Secretary to ensure that AVs are safe for occupants, other drivers, pedestrians and cyclists.

Crashworthiness research —The Committee recognizes the importance that lightweight plastics and polymer composites play to improve automotive safety, meet consumer demand for innovative vehicles, increase fuel efficiency and support new U.S. highly skilled manufacturing jobs. NHTSA is encouraged to focus on updating the countermeasures in its frontal, side, rollover, front seatbacks and lower interior impacts for children and small adults as well as pedestrian crashworthiness projects, with an emphasis on vehicle lightweighting in both traditional and autonomous vehicle structural designs.

To view more of Congress’ efforts in the automotive space, please go to ASA’s legislative website, www.TakingtheHill.com.

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

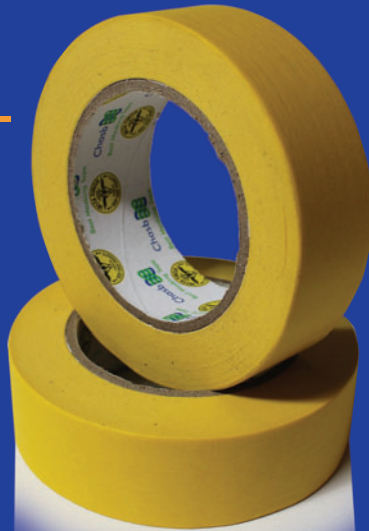


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EMBRACE THE FUTURE

The auto repair industry is poised for significant changes in the coming years

DAVID ROGERS // Contributing Editor

It's uncomfortable, it's frustrating, sometimes it's even something to fear...and in the automotive industry, it's unavoidable.

Independent shop ownership and management are no strangers to change. Technological innovations and societal trends disrupt our industry every few years, forcing us to train in new ways, buy new tools and adopt new ideas. But we can already see the next round of changes coming to our industry, and it's now more important than ever to be prepared, and to be ready to embrace new ways of running your business!

First and foremost, the national shortage of technicians is a major problem and one we'll be dealing with for quite some time. Our society as a whole has devalued skilled trades, meaning that for years now, young people have been hearing at home and at school how they should be avoiding careers like automotive technician.

Kids simply aren't aware of the opportunities that skilled trade training can offer them. As a result, the average age of a mechanic in the United States has gotten older and older — currently somewhere in the mid-40s.

While this is a large-scale problem that is beyond your shop's immediate control, you can still take steps to ensure the impact of a labor shortage isn't felt as harshly as it could be — starting with taking a good hard look at the systems you use in your daily operation.

One problem a lot of shops seem to inflict upon themselves is putting up too many barriers for techs to be efficient.

Here's a common example: the tech has to use programs that don't talk to one other. So when he wants to use a labor guide, he has to copy the VIN from his point of sale, paste it into a labor guide, use endless dropdown menus to find the labor time...and then repeat the process when he searches for a second

labor guide to compare.

And that all assumes he didn't get logged out by another tech doing their own labor guide lookup.

The amount of time techs have to spend logging into websites and typing the same search terms is staggering, not to mention inefficient and unproductive.

And what if that young technician overcomes these inefficiencies, comes to love their career, and eventually wants to set out and own a shop of their own? They get to look forward to the same — only now it's not just one facet of their job that's inefficient, it's all of them. Their marketing program doesn't communicate with the point of sale. Their labor guides don't talk to the repair order estimates. Their inspections don't work closely with the parts ordering. Each component of their job, in every phase of the repair, is managed by a different software, part of a different subscription, and each is draining hours out of their day, out of their employees' days,

and out of their customers' days. Hours AND money.

It's really no wonder that we're facing a national technician shortage when that's what we have to put up with just to do a job we love!

Or used to, anyway.

Some products are finally emerging onto the scene that give shops techs, service writers and owners alike the ability to do all parts of their job from a single program. For the first time, each critical component of the shop is able to talk to one other, so the entire shop can stop with the endless re-typing, re-logging in, re-searching, re-copying and re-pasting just to do their job.

Maximizing efficiency and time management are two big keys to overcoming the labor shortage in our industry, and a system like I've described is critical for accomplishing this.

In keeping with the theme of using technology to improve your shop's day-to-day productivity, the impact that Artificial Intelligence (AI) is poised to have on our industry — and society in general — cannot be overstated.

In several ways, AI is the answer to many issues we face as independent shop owners. We can better diagnose vehicles, advertise and market much more effectively and save a tremendous amount of time in every bay and at every desk when we employ the proper AI-infused algorithms to work with our skilled teams.

AI can also eliminate human error — a major profit-drainer for shop owners — by making both diagnosis and repair operations more precise. Machine learning will furthermore help your staff accomplish many of the more mundane-yet-critical tasks they need to get done — profit management for example — which will, again, afford them more time to focus on bringing money into the shop.

Technological innovation is also contributing to new-and-exciting vehicle designs that might seem daunting or

frightening but, in my opinion, are nothing to fear at all! Cars today are built with composite materials that would seem futuristic to technicians not that long ago. There's also a lot of buzz about self-driving cars coming down the pipeline — and make no mistake, this technology will be available to consumers at some point in the 2020s.

Our industry has benefited from increasingly complex onboard computer systems, making it tougher for drivers to perform basic repairs on their own. And in my opinion, we'll continue to see car owners seek out the pros for their repair needs moving forward. You'll obviously need to keep the latest and greatest tools on hand, but that's nothing new for our industry.

To me, the trend of more sophisticated engines and computerized vehicles is also a fantastic opportunity to attract a different breed of future technicians, managers and advisors — individuals who are technically gifted and interested in the many forms of technology that are emerging in our industry and so many others.

A community college in Michigan is already offering a course in self-driving car repair that is attracting science-minded individuals who might not have otherwise considered a career in vehicle maintenance. These new individuals will see auto repair in a different way than previous generations, which will potentially make up for the current trend of young people being reluctant to fix cars for a living. That being said, however, the next wave of auto repair professionals will force many shop owners to make a philosophical adjustment. If we're slow to embrace the tools, the training, the management and the systems that make our shops efficient and competitive, we'll never attract the kind of technician we are going to need in order to survive! We need to update our systems and streamline our day-to-day operations.

This effort includes utilizing the same technologies that are being incorporated

in the mechanical aspects of our vehicles and shops to help us improve the human side as well. You simply cannot replace human contact with bots — that's been proven over and over again in retail businesses. But you can use machine learning and AI to improve your technical processes and create better efficiencies so that your human staff can gain a deeper understanding of the vehicles, the processes and even the customers they're dealing with.

Perhaps more importantly, as computers begin to take on more of the mundane tasks and make us more efficient, it gives us the adequate time we need to apply to creating a deeper, more mutually beneficial relationship with our clients, customers and even our staff.

The most important thing to keep in mind as we head towards a new era of auto repair is to step outside of your comfort zone. Just because something is "the way it has always been" doesn't mean it's the right way of doing things. And could very well be a reason your shop is having trouble recruiting the right staff members and attracting quality customers.

Auto repair is an exciting industry, and the new technologies I've mentioned are poised to be a huge draw in helping a new crop of technicians want to be a part of what we're doing.

More often than not, change is a good thing, and technological innovation can prove to be a great thing for our industry. Just like anything else though, you need to have the right tools, the right procedures and the right attitude to get the job done! 🚗



DAVID ROGERS is chief operating officer of Keller Bros. Inc., president of Auto Profit Masters and president of Shop 4D, the industry's first Artificial Intelligence (AI)

-enabled, self-learning system for proactively managing repairs, customers, marketing, profits and employees. Reach David via email at contact@shop4d.com, toll-free at 1-866-826-7911, or online at <https://shop4d.com/>.



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How one shop owner turned challenges into a business idea

MYSHOP TRAFFIC AIMS TO HELP ALL OWNERS BE ORGANIZED, EFFICIENT AND PROFITABLE

ABRN WIRE REPORTS


It was the early 2000s and Gene Cortes' shop in Nanuet, NY, was doing pretty well. He had been open since 1992, had turned a profit and work was coming in the door regularly. Gene was tracking everything — workflow, cycle time, parts, supplies, expenses, payroll — on paper, but it was time-consuming, not reliable and certainly not sustainable for growth.

He knew there had to be a better way. He eventually upgraded to a Palm Pilot (who remembers those?) and migrated to a digital tracking system of his own. Still, he believed it could be better. But Gene was a car guy and a business man, not a software guru. It was then that he enlisted the help of a programmer. He explained the problems he wanted to solve and what he wanted to track, and it was there, in his shop, that MyShop Traffic was created.

“The idea for MyShop Traffic was originally only for my own use. I knew that I was losing money by not tracking things in an accurate or reliable system,” said Gene Cortes, Founder & CEO of MyShop Traffic. “Everything in this program was developed out of personal challenges and problems I needed to solve in my business. And in talking with many other shop owners and industry people throughout the years, I learned that they all have the same frustrations too, so we decided to bring MyShop Traffic to market to help all body shops become more profitable. Our mission is to empower body shop owners with the ability to run their business in an organized, efficient and profitable manner, from any location in the world.”

MyShop Traffic is an easy-to-use, secure management software that is designed to increase a body shop's productivity and profitability. The software optimizes a shop's business by tracking

cycle time, cutting back on wasted inventory, increasing productivity and allowing shop owners to lead and manage their staff from any location in the world. Run from the palm of your hand via a smartphone, laptop or tablet, the software is secure, smart and mobile. MyShop Traffic optimizes workflow, logistics, output and profit, ensuring that every body shop is operating at its fullest and most streamlined potential. All of this yields fewer errors, less delays, decreased costs and increased revenues. MyShop Traffic was created by a body shop for a body shop. The company understands the intricacies of the collision repair business and has built features into the platform that help shops tackle their day-to-day operations with ease, efficiency and more profit in the bottom line.

To see if MyShop Traffic is right for your shop, contact info@myshoptraffic.com to book your live demo. Or visit myshoptraffic.com for more information. 

Registration open for ASA's Technology & Telematics Forum

ABRN WIRE REPORTS

The Automotive Service Association is partnering with the Alliance of Automobile Manufacturers to host the 5th Annual Technology and Telematics Forum in Troy, Mich. The forum will take place September 12, 2019, where attendees

will have the chance to listen and interact with industry experts on new vehicle technologies.

Registration for the event is now open at <http://bit.ly/ASATTFpage>. Leading the forum will be automotive manufacturers, researchers, innovators, and technology developers to

discuss next level issues facing mechanical and collision repairers and shop owners. Vehicle technology is becoming increasingly sophisticated, and it is critical that independent repairers are aware of the latest technological advances in the industry and

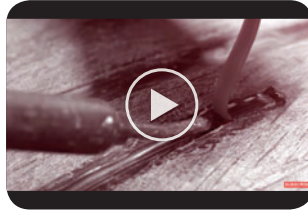
>> CONTINUES ON PAGE 32

WATCH + LEARN



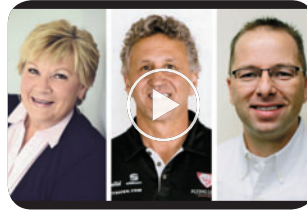
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2014 Ford Mustang front bumper repair

ABRN.COM/MustangBumper



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ABRN.COM/Daughter



Destructive weld testing

ABRN.COM/Destructive

MECHANICAL MOMENT

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

ISUZU NPR-HD BLOWS 80-AMP FUSE

VEHICLE: 2002 Isuzu NPR-HD, L4-4.8L DSL Turbo (4HE1)

MILEAGE: 226,005

DETAILS: The technician found that the 80-amp FL-1 fuse was blown. He installed a new fuse, which blew immediately, even with the key in the Off position.

Based on the wiring diagram, the Tech-Assist consultant suggested unplugging the alternator because it was one of the main components connected to the GL-1 fuse circuit. Other circuits had their own smaller fuses, which should have failed if there was a problem in their circuits.

CONFIRMED REPAIR: The technician unplugged the alternator and the fuse was OK. The alternator was replaced and the vehicle was fixed.

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

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.

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TRAINING EVENTS

JULY 23

**Society of Collision Repair Specialists
Directors Open Meeting
Indianapolis Hilton Hotel
Indianapolis, Indiana**

JULY 24-25

**Collision Industry Conference
Indianapolis Hilton Hotel
Indianapolis, Indiana**

JULY 25

**Automotive Service Association
MSO Symposium
Indianapolis Hilton Hotel
Indianapolis, Indiana**

SEPTEMBER 5-7

**Mobile Tech Expo
South Point Hotel & Casino
Las Vegas, Nevada**

NOVEMBER 4-8

**Society of Collision Repair Specialists
Repairer Driven Education
Renaissance Las Vegas Hotel
Las Vegas, Nevada**

NOVEMBER 5

**Collision Industry Conference
Renaissance Las Vegas Hotel
Las Vegas, Nevada**

NOVEMBER 5-8

**SEMA 2019
Las Vegas Convention Center
Las Vegas, Nevada**

>> CONTINUES FROM PAGE 30

how these innovations will impact shops owners.

The Forum will address these questions by industry leaders, innovators and technology developers:

- What is at stake for repairers with these new technologies?
- What are current data access and cybersecurity solutions?
- How can I apply this info to my shop today?


The forum will include five panels from 1-5 p.m. Following the last panel discussion, there will be a time for attendees to interact, get connected and discuss key takeaways.

The early bird registration deadline is July 19. Members pay \$79 for registration and nonmembers pay \$99. After the deadline, the price increases to \$99 for members and \$129 for nonmembers.

Registration is also open for the 8th installment of the MSO Symposium, which will take place on the Monday before the SEMA/AAPEX show, Nov. 4, in Las Vegas. Similar to years past, the event's agenda, timing, and content is driven and directed by industry leading members who voluntarily participate on the program's advisory board.

"The MSO Symposium continues to bring together the multi-shop owners and operators, dealers, franchisees, and repair networks from all across North America. The exclusive event has evolved into the largest conference in the world, where only collision industry repairers, insurers, and OEMs can gather exclusively," stated ASA Immediate Past Chairman, Roy Schnepfer.

If interested in registering for the 2019 event, please be advised that attendance is limited, and you must qualify to attend. Qualification standards are met by insurers, OEMs, multi-shops operators, and single location repair facilities with revenue exceeding \$3 million in annual sales. More information can be found at: msosymposium.com.

ASA advances professionalism and excellence in the automotive repair industry through education, representation and member services. To take advantage of the many benefits of membership in ASA, please visit ASAshop.org or call (817) 514-2901. Access our new mobile app by downloading on iPhone and Android devices. 



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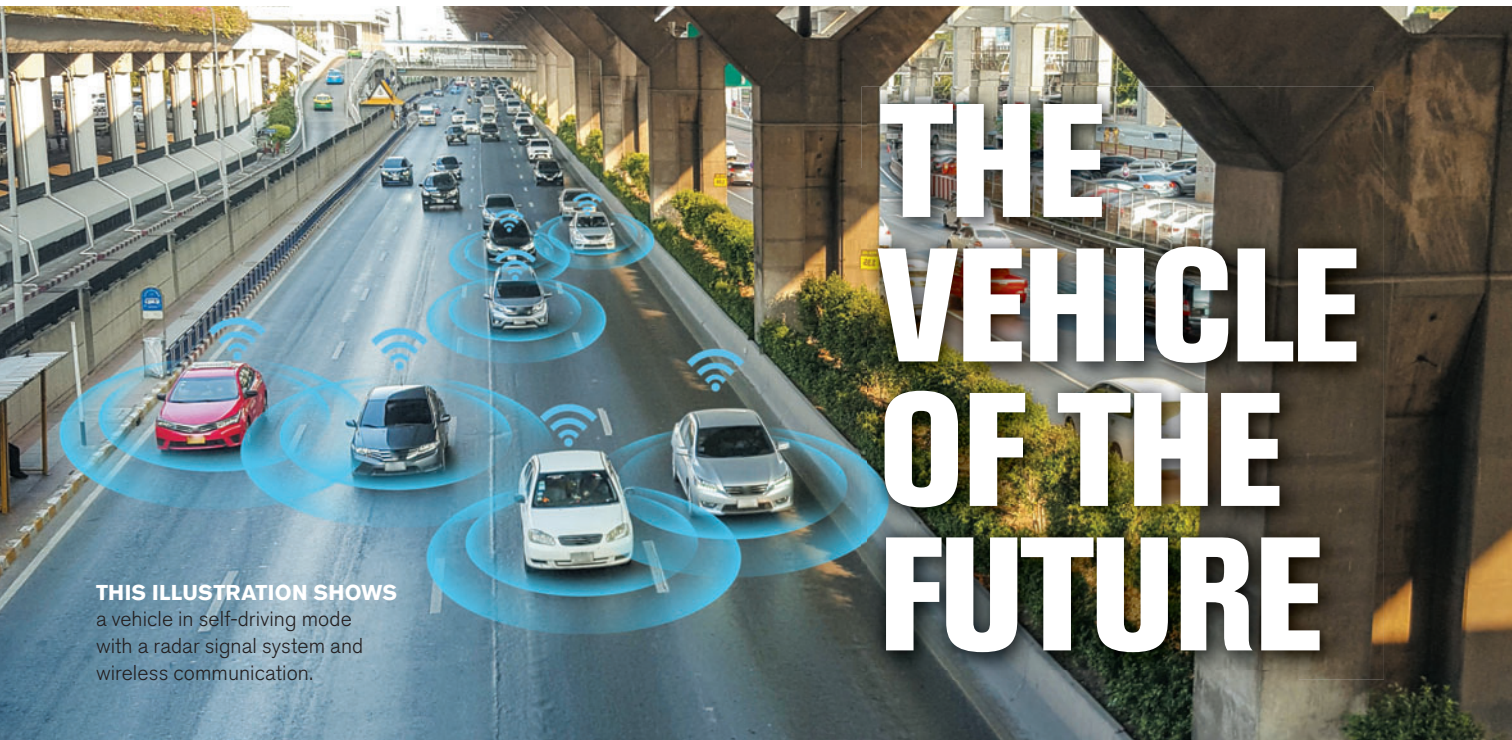
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- Similar to OE specifications, down to the connectors, for plug-and-play installation
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THIS ILLUSTRATION SHOWS a vehicle in self-driving mode with a radar signal system and wireless communication.

THE VEHICLE OF THE FUTURE

AUTONOMOUS VEHICLES MAY ONLY SEEM FUTURISTIC, BUT ADVANCED SAFETY SYSTEMS ARE BRINGING THEM CLOSER TO REALITY. ARE TECHNICIANS PREPARED?

DOUGLAS CRAIG AND LISA LOFTON // Contributing Editors

***Editor's Note:** This is the second part in a two-part series on autonomous vehicles (AVs) in the collision repair industry. See Part One in the ABRN June 2019 issue — or visit ABRN.com/AVpart1 — to learn more about the training technicians must seek to align themselves with automakers as vehicle technology continues to develop.*

Advanced Driver-Assistance Systems (ADAS) are — to a great degree — what allows autonomous vehicles (AVs) to exist. It “knows” what is going on around it as best as it can. When designed with a safe Human-Machine Interface, these systems should increase vehicle safety and overall road safety.

Although it may seem like AVs are a long way off, they are already here, but in

just a different way from how people typically think of them. Fully autonomous vehicles, a.k.a. driverless vehicles or self-driving cars, are yet to come, but modern vehicles already average more than 100 Electronic Control Units (ECUs) and ADAS systems further augment them.

There are many legal questions concerning AVs, especially ones that will be fully autonomous (referred to as Level 5) and what it means to other vehicles that aren't able to be seen electronically. With vehicle technology continuously changing, these questions and concerns that go with them are legitimate — particularly with advanced vehicle safety systems.

What's the deal with ADAS?

There has been much discussion tied to ADAS because of the numerous sen-

sors currently on vehicles and increasing every year. What were once simple beeping systems morphed into a vehicle being able to detect if it was going to back into another car in a parking lot.

These sensors are levels of AV technology. When they are damaged, they are a critical part of the repair process. Not only must they be repaired or replaced, but they must also be recalibrated and reset.

Some of the ADAS technologies aren't new — adaptive cruise control was on the front of Mercedes in 2002 and on Chrysler in 2004. Many advanced safety systems, such as blind spot detection, lane departure warnings and parking assistance, now often come as standard equipment on vehicles, even base models. (The Ford Focus, often considered an

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AUTONOMOUS VEHICLES AND STATE LEGISLATION

Nevada became the first state in 2011 to enact legislation to specifically allow autonomous vehicle (AV) research and testing on public roads with both limited and full self-driving capabilities.

State and federal legislators have started developing regulatory frameworks to govern how highly automated vehicles will function on public roads. Now, one state has expanded to 34 states and the District of Columbia (Washington, D.C.) that have enacted legislation or taken executive action addressing automation, according to a May 2019 report from the Insurance Institute for Highway Safety (IIHS) Highway Loss Data Institute (HLDI).

- The following 10 states have laws to authorize a study, define key terms or authorized funding: Alabama, Delaware, Idaho, Louisiana, Minnesota, New Jersey, New Mexico, Oregon, Vermont and Wisconsin
- These 10 states have authorized

testing of AVs: Arkansas, Connecticut, Hawaii, Illinois, Maine, Massachusetts, New York, Ohio, Virginia and Washington

- Washington, D.C., and 14 states, including Arizona, California, Colorado, Florida, Georgia, Nebraska, North Carolina, North Dakota (effective as of Aug. 1, 2019), Tennessee, Texas and Utah have authorized full deployment of AVs.
- There are now 16 states which allow testing or deployment without a human operator in the vehicle — although there is the caveat that this is limited to certain defined conditions.
- These 11 states now do not always require an operator to be licensed: Colorado, Georgia, Massachusetts, Nebraska, Nevada, North Carolina, North Dakota, Pennsylvania, Tennessee, Texas and Washington. Prior to this, laws that allowed AVs to be operated initially required that a human operator was present and

able to take over the AV in case of an emergency.

- Vehicle automation is being implemented in large trucks, and so far, these 22 states have regulated platooning: Alabama, Arkansas, California, Florida, Georgia, Indiana, Kentucky, Louisiana, Michigan, Mississippi, Nevada, North Carolina, North Dakota, Oklahoma, Oregon, Pennsylvania, South Carolina, South Dakota, Tennessee, Texas, Utah and Wisconsin.

This permits groups of individual trucks or buses to travel together with set distance between them at coordinated speeds.

For more on the type of driving automation on public roads state laws/provisions permit, whether an operator must be licensed or even in the vehicle, and if liability insurance is required, as well as an interactive map, go to <https://bit.ly/2DKV1Ox>

Source: Insurance Institute for Highway Safety (IIHS) Highway Loss Data Institute (HLDI)

entry-level vehicle in the Ford line, now has parking assistance.)

Despite that, the collision repair industry is just beginning to truly grasp everything involved with working on these systems. Although the topic of pre-repair and post-repair scans seems to be constantly discussed, it is worth reiterating because it is so important. A vehicle scan must be done prior to any repairs to get the whole picture of diagnostic codes — and the results will depend on the complexity of the network.

A post-repair scan is also important to make sure that not only pre-repair issues were addressed but to see whether any other codes were created during the repair process. Essentially, the post-repair check is looking to see if existing codes have

cleared and whether additional codes were created during the repair process.

Technicians need to consider the initial estimate with the understanding that they may cause additional codes during the repair. It doesn't mean they necessarily did anything wrong; it just means a code was caused during the repair process. However, it does require that the car is made "whole" again and that it's safe.

For example, disconnecting the battery during repair may trigger a system code or removing the driver's door of a car may trigger various codes. A repair that seems as simple as replacing a door mirror from a failed power mirror actually may be quite complex. There may be a sensor inside of the door mirror that needs to be recalibrated as well as

the system to which it's connected. All of these sensors and parts of ADAS systems need to be checked. This step is not always done in the repair process.

Why? There are a variety of reasons. Recalibration could have been passed over or ignored because shop technicians may not have been trained well enough. It could also be because an insurance company won't cover the cost for the necessary recalibration.

Although this topic may seem to be "beat into the ground," there is a great deal of complexity with so many systems that tie back to ADAS, and all of them become enablers for various levels in vehicle autonomy.

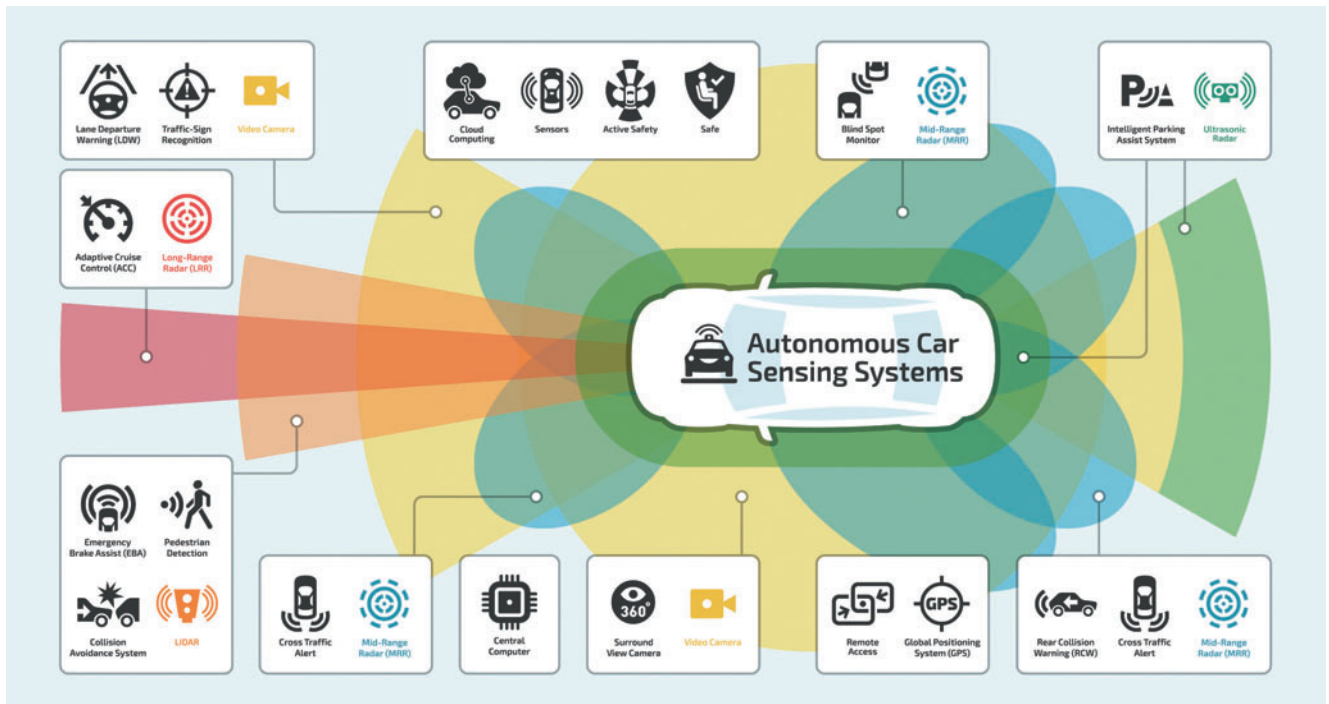
Further complicating the repair process is how each state is different in how

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MANY ADVANCED SAFETY SYSTEMS — such as blind spot detection, lane departure warnings and parking assistance — now often come as standard equipment on vehicles.

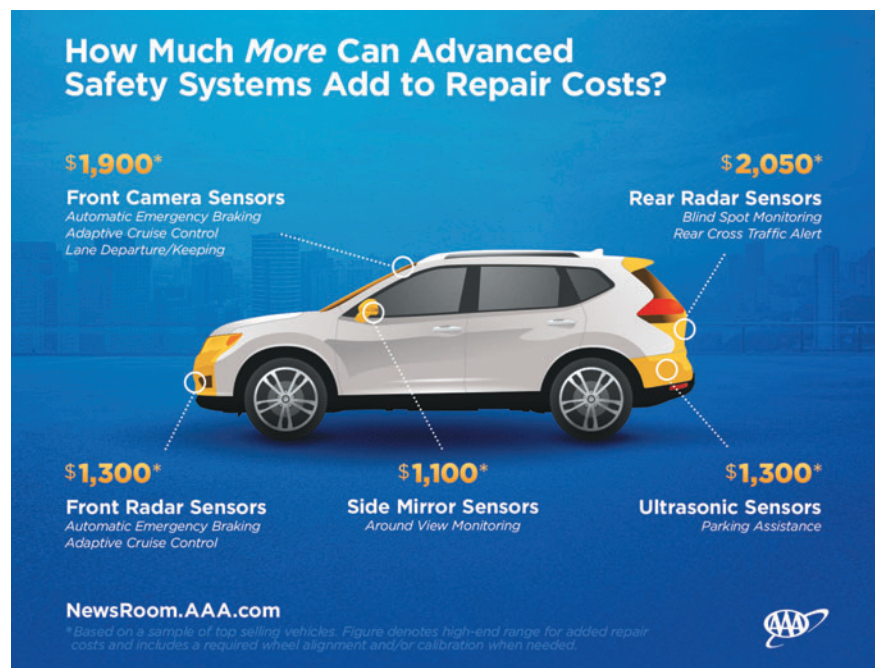
it holds an insurer responsible for what must be done in the repair process. One problem is that insurers attempt to drive the repair process, but they are actuaries — people who compile and analyze statistics to calculate insurance risks and premiums.

It has become necessary for a paradigm shift where repairers are the experts writing estimates and developing the repair plan — not the people who indemnify the vehicle. To that end, it also means technicians need to be trained properly (and have the integrity) to develop an accurate repair plan to bring the vehicles back to pre-loss condition.

In this Google world, technicians don't need to know every single detail and step of a process by heart for every vehicle. They just need to know how to find the information, utilize it and complete a task.

The OEM challenge

Incomplete repairs are the biggest missteps in vehicle repair, but the challenge to ensuring that vehicles are repaired



correctly, especially with ADAS systems, is that original equipment manufacturers (OEMs) have different requirements and procedures for how to properly perform the recalibrations.

A proprietary sensor from each OEM isn't the problem — it's what must be

done for repair. Nothing has been standardized to allow for development of a universal process. Establishing standardized repair methods and training technicians to follow them would eliminate this variable. It can be likened to trying to turn around the Titanic in

about 40 feet — what seems like an impossible feat.

Better — required — education within the trades is needed so that technicians may not perform repairs on vehicles until properly trained. When incompetent or improperly trained technicians disassemble a vehicle and poorly perform repairs, it jeopardizes the vehicle safety as well as the collision repair industry reputation.

It can be compared to being part of a science experiment or to vaccinations — everything is done upfront to make sure the repair is proper and safe, but sometimes it seems like just crossing your fingers. It's imperative to know where all the ADAS systems are in a vehicle and how they work so it doesn't "defeat" the purpose of the system. It is so important that technicians go through the complete steps when working on a vehicle.

One example is as simple as an oil change. The car's system indicated an oil change was needed. After the oil change was completed, the technician now has to "explain" to the vehicle that it has had this service done and then reset the system algorithm. With so many systems that may be affected during the collision repair process, it becomes even more complex.



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Privacy and security concerns

The issue of security is being raised in discussions about AVs. Personal data may be stored and recorded in a vehicle such as crash data, time of crash, percentage of brake application, etc. Additional security questions continue to come up as the capability to record more data increases on nearly everything.

There are a great deal of questions about who is able to view personal information and who really owns the knowledge or data. Where does privacy stop and start? For example, an insurance company does not report to companies that compile vehicle history data because then the topic of diminished value comes up and insurers would ultimately have to include this cost in a settlement.

This same type of issue can be expected to continue with scanning and recalibration, which may result in developing laws for the automotive repair industry like the medical privacy laws. The Health Insurance Portability and Accountability Act of 1996, referred to commonly as HIPPA, refers to U.S. legislation that provides data privacy and security provisions for safeguarding medical information. Prior to HIPPA implementation, there was not a generally accepted set of security standards or requirements for protecting health information in the healthcare industry.

WHY MOST AMERICANS ARE 'AFRAID' OF COMPLETELY DRIVERLESS VEHICLES

Advancements in technology and infrastructure continue to bring us closer to developing fully self-driving vehicles, but widespread acceptance remains an issue. The majority of U.S. drivers (71 percent) indicated they "would be afraid" to ride in completely autonomous vehicles (AVs), the American Automobile Association (AAA) found in its March 2019 Automated Vehicle Survey – Phase IV, its fourth annual survey conducted to study consumer attitudes toward fully driverless autonomous vehicles (AVs).

These fear levels are similar to those found in the April 2018 survey, which was conducted following high-profile incidents involving fatalities. Despite these non-accepting consumer attitudes, more than half (55 percent) of U.S. drivers think that by 2029 most cars will be able to drive themselves.

The naysayers who are confident that humans will still be in the driver seat in 10 years say it's because they believe people won't trust completely self-driving vehicles (53 percent) and also will not want to give up driving themselves (52 percent). Thirty-four percent of people surveyed think that technology for fully driverless AVs will not be ready, and 33 percent of this group say they don't think road conditions will be good enough.

For a link to the March 2019 report, and the methodology used for the survey, go to <https://newsroom.aaa.com/tag/advanced-driver-assistance-systems>.

Not only will there be legislation needed where autonomous vehicles are concerned, but there are myriad ethical decisions that must be made. Ultimately, the collision repair industry needs to remain focused on how to fix cars correctly, working with the OEMs, and continually train technicians as AV technology continues to advance. ■



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LISA LOFTON is a member of the LORD Corporation Commercial Excellence team. With more than 20 years experience in manufacturing, she brings the business perspective to engineering, market trends and understanding customer needs.

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THE ONE THING ALL SHOPS SHOULD INVEST IN

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MIKE CROKER // Contributing Editor

Shop owners know that the biggest factor in the success of their business is their employees. Hiring hard-working, knowledgeable and trustworthy technicians is the first step in establishing and maintaining a thriving business.

However, finding the right talent is becoming increasingly more complex. Industry advances like ADAS make it difficult for even the most skilled technicians to stay current on industry trends and the advanced skills that are required in modern collision repair. Technicians need to keep up with rapidly changing technology and the structural changes happening in new vehicles — and that's where auto tech training comes in.

While some collision repair methods can be self-taught through experience, OEM vehicle changes and things like computerized measuring require hands-on training from someone who knows what they're doing.

Why training is important

Ask anyone in the industry, and they'll say training is important, but many shops don't take the time to do regular training with their technicians. Many technicians and shop owners believe that because they've been doing repairs for 30 years, they know what they're doing, or they'll figure it out. But that mindset is dangerous. Cars are continually changing, even

within the same model year. A 2019 Honda Civic a tech worked on in January may have significant differences from the one bought in July. If technicians don't keep up on training, reading manuals and following procedures, then they're doing it wrong.

Modern collision repair requires technicians to understand:

- How a collision impacts a vehicle and how that force travels
- How the vehicle absorbs the impact and where to look for structural misalignment
- The methods of repair or replace and joining the more advanced and diverse metals, fibers and plastics that are used in vehicle manufacturing

These are essential requirements that a collision repair technician needs to grasp in order to return a damaged vehicle to its original design specifications. But, more importantly, not understanding how to properly repair a vehicle can put the car owner's life in danger.

Five ways to incorporate training in the shop

Training doesn't have to be expensive or involve sending technicians out of the shop for days on end and lost revenue. There are several ways to incorporate training into daily shop operations.



Make it a part of new-hire orientation — When hiring, shops may be down a technician and need to quickly get someone who can get to work right away. That's all and well, but it's important to set new technicians up for success by allowing enough time for training.

If finding time is a challenge, put a safety-conscious employee in charge of training. That person will have a big influence on the new hire, and not just in terms of training and skills. They will be more likely to take on the trainer's habits when it comes to things like safety, efficiency, tidiness and more.

Young technicians may also be new to using some equipment, so even after initial training, make sure they have help the first several times they use any new equipment. And be sure to ask for feedback and allow them to weigh in on training. Ask them about the training processes — what did they wish to learn but didn't? What went well, what didn't?

Create a culture of training in the shop. Be clear that training is part of the shop's culture, and set clear expecta-

tions for new employees that it's OK to ask questions or ask for help. Encourage ongoing learning.

Consider in-shop opportunities — Training doesn't need to take technicians out of the shop for days on end. Shop owners can and should leverage their local equipment distributors, or other vendors such as paint or even an OEM representative. These individuals can all be valuable resources to provide additional training. Try to time visits to coincide with new employee training or have representatives give an updated demo or fill employees in on any changes.

Look for flexible training options — New-hire training ensures employees have the basics covered when it comes to the processes and tools used in the shop. Yet, there's a chance they'll need more training than can be offered in-shop or off-site. If this is the tech's first job, or the shop is moving to a new type of repair or has new equipment, it's wise to offer additional training. Companies like Chief offer courses that are designed to teach technicians the skills they need. But, don't think that out-of-shop training is the only option. There are flexible training options that can be customized to meet technicians' schedules and their training needs. Think about conducting training at several shops over a one- or two-day period, or hold multiple sessions at the shop in one day so techs can rotate in and out while the business stays up and running. Shop owners shouldn't be afraid to ask how to customize training that works for their shop.

Provide hands-on training — While time and money can limit the amount of off-site training, it can often be a valuable opportunity to provide extensive training. This type of hands-on training gives technicians the ability to work on a damaged car, see how to operate a rack and look at different vehicles to gain a better understanding on how technology is changing with those vehicles. This type of setting allows techs to be free from distractions, focus and to not feel as pressed for time.

Leverage online or virtual training

— While there's nothing like hands-on training, resources like Chief or I-CAR offer online training and webinars that can provide a lot of great information as well. The benefit for this type of training is that courses are often short and can be taken over lunch, at night or on the weekends, allowing technicians to better fit in training at a time that is convenient.

Invest in the future — Ensuring employees have the tools and equipment and training they need to get the job done efficiently and safely is a key component to any shop's success. By investing in training, shop owners ultimately are building a legacy for the future of their business. Training can go beyond that as well. Give junior techs or new techs a chance to job shadow. Give senior technicians a chance to coach new technicians or get out in the community to mentor students in secondary trade programs. This provides additional opportunities for technicians to hone their skills and gives shop owners insights into the next generation of up-and-coming technician talent.

Benefits to regular training

In my years of training, I've never had a technician, or a shop owner regret their decision to do additional training. I've had techs say to me, "I've been in the business for 30 years, and didn't know I could do that," or heard from shop owners who've said sending their techs to training helped improve their shop's productivity and efficiency. And the benefits extend beyond new skills and efficiency.

Attract and keep tech talent — According to the TechForce Foundation, the industry is facing a technician shortage. One way to increase the appeal as an employer is to integrate training into the benefits and perks offered. Employees, especially younger ones, want to understand the opportunities they have for professional advancement. By offering regular and ongoing training, employees have the chance to take on more respon-

sibility and show they are a valued team member, which can help not only attract new talent, but keep talent as well. And in an industry where there's a growing tech shortage, shop owners need all the hiring advantages they can get.

Improve customer service — Training techs on how to use equipment more efficiently and show them the best repair methods helps improve their repair speed. This means when cars are in and out faster and quality repairs are done quickly, customers remember it. That leads to repeat business and a good reputation in the community.

Improve the bottom line — New equipment doesn't come cheap. If shop owners aren't taking the time to train their technicians on how to use the equipment correctly, then they aren't maximizing the equipment to make as much money as they could be.

Techs who understand how to make repairs quickly and correctly also lower their chances of making a mistake, so there's less of a chance of having to redo the repair at a cost to the shop. With top training, shop owners are also able to guarantee quality repairs, which are worth more.

With training, everyone wins

Training doesn't have to be all or nothing, but it's a must. Training gives technicians the skills they need to be more capable, which in turn helps increase their productivity and efficiency, and ultimately helps the business grow. Business growth brings new opportunities to the shop and its employees ... making training a win for everyone! 

MIKE COKER joined Chief Automotive Technologies in 2014 as a Chief University instructor. He is a devoted advisor for various technical school organizations and a National Technical Committee member with Skills-USA. Mike uses a hands-on approach in training to serve as an I-CAR instructor and is an ASE subject matter expert for Structural Analysis & Damage Repair (B4). crokerm@chiefautomotive.com



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Maximize efficiency with UV primer technology

In today's competitive marketplace, collision repair facilities are looking for any advantage that can make their process more efficient. Many of them are using cutting-edge coatings to distinctly reduce the time needed to perform the steps of the paint repair. One technology that's gaining momentum is ultraviolet (UV) curing primer surfacers.

Ultraviolet primers cure through exposure to the proper wavelength of UV light. Different manufacturers have different wavelength requirements. Additionally, as with all refinish products, proper personal protective equipment is a necessity. Make sure all safety precautions including appropriate ultraviolet radiation protections are followed by anyone within the area of exposure.

UV cured primers have much to offer when looking for efficiency gains. For example, certain products feature cure to sand times of as little as 30 seconds. Minimal flash times and high film builds are often par for the course. These UV products are available in aerosol cans and are also sometimes packaged for convenience in spray-gun application.

Sikkens Autosurfacers UV

AkzoNobel introduced its own UV primer, Sikkens Autosurfacers UV, available in aerosol and liquid. This solution is one of the fastest curing fillers in the vehicle refinish market, which can be used for 85% of all repairs. Needing only 5 minutes of UV-A exposure to fully cure, this isocyanate-free filler helps enable body shops to work more efficiently and to cut down on labor and energy costs.

This 1K UV primer is user-friendly, reducing the risk of mixing errors and waste, and has no pot life. Its paint usage per repair is up to 50% less compared to conventional primers, helping to save body shops money on paint materials. Autosurfacers UV helps reduce flash times and speed up drying times.

Item Number:

Autosurfacers UV Light Grey: 546748

Autosurfacers UV Dark Grey: 546749

Autosurfacers UV Aerosol: 483303

VOC (RTS): 1.69 lbs/gal

Mix Ratio: Ready to spray

Film Thickness: 3.2-4.0 mils in 2 coats

Theoretical Coverage: 855 sq ft / gal

Shelf Life: 1 year

Recommended Equipment: UV-A Lamp Tesla Cure R100 – item number: 2008330. A handheld LED curing lamp. Dry to sand in less than 2 minutes light exposure.



UV primer technology provides an easy way to save on materials. Because the cross-linking of the primer occurs through exposure to ultraviolet light and not by adding hardener, only what is sprayed is used. Whatever is not applied usually can be used on the next job if it has not been exposed to light. In the case of aerosol cans, no clean-up is required.

Sikkens Autosurfacers UV primers are very capable of offering a list of advantages: good build, quick cure, highly shrink resistant, low VOC, and minimal waste – to name a few. Regardless of facility size or volume, UV can be a part of your process designed for maximum efficiency.

To learn more, visit www.sikkensvr.com.



Autel diagnostic automotive intelligence

Autel is a manufacturer of advanced diagnostic scan tools and ADAS calibration tool packages for the automotive aftermarket.

ADAS calibration package

The Autel MaxiSYS ADAS Calibration Tool Package provides advanced components and accurate repair procedures for camera, radar, lidar and night vision driver-assisted systems. The ADAS Tool Package comes equipped with an easily adjustable calibration frame and interchangeable targets, ideal for collision repair, wheel alignment, glass replacement and specialty repair shops. The advanced collision-repair ready software package provides detailed graphic instructions and precise measurements for setup and calibration procedures. The included single button Pre-SCAN / Post-SCAN feature performs an AutoSCAN test for all modules in all vehicle systems to help create an efficient repair plan from the start. Detailed report files, including shop information and photos taken during inspection, are then generated for insurance carrier submission.

This scan feature also includes ADAS identification to pinpoint modules requiring calibration procedures on the Pre-SCAN report. Additionally, the MaxiSYS software offers the OE-level coverage, bi-directional diagnostics, and service reset features that technicians depend on during their normal repairs, providing greater return on investment.

New expansion package: LDWTARGET2

The Autel MaxiSYS ADAS System now has an expanded LDW vehicle coverage upgrade. The new LDWTARGET2 Package contains Lane Departure Warning (LDW) calibration targets for Nissan, Mazda, Mercedes-Benz, Mitsubishi and Subaru. The targets in this package are compatible with the Autel MaxiSYS ADAS tablet and other MaxiSYS MS908 tablets with the ADAS software upgrade. The target board holder is required to use these targets and is available via purchase of either the LDWPACKAGE or ADASCOMPLETE Package. A software update on ADAS-ca-



pable MaxiSYS tablets is required to utilize this expanded vehicle coverage. A 1-year Warranty is included with package purchase.

Technical support team

You have questions = Autel Tech Support has the answers 24-7. You can CALL- EMAIL- LIVE CHAT- REMOTE SUPPORT live from your tool anytime with our tech support team to discuss questions or repair procedures. Our specialists can troubleshoot issues or walk through a tool registration update process to ensure your Autel tool is loaded with the most current operating system and vehicle coverage.

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Knowledge is power

At Axalta, the customer experience begins with refinishing products and continues with ongoing training and support to help body shop customers improve business performance. That's why Axalta offers a robust set of learning and development options for many roles in the collision business. From the Painter Technician in the shop to the Customer Service Representative in the office, Axalta can help employees perform at their best so shops run more efficiently and effectively to boost profitability.

Live virtual training

Axalta's latest Learning and Development option is Live Virtual Training. This innovative offering allows paint technicians to earn I-CAR Credit Hours while training in their own shop, reducing disruption to the shop's production schedule since the painter is still in the shop working.

Live Virtual Training programs are completed over two days with certified instructor-led virtual training in the morning, followed by in-shop skill utilization in the afternoon with the assistance of the shop's Axalta Field Representative.

Simply put, the Live Virtual Training program allows techs to learn in the morning and put the skills they've learned to use in the afternoon.

eLearning

With eLearning options from Axalta, customers can take courses online at axalta-learningcampus.com from the comfort of their home and office. Through nearly 200 courses, Paint Technicians can earn I-CAR Credit Hours for courses that typically take 20 minutes or less to complete. This is the ideal learning method for those who prefer to invest a little time in learning at the start or end of the day to prevent dis-



ruption to the shop's production schedule.

eLearning courses are designed to boost Paint Technicians' efficiency with the Axalta products they use, including Spies Hecker® and Cromax®. Courses range from instruction on single-product use to instruction on specific task completion with several products, such as cleaning, preparation and mixing. Additionally, color courses are available to help technicians find and match color with more precision for greater shop throughput.

Learning and development centers

For customers who prefer to learn in a state-of-the-art facility with little distraction, Axalta offers one- and two-day courses in its 11 Learning and Development Centers in North America.

Courses for Paint Technicians focus solely on the skills they need to be more efficient and productive through a proven mix of in-class instruction and in-booth coating applications. Course topics include tri-coat color application, matte finishing, micro repair and more, all while using the same Axalta paint Techs use in their home shop.

Customers who complete a series of courses online and in person can earn a Master Certification in Refinish from Axalta, earned exclusively at Axalta's Customer Experience Center in Concord, N.C. The Master Certification is the highest certification Axalta offers and is

awarded to those who display master refinish skills and knowledge. Recipients of this award receive special recognition on the wall of fame inside the Customer Experience Center.

Refinish Performance Management (RPM) courses

For non-technical shop roles, Axalta offers courses in its Refinish Performance Management (RPM) program. The RPM program is designed to help shops drive more work TO the repair center, while optimizing the speed at which vehicles are processed THROUGH the repair center. Courses available include Advisory Selling, Parts Management, Repair Planning and more. Notably, I-CAR Credit Hours are offered on most instructor-led courses.

Earlier this year, Axalta became the first company to offer I-CAR's Professional Development Program Credit Hours to collision repair professionals online. Customers in the United States can now go to Axalta's online learning portal, the Axalta Learning Campus, to start earning credits for 10 newly accredited RPM eLearning courses, including Estimating and Production Management. Estimators may earn up to 13 I-CAR Credit Hours, and Production Managers can earn up to 17.

Axalta offers additional training options, including a Certified Field Distributor program in which distribution partners can provide customer training in their shop, at the store and more.

Learn more about Axalta's Learning and Development program by visiting axalta.us.



Gold Class: Raising the bar

Gold Class® recognition is a role-relevant training achievement recognized by the collision repair industry. The I-CAR Professional Development Program™ provides collision repair shops with a reliable training framework for earning Gold Class recognition and maintaining the up-to-date knowledge and skills that contribute to proper repairs, improved business performance and risk reduction.

Why Gold Class matters

The collision repair industry is being flooded with sophisticated new technologies and cutting-edge vehicle advancements. Continuous training keeps repair technicians up-to-date on the latest vehicle models, technologies and repair methods, which leads to a positive repair experience for consumers, as well as contributing to a complete, safe and quality repair.

Becoming Gold Class demonstrates to customers, staff and the industry that the shop is committed to the highest standards of professionalism and service in collision repair.

The future of Gold Class

With today's era of advanced, complex vehicles, I-CAR® is raising the skills bar across the board, including the requirements for Gold Class achievement. While the requirements are greater, so too is the recognition that comes from achieving and maintaining Gold Class status.

To earn the Gold Class recognition, shops must achieve and maintain



a high level of role-relevant training across each of the major collision repair roles. An overview of the new requirements launching soon can be found on I-CARTrainToGain.com.

Fastest path to Gold Class – In-Shop Knowledge Assessment

I-CAR developed an option to ensure technicians receive training aligned with their skill and experience level, the In-Shop Knowledge Assessment. Shops that participate in an In-Shop Knowledge Assessment have the possibility to

complete ProLevel 1, a huge step in achieving Gold Class. ProLevel 1 has the most foundational content, which may be redundant to more seasoned employees.

The assessment will confirm up to I-CAR ProLevel 1 knowledge for all Estimators, Non-Structural, Structural, and Refinish technicians. Also covered are ProLevel 1 knowledge areas for Electrical/Diagnostics and Mechanical (required for Gold Class at the shop level). I-CAR's In-Shop Knowledge Assessment positions technicians and shops to receive the training they need in a cost-effective, timely manner while working toward an industry-recognized achievement so training time and investments focus on where it's needed.

Training subscription

I-CAR recently introduced a new training subscription, which is offered exclusively to shops that achieve Gold Class recognition. The subscription includes unlimited live, virtual and online courses for all employees, not just those required to train for Gold Class recognition.

Training the whole shop helps to build bench strength and addresses turnover concerns. It also makes it easier to manage training activities, budget more effectively and reduces the complexity of financial transactions, since shops can choose to be billed annually or monthly.

Get more details about the new training subscription and other enhancements coming to I-CAR this year at I-CARTrainToGain.com.



Waterborne technology and advanced color tools address color matching challenges.

There's no doubt that the ability to precisely color match the customer's vehicle is paramount to maintaining high customer satisfaction ratings and paint operation efficiency. This poses a significant challenge for refinish technicians faced with matching exotic new car finishes and the significant number of variances to OEM prime colors that arise each year. The answer for how PPG helps meet this challenge lies in its waterborne basecoat refinish system and an array of color-matching tools made available to the refinish technician.

Micro-gel latex non-stir technology

The ENVIROBASE® High Performance refinish system keeps pace with OEM trends by combining 3rd generation waterborne technology, the latest translucent pigments and a spectral gray undercoat system to match even the most sophisticated OE colors. Envirobase High Performance latex toners are comprised of micro-gel technology. The resins of the waterborne toners are made of latex particles with tendrils that tangle with one another to bind the paint together and orient the metallic flakes smoothly to provide the appropriate color travel from face to flop. A final control coat is applied at reduced pressure to eliminate any chance of blotchiness. No mechanical mixing machine is required. To mix a toner, the technician just gives it a few shakes.

Spectral gray undercoat system

In translucent OEM finishes, the under-

coat contributes to the perceived color. To mirror the factory processes, PPG directs the painter to apply the waterborne color over one of five shades of spectral gray undercoats. This proven system works to recreate the original finish, providing exceptional depth of clarity and crispness.



Tools to address color variances

For years, PPG's Color Variant team, which includes experts in the field at ports of entry and at the lab, has been aggressively searching for and identifying color variances to OEM original finishes. The identified variances are quickly incorporated into PPG's comprehensive color formula database, which is updated daily for quick technician access through PPG's PAINTMANAGER® XI color software.

Variances are also a key offering in the Chromatic Variant Deck for the *Envirobase High Performance* system. It's comprised of thousands of variant and prime color chips for both domestic and import vehicles, and covers the complete color map of the entire OEM spectrum. Chips are grouped by color family and sprayed with actual *Envirobase High Performance* basecoat.

Finally, with its enhanced optical power, color images and added texture



readings, PPG's new RAPIDMATCH® XI spectrophotometer is the latest advancement for matching a vehicle color that varies from the OEM prime. It works seamlessly with the PAINTMANAGER® program software to search its entire database to find the ideal refinish formulation to match today's OEM colors.

Pro Spot's i4s SMART Auto Spot Welder is shaking up the collision repair industry.

If other welders are "SMART," then this one is GENIUS!

Pro Spot's Engineering team has done it again. With past successes with the i4 Inverter Spot Welder (a North American first) and the Auto i5 Spot Welder with Trans-Gun and Color Touch-Screen (another North American first), Pro Spot is shaking up the welding world with the release of the i4s SMART Auto Spot Welder.

The welding gurus at Pro Spot have listened to the shop owners and repair technicians to develop the industry's first Truly SMART Auto Welder that provides reliable Adaptive Auto-Weld settings, Real-Time Training right on the welder, and the ability to track and export the weld logs via WiFi.

With this new technology, shops can enjoy increased profitability and peace of mind, while technicians will appreciate its ease of use with new features like 360 Degree Arm Rotation and On-Gun Feedback Screen & Controls ON the redesigned lightweight welding gun.

Why did Pro Spot break the ceiling and build this revolutionary welder?

The i4s spot welder was designed to directly address the biggest challenges to welding modern high-strength steels. In order to create the strongest weld possible, the i4s uses a unique system to regu-

late the true energy delivered to the weld, ensuring smooth and consistent nugget growth preventing brittle areas around the nugget from too much heat.

Imagine having only one lane to drive in on the freeway and sticking to it the whole time regardless of traffic, accidents, hazards, etc. Now, imagine if you could switch lanes when you start to notice traffic buildup or an object in the road, getting you home faster and safely. The i4s Adaptive Auto Welding measures and adjusts energy delivered throughout the weld, ensuring smooth and consistent nugget

growth. These active measurements prevent applying too much heat to the sensitive high-strength steels. If other welders are "SMART," then this one is GENIUS!



The image shows the Pro Spot i4s SMART Auto Spot Welder, a blue industrial machine with a control panel and a welding gun. The welding gun is blue and black with a digital display on the handle. The Pro Spot logo is visible in the top right corner of the image area.

i4s - Smart Spot Welder

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Choose a solution provider not just a paint provider

As a **shop owner**, you want to maximize profitability by effectively getting vehicles through your facility.

As a **painter**, you want a provider that helps you improve your craft and provides products that help you push more cars through the booth with consistent performance.

When selecting a solution provider ask:

- How effective is my account manager working with me on a regular basis to improve my bottom line?
- What training is offered for business management and product?
- Are there additional consulting services to help improve shop efficiency?
- How do your products help us with cycle time demands?
- How many tech reps do you have?
- How quickly can you deliver products to help me manage inventory costs?

Individualized solutions

Sherwin-Williams collaborates with our customers to develop custom solutions based on their specific growth opportunities. We provide a team of knowledgeable tech reps, field personnel and industry leading consultants to deliver the service and support necessary to help you achieve sustainable efficiency.

Innovative paint systems

- Ultra 9K™ is an easy-to-use, highly-productive waterborne basecoat system that delivers consistent performance, accurate color match and a premium experience.
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- Ultra® Premium includes high-quality clearcoats and undercoats designed to be used with Sherwin-Williams' premium refinish systems: Ultra 7000® and Ultra 9K™.
- ATX™ Solventborne Refinish System is a complete system consisting of undercoats, basecoats, topcoats



and clearcoats areas suitable for use in both regulated and National Rule areas.

- Dimension® is an economical, high-quality, solventbased, mid-range coatings system for use in facilities specializing in high volume overall repaints.
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Spanesi®: 50 Years of Excellence

“This year marks Orazio Spanesi’s 50th Anniversary in the collision repair industry!” stated Timothy W. Morgan, COO and Managing Director of Spanesi Americas.

“Orazio’s vision of a modern collision repair facility, outfitted with tools and equipment, that returns vehicles to OEM specifications has revolutionized the way that we repair collision damaged vehicles,” continued Morgan. “After 20 years as a collision repair technician and shop owner, Orazio formed Spanesi S.p.A. in 1989 and built the first manufacturing facility in Padua, Italy. Since then, the world has been a witness to his incredible passion for helping technicians, managers and owners efficiently deliver OEM specified repairs for their customer’s vehicles.”

Spanesi 360° Concept

From spray booths to welding equipment, no other collision repair equipment provider has Spanesi’s full range of products and solutions. Spanesi is truly the single source provider with their 360° Concept of product offerings.

“Our industry has witnessed an evolution over the last 5 decades. Many, many new substrates and construction methods are being used in all types of modern vehicles, not just the Europeans and exotics. This has challenged our industry in the way that we approach vehicle repairs. Every day, we see shops that are restructuring their repair processes to embrace vehicle specific repairs for every customer that comes in their doors,” continued Morgan. “With that in mind, Spanesi delivers a complete solution for those facilities that are looking to the future.”

Repair planning, simplified.

Spanesi has perfected the art of damage analysis, repair planning, repairing the vehicle and documentation. With the Spanesi

Touch Measuring System and the Spanesi Multibench, most vehicle repairs can be completed without ever having to move the vehicle out of the stall.

Spanesi Touch Measuring System

The Spanesi Touch Measuring System is the gold standard for vehicle measuring systems. The Touch’s ability to measure on a two-post lift, structural straightening bench, frame rack or even on the ground making the Touch the “go-to” product for today’s collision repair professionals. Measurements include under-body, upper-body, under-hood, side-openings, live pulls, as well as, the ability to check mechanical and suspension parts for damage. A technician can fully measure a vehicle in a matter of minutes. No other system on the market delivers that kind of efficiency or flexibility.

Spanesi Multibench

With one of the lowest profiles in the industry, the Multibench is a small powerhouse of productivity, in very a small footprint. With the ability to lift over 6,500lbs to a height over 5’, the Multibench is a workstation and straightening bench all-in-one. With optional 10 ton pulling tower and Superstar® Jig System, the Multibench is able to tackle most repairs in a fraction of the time it would take to just setup a frame machine.

OEM approvals

Spanesi has OEM approvals from Acura, Audi, Ford Motor Company (our latest addition), General Motors, Honda, Jaguar, Land Rover, Porsche, Range Rover, Tesla, Volkswagen and Volvo are just the



tip of the iceberg. Spanesi’s equipment also meets or exceeds the specifications for OEM certification programs in North America under the Assured Performance Network guidelines.

Setting the global industry standard

Spanesi has 4 branches around the world, 11 training centers and showrooms, 24 distributors covering the United States and Canada including several regional training centers, over 40 products and solutions that are currently available in 100 countries. Spanesi’s staff truly takes the best ideas from around the globe and incorporates them into their latest product lines. It’s easy to see why Spanesi is the leader in collision repair equipment, by delivering the products that collision repair shops need to stay competitive today and for years to come.



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COLLISION PRODUCT GUIDE

WHOLESALE PARTS NETWORK

AutoNation's Wholesale Parts Network offers a collision product line of OEM and aftermarket parts solutions for most brands' repairs. Many parts are CAPA & NSF certified and are backed by a limited-lifetime warranty. With over \$190 million in inventory, our trained associates at the counter and in the field will help get the parts you need, when you need them.



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EC520 EN -V[®] High Production Clearcoat is PPG's new-fast bake clear, ideal for production collision shops seeking to improve cycle time performance in the paint booth. Developed for use over EN VIROBASE[®] High Performance basecoat, this "speed" clear can be force dried in as little as 15 minutes at 140°F or 20 minutes at an energy-saving temperature of 120°F.



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ALUMINUM BAY CURTAINS

Manufacturers of aluminum vehicles have set guidelines for repair, including creation of a separate work area. Aluminum vehicles undergoing repairs must be able to be separated from vehicles undergoing steel repairs to prevent cross contamination from compromising the repair. Goff's new Aluminum Repair Bay includes a clear "tent-style" curtain top, which allows for use of existing light while creating maximum containment separation.



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Part 2: Workplace happiness leads to motivated staff

Learn the last four lessons to helping ensure worker satisfaction

Last month, I wrote about the importance of establishing a team of happy, hard-working and motivated employees and leaders. HR specialist and consultant Patty McCord, during a TED talk podcast, broke down happiness within a company into eight simple lessons. This month, we'll tackle lessons four through eight that can give us an excellent guide to follow as owners and managers in the collision repair industry.

Lesson 5: Everyone in the company should be able to handle the truth.

In our industry there is a lot of opportunity for mistakes. Some of them can be costly to the business or even deadly to the customer. We repair cars. We must repair them safely in accordance to the manufacturer recommendations. When I think of how this lesson applies to our industry, I think of how we must provide an environment where employees don't feel offended if they have repaired a vehicle wrong, but rather learn the correct way to repair it. I am a firm believer in feedback, but I like how Mrs. McCord states, "Let's rethink 'feedback,' and think about it as telling people the truth, the honest truth, about what they're doing right and what they are doing wrong, in the moment when they're doing it."

Lesson 6: Your company needs to live out its own values.

Practice what you preach. As a manager you need to show your team that you are willing to work beside them, that you are willing to advocate for them when needed. Listen to their ideas and show them that you value them as employees. As a leader show what you expect from your team by demonstrating customer satisfaction. This will have a trickle-down effect with all your employees. This then translates to your customers. Set the example — that is the reason you are the manager or owner. If you do this, then I guarantee you will have moti-



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vated employees willing to follow your example and provide exceptional service.

Lesson 7: All start-up ideas are stupid.

When you read the above statement, I know what you are thinking. How does this pertain to our business? Think of it as an analogy to the idea that you need to think outside the box. We must do this to be relevant in our businesses. I have had the pleasure of working with a lot of great individuals and shops in this industry and the ones that are successful know that by creating a unique environment that values employees, customers, and others, they have a culture that may look different but works because of the previous lessons.

Lesson 8: Every company needs to be excited for change.

This is probably the hardest lesson to implement. The collision repair industry is nostalgic. There are a lot of old technicians still in the industry that are tied to remembering how we used to do this or remember how this was. McCord talked of a shift in thinking and to "think about the way its going to be." I am currently working at my shop to make some necessary changes to improve our business to make it more efficient and modern. The newer technicians in our shop are excited with the upcoming changes. The older technicians seem a bit hesitant. How do we make everyone excited? It takes knowing our employees and understanding what their qualms are. Show your employees how these changes will benefit them. Be upbeat, excited, and positive about change. Here's the deal folks, if we are not excited for change, then the changes happening in our industry are going to pass us by. 📧

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