



BENCH VS. RACK

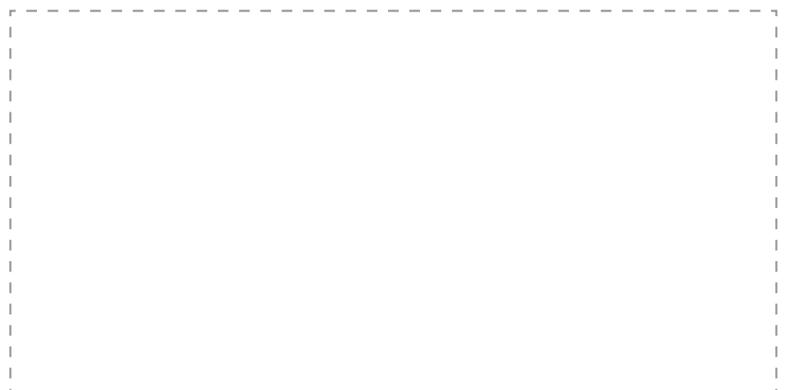
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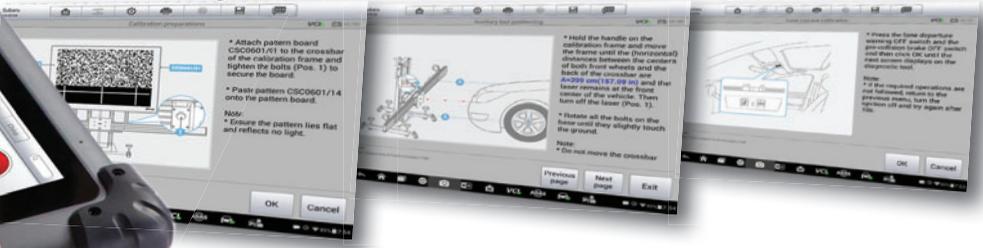
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BREAKING NEWS

SURVEY RESULTS

GROWTH IN SHOPS BILLING FOR MASKING, PRIMING

➔ An upward trend in the percentage of shops across the United States regularly being paid by the eight largest national insurance companies to mask as necessary for priming continued this year.

Back in 2015, a “Who Pays for What?” survey conducted by Collision Advice and CRASH Network found that less than one in four (24 percent) shops said they were paid “always” or “most of the time” when charging for the “not-included” labor required prior to the priming process to protect the vehicle from overspray.

That grew to 37 percent in the last several years. But the same survey this past January found that 43 percent of the more than 600 shops responding to the question reported regularly being paid for masking during the priming process. Only about one-third of shops said they have never sought to be paid for that procedure.

Mike Anderson of Collision Advice said the change is a good indication

>> **SURVEY CONTINUES ON PAGE 8**

THE FIGHT FOR CHOICE, DATA ACCESS IN THE AFTERMARKET

KRISTA MCNAMARA //
Content Channel Director

➔ **DEARBORN, Mich.** — Preserving the consumers’ freedom of choice for vehicle repairs and maintenance and data accessibility is an ongoing battle — one that industry associations and representatives are fiercely fighting.

Bill Hanvey, president and CEO of the Auto Care Association, sat down with Bill Long, president and CEO of the Motor Equipment Manufacturers Association (MEMA), during the Automotive Aftermarket Suppliers Association (AASA) Vision conference in Dearborn, Mich.,

on April 3 about the steps being taken to ensure freedom of choice and access to data continues.

Hanvey first tackled the status of Right to Repair (R2R). When the current R2R legislation was approved in Massachusetts in 2013, telematics was excluded because at the time, the industry wasn’t sure what it was and the potential, he said. Also, every OEM’s definition of telematics and the data available was, and remains, different. Now the associations are partnering to build on the R2R brand.

“What we are trying to do together

>> **ACCESS CONTINUES ON PAGE 8**

TRENDING

NEW AMI TRUSTEES ANNOUNCED

AMI’s Board of Trustees announced new appointees including Amy Mattinat, Auto Craftsmen, Montpelier, Vt.; and Mike Schoonover, Schoonover Bodyworks & Glass in St. Paul, Minn.

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NEW COLLISION EDUCATION CONFERENCE

The first-ever Carolina’s Educational Collision Conference (CECC) — for collision repair industry professionals in the Carolinas — will take place May 18-19 at the Cabarrus Arena in Concord, NC.

ABRN.COM/CECC

PPG ANNOUNCES Q2 TRAINING SCHEDULE

PPG announced the schedule of collision refinish training classes for the second quarter of 2019. All classes ensure paint techs are up to date with PPG products, processes and technology.

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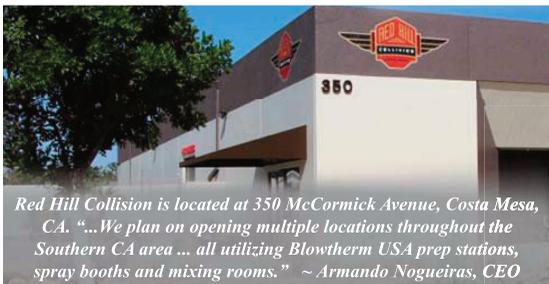
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>> ACCESS CONTINUED FROM PAGE 6

is preserve our industry, but when we get the right to that data, what can our industry be. We are trying to preserve our growth and efficiency,” Hanvey said.

New legislation proposed in late 2018 seeks to amend the 2013 law and includes some key elements: standardization of the mechanical and diagnostic data to and from the network of the vehicle; for model years 2022 and further to allow the repairer to access that data with a mobile device (scan tool, tablet, phone, etc); required consumer notification that their data is being stored and transmitted; and dictates how that notification will be sent to the consumer informing that their data is being stored and transmitted.

Currently, the legislation has 55 cosponsors, but the OEMs are working with lobbyists to fight this on the cybersecurity side, Hanvey said.

Also, a coalition — the U.S. Vehicle Data Access Coalition, which includes not only aftermarket trade groups like the Auto Care Association and the Automotive Service Association, but also the Coalition for Automotive Repair Equality (CARE), rental car companies, fleet groups, telematics companies and consumer groups, among others — is working to build this as a consumer data privacy issue.

The coalition believes Congress should have lead the role in establishing standards for open data access for

vehicle owners for all data generated, collected and stored by vehicles, Hanvey said. With the start of the 116th Congress in 2019, the Coalition supports enactment of legislation that safeguards the rights of vehicle owners to:

- securely access and control their vehicle data, including authorizing access by third parties;
- directly, through in-vehicle access, in real-time;
- through a technology-neutral, standards-based, secure interface;
- that provides interoperable and bi-directional communication with the vehicle

“It is important to get the consumer on our side. The rights of vehicle owners to control and access data generated by their vehicles is too important to be left unaddressed by Congress,” Hanvey said. The Coalition supports bi-partisan legislative efforts to establish a framework for securing the continued rights of vehicle owners — and the entities that secure the express permission of the vehicle owners — to control and access vehicle-generated data on a real-time, secure and competitive basis.”

Secure data

As one of the main concerns impacting data access is security, the Auto Care Association, in partnership with Q-Free, Concepts & Services Solutions (CSC); OnBoard Security; Green Hills Software/Integrity Security Services (GHS/ISS);

and CarMD/Innova, created the Secure Vehicle Interface (SVI), which was first debuted at AAPEX 2018 in Las Vegas. SVI “is a collection of technical design standards that ensure vehicle data interfaces always enable safe, secure and standardized consumer access and control of the data their car generates, Hanvey said at the time of the interface’s debut last fall. “If a car owner is unable to directly access and control the data their car produces, then they can’t determine where or how they have their vehicle serviced. This would mean greater inconvenience, greater cost and fewer options for taking care of their vehicle.”

The next step of SVI is “how do you insure that cybersecure handshake between the device and the vehicle?” Hanvey said. The interface creates different levels of data access based on your role (shop, insurer, consumer, etc.).

Preparation

Despite the challenges, and others that may be to come — such as encrypted software and data, Long said — the industry must instill the confidence of the consumers.

“We need to show the motoring public that we are ready for the connected vehicle. That might come in the form of being trained and certified to ensure safe access to the vehicles and the ability to secure and protect data privacy,” Long said. ☐

>> SURVEY CONTINUED FROM PAGE 6

that the industry is increasingly aware of the not-included procedures shops often do without seeking compensation.

He said the latest of the four 2019 “Who Pays for What?” surveys, which focuses on “not-included” body labor operations, closed at the end of April.

Anderson said the survey, which will take about 15-25 minutes, can be completed by any shop owner, manager or estimator who is familiar

with the shop’s billing practices and the payment practices of the largest national insurers. Each shop’s individual responses are kept confidential; only aggregated data is released.

Survey participants receive a report with complete survey findings at no charge, broken down by region, insurer and DRP vs. non-DRP. The report also includes analysis and resources to help shops better understand and use the information presented.

The results of previous surveys are also available online (<https://www.crashnetwork.com/collisionadvice>).

Collision Advice (www.CollisionAdvice.com) is an independent training and consulting firm featuring some of the most respected and experienced experts in the collision repair industry. CRASH Network (www.CrashNetwork.com) is a subscription newsletter offering news and information not available from other industry sources. ☐

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LEGISLATION

SENATE APPROVES BILLS TO ENHANCE CYBERSECURITY TRAINING FOR SMALL BUSINESS

Two bills approved by a U.S. Senate committee in late March would provide shop owners one more tool to protect their businesses from cyber threats.

In March, the U.S. Senate Committee on Small Business and Entrepreneurship held its first markup of the 116th Congress approving three bills. Two of the bills being considered, S. 771, the Small Business Cyber Training Act and S. 772, the SBA Cyber Awareness Act, were both introduced by Chairman Marco Rubio (R-Florida).

If passed, the “two bills will give small businesses the tools they need to safeguard themselves against the growing cybersecurity risks of the 21st century,” Sen. Rubio said in a news release.

S. 771 would create a program that trains counselors at the Small Business Development Centers (SBDCs) across the country in cyber strategy assistance. It would establish a cyber counseling program and require 10 percent of employees at leading SBDCs to become certified in cyber coun-

seling. It would also require the SBA to reimburse SBDCs for costs of the program and amend Section 21 of the Small Business Act, which created the U.S. Small Business Administration.

S. 772 would ensure information technology systems at the Small Business Administration are protected from cyber criminals, assessing its internal cybersecurity while developing an agency cyber strategy. That strategy would be reported to the Senate and House Small Business Committees after enactment. The SBA would then be required to report to the Senate and House Small Business Committees on the specific actions being taken to secure agency data and threats.

The committee contends it is imperative to safeguard against cyberthreats in a technologically advanced world. Cyberthreats and attacks are not discriminatory, and any business, including a small business, can fall victim to an attack, subsequently suffering major losses for the business owners and their business.

To learn more about cybersecurity-related issues, be sure to mark your calendar for the Technology & Telematics Forum to be held Sept. 12, 2019 in Troy, Mich. ASA and the Alliance of Automobile Manufacturers will be sponsoring the event, which will be discussing vehicular technology with leading industry experts. Stay tuned for more details. 

CIECA LOOKING FOR EVENT SPEAKERS

CIECA is looking for a few additional thought leaders and industry professionals to speak at the upcoming annual conference — CIECA CONNEX 2019 — in Charlottesville, Va., Sept. 16-18.

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(In fact, it could actually be considered waste)

JOHN SHOEMAKER // Contributing Editor

Monitoring paint material costs can be tricky; not only are there a lot of variables, but the most profitable painter is not always the one who is using less material.

I was reviewing some paint costs and comparing usages for a small MSO when I found an issue between sealer and basecoat. As I was comparing the shops, I found one shop was very low in sealer use but really high in basecoat usage. When I brought this up to the painter, he said his “experience tells [him] when [he] needs to seal something.” While I value experience, it’s important to continue learning about the trade to stay consistent with process changes. With an increased use of transparent coatings by manufacturers, the painting process has

shifted away from this painter’s process.

In the current BASF Fundamental Refinishing Concepts, sealer requirements are mentioned in several areas. The first is in reference to warranty requirements when applying basecoat over OEM e-coating or when refinishing aftermarket parts. It reads:

Refinishing New or Aftermarket E-coated Parts

A primer sealer or surfacer is required on properly prepared, e-coated OEM or aftermarket parts prior to basecoat to meet OEM specifications.

The second instance is in reference to ground coats and is the one most often overlooked. The statement below describes how the painting process has changed as manufacturers are creating more dynamic colors.

Use of Ground Coats

The use of a colored ground coat under the primary color is becoming in-

creasingly necessary for proper automotive refinish repair due to the increased use of transparent coatings by automotive manufacturers. More transparent coatings provide the high chroma and depth wanted by color designers and the modern customer.

There are two main areas where ground coats are a vital part of the refinish repair process. The first is with three-stage color formulations, also referred to as “tri-coats.” These are colors that are styled with an opaque ground coat, followed by a transparent mid-coat, usually mostly containing mica, then completed with a high-gloss clearcoat. The ground coat is an integral part of the color styling and has a direct effect on the color as the mid-coat is very translucent. In these cases, the use of a step panel is recommended to determine the proper amount of mid-coat to be applied for



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proper color-match.

The second use of ground coats is when the color coat is very translucent, often with high levels of mica and/or transparent pigments. In the factory, these are applied over color-coded primers so that the proper film build is achieved in the plant. The color is not applied to hid-

ing in most cases. Therefore, to achieve a proper color-match during the repair and refinish process, use of a ground coat that simulates the color-coded primer used in production is required to ensure the proper film build of translucent colors, and cannot be achieved with additional coats of basecoat only.

The proper use of ground coat improves color match and reduces film build to maximize performance and durability of refinish materials.

While some ground coats are created using a derivative of the basecoat, others are created using tinted sealers. The area to focus on here is the second use of ground coats mentioned above. These are created using tinted sealers that range from white to black and are dependent on the basecoat color. The required ground coat color is needed to achieve color match of translucent colors and cannot be achieved with additional coats of basecoat only. This is why the low use of sealer and high use of basecoat during my review raised a red flag. Some colors required a ground coat to achieve the proper color match, and I also found that excessive basecoat was mixed to recreate the OEM finish. Over-applying basecoat to achieve color match is waste — with the use of the correct ground coat it can be eliminated.

The complaint I hear from painters is that they don't get paid to apply a ground coat — but they can be paid for it. Motors Guide to Estimating shows that published refinish times are for one color and a tinted ground coat is a second color, which makes some two-stage refinish operations a three-stage process. It reads:



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22		Trunk			
23	Repl	Trunk lid	\$558.60	1.1	3.4
24	Refn	Add for clear			1.2
25	Refn	Add for ground coat			.6
26		Note: Paint code 46V has a translucent color coat and requires the use of ground coat color to achieve color-match which cannot be achieved by additional coats of basecoat only.			

To account for ground coat materials and labor use half of the clear coat time



the trunk lid was replaced with refinish time of 3.4 allowed and an add of 1.2 for clear. The application of a ground coat is the same as application of one coat of tinted sealer. Application of clear is generally two coats, so taking half of the clearcoat time to apply the ground coat is reasonable. By adding a manual line for the ground coat with a note indicating the paint code and the ground coat requirement, most claim approvers will be satisfied. For additional justification, a photo of the color formula in the mixing computer can be used as well as a formula print out. 📄

Refinish Time Premise

Published refinish times are for one color applied to new, undamaged replacement components, without exterior or interior trim or other attached components and applied in one continuous process.

The Use of Ground Coats statement says, "Ground coat colors required for

color match are included in BASF's color information when referencing the color formula." This, when printed and included in the repair notes, gives you justification to bill for the additional process. I created the formula above after working with painters to determine the time needed to apply the required ground coat. It shows



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

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Fixing your business — by the numbers

Best practices to establishing KPIs that will improve your shop's performance

Most shop owners are familiar with key performance indicators (KPIs) because of those that have been handed to them by other organizations. Insurance companies, for example, have long told shops things like, "We're measuring your performance based on cycle time, severity and on-time repairs." Many OEMs are adding KPIs to their shop certification programs, perhaps telling shops, "We're going to be watching your level of OEM parts use and customer satisfaction."

If the organizations you have aligned your business with have KPIs they measure, those clearly are numbers you will want to track. But it's every bit as important for shop owners and managers to establish their own KPIs, the measurements that are most important to their specific business.

No insurer or automaker, for example, likely cares which of your company's marketing efforts are paying off in increased business. But knowing that could be very important to you. Insurers and automakers aren't tracking what your profit is on paint and materials, but that's likely a critical KPI for your business. An overall CSI number might be a sufficient measurement for the insurers or automakers you're aligned with, but perhaps it would be more helpful to you to also know specifically what percentage of jobs result in a come-back.

In short, you need KPIs that enable you to measure your ability to set and achieve business goals. You need to measure the real results of your business activity. But too often I see small businesses making decisions based more on assumptions rather than valid numbers. You need real data to know exactly how you are doing and to understand the impact of your decisions.

KPI management is the process of establishing, monitoring and analyzing specific business performance numbers to understand the level of success you are achieving to reach your objectives.

Over the course of several upcoming columns, I'm going to share how I've seen collision repair businesses — large and small



YOU NEED REAL DATA TO KNOW EXACTLY HOW YOU ARE DOING AND TO UNDERSTAND THE IMPACT OF YOUR DECISIONS.

— fix and enhance their business performance by the numbers. This won't just be "theory." The collision business owners themselves will explain how they used KPIs to ferret out business problems, improve performance and build the value of their business.

By way of introduction, however, I want to first outline three best practices that I suggest you follow when using KPIs to fix your business' performance "by the numbers."

First, make sure the KPIs you use are aligned with your current business goals. Why actively monitor the make and models of vehicles you repair if that's not directly tied to your primary goal of, say, improving profits or productivity? Figure out which KPIs are likely to have the most impact on the goals you want to achieve, and make those the numbers you track and work to improve.

Second, use your specific business goals to narrow the list of KPIs you track to avoid data overload.

Some people track way too much information, and they can't decipher what's really important and what it really means. Vehicle dashboards have become increasingly complex, but think about how they still generally highlight the information drivers most regularly need to know, such as vehicle speed and fuel levels. Similarly, you should have a KPI "dashboard" you can look at regularly to help you focus on the areas where you are under-performing.

Third, ensure the goals you set for your KPIs are achievable. Be realistic. Make it a stretch, but still doable. Maybe your longer-term goal is a fairly large change in a number, but set smaller, shorter-term milestones that can add up over time. This is especially important if you are sharing KPI goals with your management team or the entire organization. You don't want them to think, "That's not achievable. We'll never get there." Establishing unrealistic KPI goals can be as detrimental to your business as not establishing any at all. ■

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



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YOUTH MOVEMENT



Strategies to add more young people to your workforce

CHANTILLY AUTO BODY
continually updates its apprenticeship program, which pairs young people with seasoned technicians.

TIM SRAMCIK // Contributing Editor

What's wrong with kids these days? Every generation in this culture asks the same question as it struggles to understand why the world it built isn't good enough for the people it created. The answer is pretty simple.

There's nothing wrong with them.

Young people have their own interests and priorities. They want to cut their own path in life. Someday they'll have their own kids and end up asking the same question.

That response, however, isn't a sufficient answer for an automotive service industry desperately needing to replace greying shop staffs with a new generation that just doesn't seem interested in this work. The jobs are there. Opportunities to grow and earn significant money are readily available, yet millennials have their attention elsewhere.

Here's where you come in. There's plenty your shop can do to

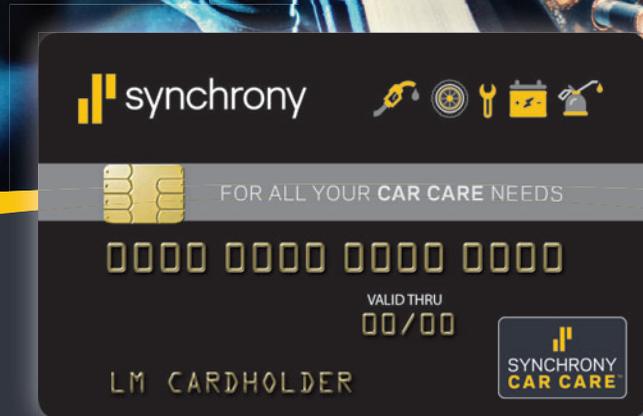
bridge the gap to this generation and help build a new workforce that keeps both your business and the industry at large thriving.

Doing so involves utilizing the following five steps.

Step 1. Get involved with schools

Collision repair isn't the only industry being largely ignored by young people. Interest in trade work in general has been dropping for several decades. Brandon Eckenrode, Director of Development for the Collision Repair Education Foundation (CREF), says this decline can be attributed largely to the widespread belief that a four-year college education is the only path to success. He says overcoming that belief is perhaps the biggest challenge repairers face in convincing young people to join their industry.

So pervasive is this perception that it negates interest in repair careers on multiple fronts. Not only do young people and their parents both become convinced that a repair career



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PHOTO: ABPA

MANY OF THE TOOLS YOU USE EVERY DAY make collision repair programs expensive ventures that administrators often target with budget cuts. By supporting schools, you can keep these programs funded.

is no avenue to success, but also school administrators frequently cut funding and investment in repair programs since they, too, see little future in this work. “A lot of these programs look like they did 20 years ago,” says Eckenrode. “That’s not going to draw students in. It’s going to do the opposite.”

This isn’t a localized issue. Repair programs nationwide are being eroded. That doesn’t mean a concerted, nationwide initiative is needed to address it. “This is a national problem with a local solution,” says Eckenrode.

Much of that solution rests with repairers who can take effective, proven steps, such as getting involved with school committees and advisory boards (which you can do on your own or through a shop association). “Getting involved shows administrators that there is a market for these programs,” he says. This input can be significant since automotive programs tend to be expensive, which makes them obvious targets for budget cuts.

Eckenrode adds that taking a role in education also gives repairers a chance to work directly with instructors to discuss entry level skill development and other issues to help students make themselves more employable. Addressing these issues now benefits students and shops since it helps both steer clear of potential early workplace problems and instead concentrate on developing technical and other capabilities that keep operations and careers online.

Want to go one step further and make a big difference today? Put your dollars to work and help sponsor a program. Eckenrode says putting a fresh coat of paint on the wall or floor in a program lab can make it much more appealing to perspective and current students. Consider donating uniforms to help students look and feel more professional. Eckenrode encourages shops to notify CREF of schools that may not be aware of the grant and scholarship opportunities it offers to fund collision programs and careers.

Step 2: Engage with students and their parents

Your presence at a school or a job fair or other venue where you spend face time with students and parents, too, can make a big difference. “Meeting perspective employers means a lot to students since it gives them a different perspective on their education,” says Eckenrode. The connection between education and a role in the workplace becomes clearer.

These opportunities also allow you to explain the benefits of a repair career that can make it more appealing than immediately heading off to college. (You’ll want to get parents involved in this discussion as well.) For one, a repairer can start earning money immediately and in a matter of years turn a career into a six-figure salary. That’s a stark difference from the future many college graduates face after being saddled with significant student debt that can force them to live at home for years while working a series of entry-level jobs.

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ADDING A FRESH COAT OF PAINT to the walls and floors of repair program labs can make them more attractive to current and prospective students.

of opportunity. Eckenrode notes that working in collision repair opens the door to careers working for insurers, tool companies and lots of other vendors. Students also can take their skills practically anywhere in the country. “I tell them whether they want to work in New York, LA or wherever they want to go, give me your resume. There are jobs,” says Eckenrode.

Possibilities like these may not be apparent to students and parents — until you step in.

Step 3: Find the best new workers

Meeting students early in their careers also is one of the best ways to identify the young people who will be successful in your training or mentoring/apprenticeship programs. Rob Ellison, Manager of Business Development for Chantilly Auto Body in Chantilly, Va., started work on an apprenticeship program at his business four years ago. Based on his experience, finding students who have a genuine interest in repair is the key. “When I’m interviewing, I’m looking for someone who is bright, who asks questions about the business and is really interested,” he says.

From there, he’ll speak with the instructor to see if that student demonstrates interest in school and the program coursework. “We ask, ‘Which

students are serious about taking this to a next level?’” he says.

Step 4: Set expectations

Keeping otherwise interested, successful candidates in place is much of the focus of the update Ellison is performing on his program, especially after losing several highly touted candidates for other pursuits. Ellison believes their exit may have been due to a lack of specific goals. Now he emphasizes creating clear expectations for both the candidate and the shop.

“We’re setting up specific goals they need to meet at 3-, 6-, 12- and 18-month intervals,” he explains. “At those points we sit down with the mentor to discuss progress and see if there are any weaknesses that need to be handled with more experience or maybe some I-CAR training.”

The bottom line here — you have to keep talented people, especially young people, engaged with the job if you expect them to stay. With so many other opportunities available, your shop needs to make the case that their time is being used wisely and for their (and by process your) benefit.

Obviously, this is no easy task. Ellison notes that many teenagers have difficulty staying focused. For every 10 candidates his business brings in, it typically keeps just three since the others “have their

minds elsewhere.”

Turnover like this can be a serious impediment to building a successful training program. Ellison points to a potential solution with a lesson he wants his young trainees to come away with — development of life skills. You might need to discuss maturity issues with them since no one else may have.

Young workers need to accept the necessity of being able to get themselves up in the morning and ready to go to a job and then start working once they arrive, Ellison says. “Once someone learns that, we can talk about going to the next level.”

Step 5. Create a mentoring/ apprenticeship program

Indeed, a training program that adds new levels and evolves is better set to succeed. Ellison says developing his program has been a “journey” and notes the changes he has made to his to help keep young workers on track.

Early on, he discovered that some of his apprentices already were working part-time jobs. He responded by offering more competitive pay that allow them to part ways with their other jobs and concentrate on learning repairs. These days he’s contemplating adding new levels to his program, such as journeyman or master technician to continue challenging trainees to add skills that make them more money and grow his business.

Ultimately, that’s the goal of any training program: Grow your business by growing your staff. Meet young people half way and you’ll be on your way to bringing in the new energy and fresh outlook the repair industry desperately needs. Along the way, you’ll also make an important discovery: The kids are all right. 📌



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

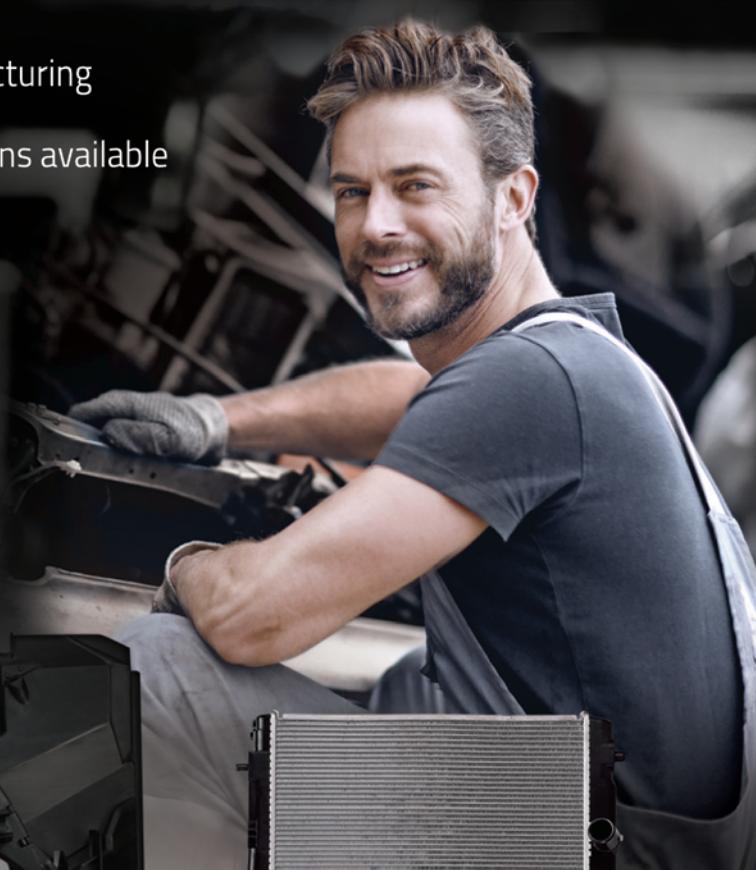
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Congress debates privacy, data access, cybersecurity

U.S. House, Senate committees take a look at privacy, access and threats

The 115th Congress saw limited success in resolving many questions on vehicle data access and cybersecurity.

One significant missed opportunity was the failure to pass the U.S. Senate AV START Act, which included the Inhofe Amendment — language establishing a stakeholder advisory committee at the National Highway Traffic Safety Administration (NHTSA) to exchange views on vehicle data access and cybersecurity.

Recently the U.S. House Energy and Commerce Committee's Subcommittee on Consumer Protection and Commerce held its first hearing on privacy. Beginning so early in the new Congress with the issue of privacy and data access demonstrates the importance of these issues for the 116th Congress.

Important for this discussion is the bipartisan interest in protecting consumers' privacy. As the Automotive Service Association and other stakeholder organizations work to assure vehicle repair shops have access to the necessary data and tools to repair newer vehicles, policymakers in this first Subcommittee hearing have reminded us that the consumer privacy issue is of greatest concern. House Energy and Commerce Chairman Frank Pallone, Jr. (D-NJ) and Consumer Protection and Commerce Subcommittee Chair Jan Schakowsky (D-IL) wrote to the Federal Trade Commission (FTC) following the hearing outlining concerns about protecting consumer privacy rights.

The Committee released the FTC letter and noted key provisions: *"We are writing today to better understand the resources that the FTC needs to fulfill its important consumer protection mission and meet the challenges posed by rapid changes in technology. A series of recent high-profile privacy incidents have caused significant concern to consumers and this Committee. For every high-profile case, there are many more that do not get attention in the press and therefore may not be prioritized by the FTC. Nevertheless, consumers may face significant harm from these less well-known privacy and*



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data security incidents."

Pallone and Schakowsky requested responses from the FTC to a series of questions including:

- What resources would the FTC require to boost its enforcement activity with respect to privacy and data security? How would the FTC deploy new resources if it were to receive an additional \$50 million for consumer protection and privacy? How about \$75 million? How about \$100 million?

- If Congress directed the FTC to hire technologists to aid in case development, enforcement, rulemaking and/or policy recommendations, what resources would the FTC need and how would the agency deploy those new resources?

- If the FTC received notice-and-comment rulemaking authority with respect to privacy and data security, would the FTC require additional resources to develop and update new rules without detracting from the agency's enforcement activity?

- What would the FTC be able to accomplish with 100 new attorneys focused on privacy and data security that it cannot do currently?

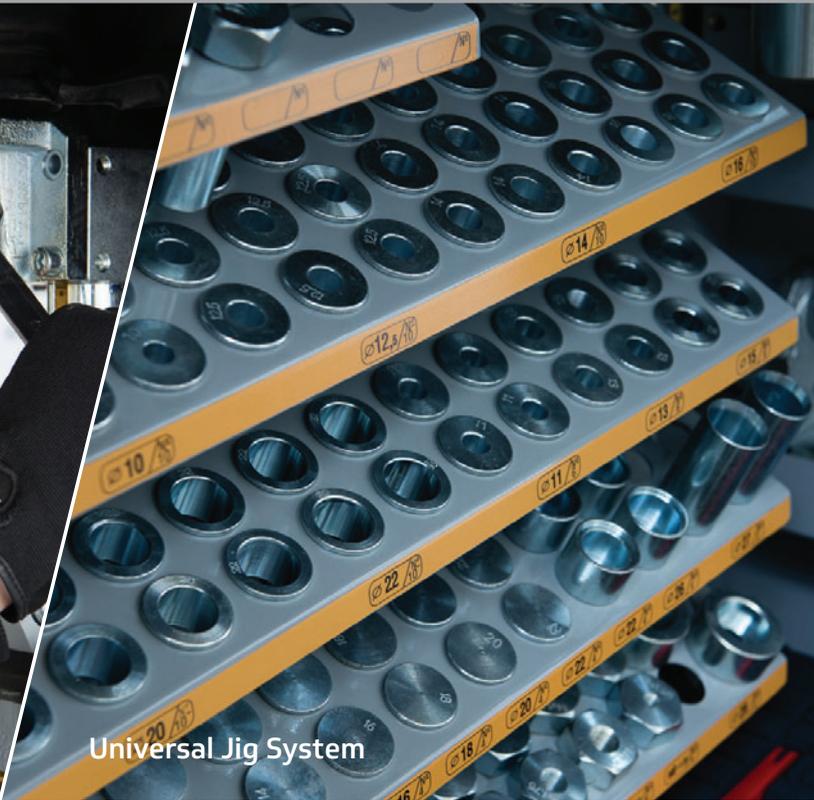
It is anticipated that numerous data access and cyber security bills will be introduced in the coming months impacting automotive repairers. This is already occurring at the state level, including the California Consumer Privacy Act. NHTSA and the FTC have shown little interest in moving forward on these issues without congressional action. NHTSA has released several guidance documents relative to new vehicle technologies and the responsibilities of state and federal governments. Without congressional action, we will likely see the proliferation of state activity on these most important issues. 📧

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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Win-win scenario

Customers, employees benefit from Baker family's successful business practices

JAMES E. GUYETTE // Feature Author Title

 Having been in business for 66 years spanning three generations, South Carolina's Baker family is cooking up quite a legacy of personalized customer service and employee satisfaction at its trio of Baker Collision Express locations in Lexington, Irmo and Columbia.

"We have modern, well-equipped, air-conditioned and heated facilities, plus a great culture. Our customers know that they are not just another number — not just a job to be processed," says Steve Baker, "and that we treat our customers with utmost respect, treating each job as if it belonged to our mother."

Owner Larry Baker, Steve's father, attributes much of the I-CAR Gold Class-rated enterprise's success to their sizable investment in certifications from General Motors, Ford, Chrysler, Honda, Hyundai, Nissan, Kia, Acura and Infiniti.

"Proper tooling, effective repair processes and a stringent continuing education regimen are all requirements to earn and keep the original manufacturer certifications," Larry points out. "Manufacturer certifications provide much-needed accountability to the collision repair industry to ensure that shops are equipped to safely and properly return vehicles to their pre-accident factory specifications."

"We have the equipment and technology required to repair the latest model vehicles," adds Steve. "We always have plenty of work to do, we have a fantastic benefits selection to choose from and we treat all our employees like family."

"We re-manufacture damaged vehicles in much the same process as they are made at the factory," Larry reports. "Manufacturing is how the car is made originally," he elaborates. "Re-manufacturing it is basically repairing it to the exact condition and state that it was in when it was originally manufactured."

An assembly line-type of production enables several team members to work on each step at the same time, which allows undetectable repairs to be made in about half the time as the traditional methods typically utilized by most other shops, according to Larry.

A teamwork pay plan encourages a cooperative approach, meaning that "the translation for the customer is that there is no one at Baker with any incentive to charge customers more money for a repair than what is fair," he says.

"The evolution of vehicle technology has created a massive learning curve for the repairers to be able to effectively service



BAKER COLLISION EXPRESS

Lexington, S.C. // www.bakercollisionexpress.com

Larry Baker
Owner

8.2 days
Average cycle time

3
No. of shops

\$2,142
Average repair order

66
Years in business

92
No. of customer vehicles per week

57
No. of employees

\$10.2 million
Annual gross revenue

6
No. of DRPs

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and repair each new vehicle. Advances in collision avoidance technology, airbag and safety restraint systems and electronic drivetrain and braking systems have made a focus on safety and proper repair techniques critical in an industry that is slow to adapt and change," Larry asserts.

"The driving force behind our business is the confidence that we are putting people back on the road in safe cars. That's what helps me sleep at night," he says. "Cars come in here for repair with child safety seats in them. This isn't something that I take lightly."

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LAUNCH ROXIE		
Vehicle Information		
VIN: 1FTWW31P86B01636 Vehicle manufacturer/model: Ford/F-350 Year of manufacture: 2005 Mileage: 235871 KM		
Inspection organization		
Name: LaunchTechUSA Address: 1820 S Milliken Ave Ontario CA Contact Number: ☎ 9524831880 SN: 988760201223 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 🟢	

- PRE & POST REPORT -
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space-age is now commonplace,” Larry observes. “The computerization and proliferation of technology like GPS, collision avoidance, adaptive headlights and cruise control, smart air bags, and so much more has changed how vehicles should be repaired. It is imperative that we keep up with the changing technology so that we are educated and equipped to properly repair vehicles.”

Describing the benefits of enlisting the services of a third-party repair verification firm, he notes how “the technology and materials being used in the manufacture of vehicles is changing with persistent efforts to make vehicles safer and more fuel efficient. The use of stronger and more exotic metals has an important effect on how a vehicle should be repaired. For instance, there are different welding techniques required to work on vehicles made of aluminum, steel, high-strength steel, and even ultra high-strength steel. Components made of certain metals can be cut and replaced in sections. Other components cannot be sectioned and must be replaced in their entirety.”

Larry goes on to point out that “having third-party accountability is an important part of making sure that our body technicians are practicing the most correct and up-to-date repair techniques to ensure safety and longevity. This company ensures that we have the necessary equipment to perform manufacturer-recommended repairs and also to ensure that we are safely repairing vehicles by adhering to manufacturer repair specifications. It is of the utmost importance that we repair vehicles in accordance with the guidelines that each manufacturer publishes when they build a vehicle.”

An outside company also independently verifies the Baker customer service experience. “We view this as a needed investment to ensure that we are consistently delivering on our mission to treat our customers how we would like to be treated.”

“It is paramount that you are satisfied with the repair experience; it is even more important to us that we properly and safely repair your vehicle. That means that we invest in continuing education, technical training and certifications, access to manufacturer specifications, and the most advanced equipment,” emphasizes Larry. “Our commitment to our customers is that we will continue to monitor changes in technology and vehicle production so that we can continue to safely repair vehicles as we have for over 60 years.”

A policy of continually seeking operational insights is reflected in the Baker management team’s attendance at the SJF Business Consulting “Improving Workshop Efficiency” course focusing on lean production. “Larry and I speak frequently about trends in the industry, hiring personnel and business improvement measures. We delve into countless business philosophies and ideals that we both share so closely from identical viewpoints,” says SJF principal Steven Feltovich, who has been providing consulting services to Larry’s sister DeLee Powell and her shop in Mansfield, Ohio for more than a decade.

Strategic partnerships

When dealing with insurance providers, “We really understand their needs and are willing to make sacrifices to meet those needs without sacrificing quality or safety,” according to Steve. “We work to create win-win scenarios and we always are respectful, even if there are disagreements. We look for innovative ways to build efficiencies and reduce cost while maintaining the highest levels of quality and safety.”

Vendors are addressed via a similar stance. “We treat them as if they are our own employees — we do not bully them,” Steve says. “We realize that in most cases doing business together is a strategic partnership, so we are always seeking win-win scenarios.”

Prior to making the Palmetto State

migration, the Baker family’s business began in Mansfield, Ohio in 1953 when Mervin and Esther Baker (Larry’s parents, Steve’s grandparents) founded Baker’s Body Shop in a small rented garage on Snyder Street at the east end of town. A new location in a 2,400 sq-ft building was constructed by Mervin and Esther in 1958. “Mervin was the brawn and Esther was the brains,” says Larry.

Larry had been born in 1958, later joining Mervin and Esther at the family business in the Buckeye State. Nowadays in South Carolina, all of Larry’s four children are involved with the business: Steve, Matthew, Abby and Hannah.

“I was primarily self-taught,” Larry recounts. “Jim Cates as well as my father (Mervin) took me under their wings and mentored me. I went through three stages, from learning to repair the cars myself, to learning manage a group of people and to leading managers — each stage requiring a different set of skills and talents.”

After assuming a management role at the Mansfield shop, Larry moved his entire family to South Carolina in 2001, where he remotely oversaw the Ohio operation. “In 2002, I began consulting for DuPont and leading 20 Groups until 2018. I also did consulting work in South Carolina until 2004, when I opened a body shop in Irmo as the majority owner with my former partner, John Harris,” he recalls.

In 2008, Larry’s sister, DeLee Powell, purchased the Mansfield shop. In 2012 Larry bought out Harris and “re-branded in South Carolina as Baker Collision Express while at the same time opening our second location in Lexington at the local Dodge dealership.” A new Lexington facility was subsequently constructed in 2015, and the third Baker location, this one in Columbia, was inaugurated in December 2016. 📍



JAMES E. GUYETTE is a long-time contributing editor to *ABRN*, *Aftermarket Business World* and *Motor Age* magazines.
jimguyette2004@yahoo.com



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Three competing views of how the aftermarket will look by 2020

AN ECONOMIST, INVESTOR AND INDUSTRY REPRESENTATIVE WEIGH IN ON WHAT'S TO COME

KRISTA MCNAMARA //
Content Channel Director

An economist, investor and industry expert may have competing focuses, but they all agree on one thing: the automotive aftermarket is growing, and the future looks bright, although uncertainty and some challenges do loom.

The experts presented their views on the market during the Automotive Aftermarket Suppliers Association (AASA) Vision conference in Dearborn, Mich. on April 3.

The Economist

In 2018, the U.S. economy was up by about 2.9 percent, driven by personal consumption, business investment and government expenditure, said Natalie Soroka, Senior International Economist, U.S. Department of Commerce.

The global economy as a whole also grew in 2018, with many major countries all growing together. But this most likely will not be permanent.

Overall, Soroka expects GDP growth to slow down moving forward. "I am not talking about a global recession, but it is going to slow down," she said.

Why? Some of it is cyclical. Also, interest rates are going up, which reduces spending. Trade is expected to slow as well.

The overall verdict: "The economic outlook remains generally positive, but uncertainty and risks remain," she said.

The Investor

From an investor perspective, the after-

market looks positive — vehicle miles driven continue to reach record highs and the vehicle age mix favors aftermarket demand with the sweet spot of 3-7-year-old vehicles representing a growing mix after a dip from 2012-2016, said Bret Jordan, managing director with Jefferies LLC.

The industry is also in recovery after some short-term weather impacts. The warmest winter on record from 2011-2012 impacted aftermarket demand, followed by a recovery in 2013-2014. Similar weather — the fifth warmest winter on record — happened again in 2016-2017, contributing to industry underperformance, followed by a recovery in 2018-2019, Jordan said.

Pothole fill rates are up, which bodes negatively for drivers, but positively for the industry. The number of potholes filled by the New Jersey Department of Transportation increased nearly 30 percent from 2017 to 2018, and in 2019 is currently up 12 percent.

Inflation — mainly from tariffs — are causing price increases, and Jordan said he expects to see an approximate two percent tailwind to retailers' topline growth in 2019.

There are some concerns about online retailers capturing market share, which compressed retailer/distributor valuation in 2017. But valuations have since recovered.

The overall verdict: "I expect with tailwinds from the weather and inflation, it seems like a relatively favorable environment for the public companies.

Retailers are hitting historic highs," Jordan said.

The Industry

Overall, economic fundamentals are strong. "We have a healthy industry and one we should prop up and is going to grow," said Nathan Shipley, executive director, industry analyst, The NPD Group.

Retail spending is holding at 3 percent. All industry fundamentals — miles driven, vehicle age and the number of licensed drivers — are all moving in the right direction.

"Our industry is strong, but who we sell to and how they buy is changing," Shipley said. More customers come in with their own parts. They are researching on what parts they need, their cost and where to buy them, so there is a rise in ecommerce. We are also seeing a change in how these consumers get around, with autonomous vehicles and vehicle sharing models, he said.

Industry news reflects the goal of the distribution market to improve the transaction between the shop and the customer. This includes Amazon's tire partnerships with multiple players; eBay Motors' new "Shop by Diagram" and "My Garage" programs; AutoZone announcing free next-day shipping in 83 markets; Advance Auto Parts partnership with Walmart; and Goodyear launching a new store format, among others.

The overall verdict: "The future looks very bright, but it will continue to slowly evolve as we move forward," Shipley said. ■

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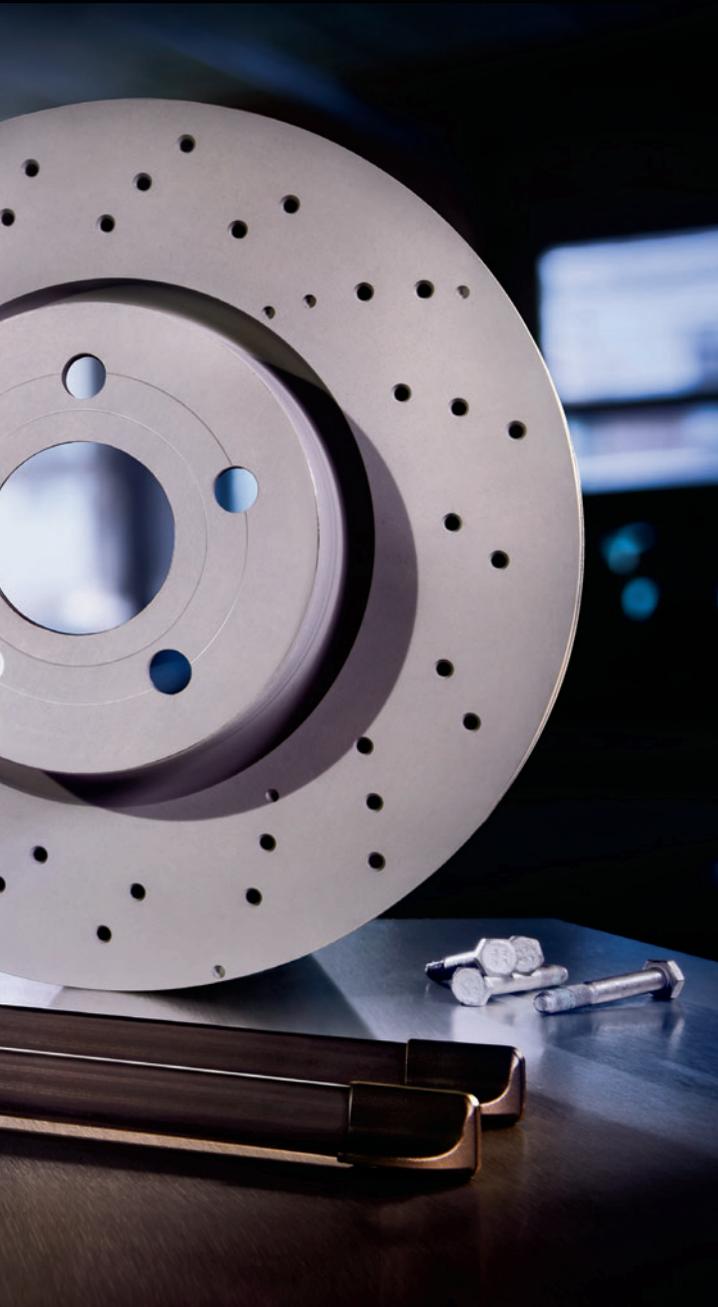
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A “BACK-END” ESTIMATOR who can thoroughly blueprint a repair can be your ticket to accurate work order/repair matches that produce more revenue.

STEPS TO ACCURATELY PAIR WORK ORDERS WITH THE REPAIR WORK

TIM SRAMCIK // Contributing Editor

On the surface, matching a work order with a repair should be no great challenge. But this is the collision repair industry where even minor tasks can become very complicated and feed into even more sophisticated repairs. Indeed, as the complexity of vehicles and repairs has grown, so has the difficulty in producing an accurate work order/repair match, with the result being re-dos, incomplete/unsafe work and lots of lost revenue.

While you may believe your shop's efforts have been up to snuff, there's actually a very good chance you may be struggling, even if you haven't no-

ticed. One of the issues with matching problems is that they can be easily overlooked or the fault for their negative consequences is placed elsewhere. Then there's the fact that a shop can be doing well financially even with a brewing matching issue.

The only way many shops, including yours, can spot this problem is by actively seeking it out.

Use the following information to determine if your shop could be doing a better job matching the work order to the job. Turn to the steps included here to fix the problem.

The core of the issue

Michael Bradshaw is a 14-year industry veteran, Director at Large for the Society

of Collision Repair Specialists (SCRS) and Operations Manager of K&M Collision in Hickory, N.C., which holds 14 OEM certifications. Bradshaw recently hosted a presentation at the NORTH-EAST Auto Show on proper blueprinting for structural repairs and has consulted with other shops to help their businesses.

Bradshaw says the failure of work order/repair matches doesn't occur so much during or after the repair (when the work is being checked) but when the estimate and damage analysis are performed, long before any work is done. The first part of the problem: Too many repairers rely on a “front-end” estimator who doesn't have repair experience or fully understand the collision repair process.

“Shops need to have a ‘back-end’ es-

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SHOPS SHOULD REQUIRE back-end estimators to take the same training as techs to ensure they have a full understanding of repair processes, says Michael Bradshaw, Operations Manager for K&M Collison.

WITHOUT ACCURATE DAMAGE ANALYSIS and blueprinting, critical tasks, such as calibrations, can be overlooked, leading to come-backs and serious liability issues.

timator who works out in the shop and who can work with the technician during vehicle disassembly to blueprint the repair,” Bradshaw says.

Moreover, this back-end estimator needs to have repair experience to blueprint the job properly.

Without an understanding of the repair process, estimators have to rely almost solely on software to write a work order. Bradshaw says this software frequently doesn’t outline every aspect of a repair. “If it’s a quarter-panel replacement, the estimator selects the quarter-panel repair option. That selection isn’t going to include all the tasks that are necessary to do the job,” he explains.

This fact only turns up later when the tech notices. Then, says Bradshaw, the tech typically notifies the estimator who orders the additional parts but frequently neglects charging the necessary labor.

Lost labor revenue isn’t even the worst fallout from an incomplete work order.

Critical work that’s initially overlooked may not be performed at all. This includes calibrations needed to return safety and other vehicle systems to working order, leaving shops open to come-backs and liability for unsafe repairs.

Important to keep in mind here is that an accurate work order/repair match only happens when a vehicle is fully diagnosed and the repair blueprint

accurately and completely lays out the repair in the proper sequence. Following up the blueprint with the full repair is actually the easy part. Estimating software comes with all kinds of available check sheets and ways to record work. The hard work is creating a thorough blueprint that produces the best cycle times, captures all the revenue a shop is due and rebuilds the vehicle to pre-accident condition.

Stopping a cycle of mistakes

With this being the case, why doesn’t every shop make a priority of building an accurate blueprint? Bradshaw says there are two reasons. First, many owners are “ingrained in doing things the same way they did 20 years ago, when today’s repair demands didn’t exist.” Second, too many shops rely on performing work in volume, for DRPs most notably. They become so focused on doing everything they can to push cars out their doors, they don’t believe they have time to perform a proper work order/repair match.

Addressing both these attitudes is the first step in resolving this issue (more on that momentarily).

The second, Bradshaw insists, is setting up a damage analysis/blueprinting process that incorporates a back-end estimator. He calls adding this estimator “one of the biggest changes a shop can

make to help profitability.”

Adding one can be broken down into a two-step process:

1. Identify an estimator on your staff with repair experience or who understands the repair process the best. Bradshaw says shop personnel often come in two types — those who are better suited handling customers and those with technical skills. Shops often throw both together at the front of the shop. He recommends moving those with technical skills into the shop to help manage and communicate the technical aspects of a job.

If you have a small shop with a limited pool of estimators, consider bringing another on board with the skills to be a back-end estimator or one who will be able to fill in for the estimator you are moving to the inside. Adding personnel always comes with cost, but there’s a great possibility the lost revenue you’ll reclaim will more than pay for this move. A more palatable move for cash-strapped shops is making better use of its existing estimator pool. Reorganizing other tasks estimators may be performing and transferring those to other staff can free up the time to move an estimator into the shop.

2. Educate your back-end estimators. Bradshaw’s business sends these estimators to the same training courses as its techs, even hands-on training. While

that may seem like a misuse of training resources, it actually punctuates just how important the work of a back-end estimator is and the necessity of keeping these employees up to date on the latest repair information. Note: Having all your estimators train regularly is vital. Front-end estimators whose skills are up to date can provide important assistance to those inside the shop.

Grasping the lost dollars

For shops balking at the thought of adding a back-end estimator or those who believe their current method of creating a work order is good enough, Bradshaw presents the following example of what an accurate blueprint can offer.

Again, he points to a quarter-panel repair, which an estimating system may log as an 18.5-hour task. With the majority of the industry paying its techs a flat rate,

many techs will attempt to complete this work in 12 hours (to build a 150 percent efficiency rating) and move onto other work. In actuality, the complete repair can take between 40-60 hours, which a tech may try to complete in 25-30 hours.

If the tech performs the work in 25 hours, the shop logs an additional 13 hours of labor, which at a \$50/hr rate brings in \$650. That's just for a quarter-panel.

Bradshaw recently consulted at a shop generating \$250,000 monthly with eight front-end estimators. Consider two things here. On the surface, the shop appears to be doing incredibly well even as it's potentially losing significant revenue in lost labor (serving as an example of how an otherwise successful shop may be sitting atop a big problem). With proper blueprinting, and therefore an accurate work order/repair match, it

could be doing even better.

Those lost dollars can go a long way in adding locations, paying for training and equipment, and planning for the future. Not being subjected to a lawsuit for an unsafe repair is another bonus.

With all you have on your plate as a repairer, being told to worry about an area where everything seems fine can seem like a bit much. But you don't want to miss out on making an accessible change that could transform your operation. In an industry where complexity continually challenges your business decisions, having a clear path to improvement is a rare benefit. 



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A FRAME RACK HOLDS THE VEHICLE into place on a deck with the repair done by making pulls in various directions to bring the entire structure back into OEM specifications.



BENCH VS. RACK

FINDING THE RIGHT EQUIPMENT FOR MODERN COLLISION REPAIR

MIKE CROKER // Contributing Editor

The way we repair vehicles has changed. Automobile manufacturers have reduced vehicle weight by switching from traditional steel to aluminum and high-strength steels, introduced new technologies like advanced driver-assistance systems (ADAS), and are continually updating and improving repair standards.

In order to better diagnose, develop and execute a proper repair plan once a car is damaged in a collision, a technician needs to be able to understand not only how the collision affected the point of impact, but also how the collision en-

ergy transferred throughout the vehicle.

It's now more important than ever for shop owners and their technicians to understand the structural design and construction of the vehicles they're repairing. When repairing a vehicle, shop owners need to ensure not only that they have the necessary collision repair equipment to do the work, but also that their technicians have the proper training to make the repairs and understand OEM repair standards.

So, what equipment should shop owners consider when it comes to modern collision repair? While technicians

in the United States have typically been trained on and are more familiar with frame racks, bench systems are growing in popularity as the automotive manufacturing industry changes.

Frame rack vs. bench: What's the difference?

When considering whether a frame rack or bench is better than the other, it's best to understand the difference between the two.

Benches hold a vehicle in alignment and allow parts and pieces of the vehicle to be positioned within the alignment of



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the bench. With a bench, the vehicle is set up in holding points that become specific measuring reference points. These points allow the technician to then make incremental adjustments in small areas to bring damaged pieces back to specifications. A bench can have measurement scales running down the platform and along the crossbeams to reference all repairs or dedicated fixtures that are vehicle-specific.

Frame racks hold vehicles into place on a deck, and then the repair is done by making pulls in various directions to bring the entire structure back into OEM specifications. This technique can help apply the same amount of pressure across multiple points of the damaged area at the exact same time and can help to prevent further damage to the vehicle structure.

Structural holding and anchoring

Another important factor in vehicle repair is holding the vehicles correctly. Today's vehicles are manufactured with many different types of materials, such as high-strength or ultra-high-strength steel or aluminum and/or other lightweight materials, and may require a different repair approach when it comes to holding and anchoring the vehicle. In most cases, the days of holding only four points in the center of the vehicle are gone. Today, six, eight or more holding points are required regardless of whether repairs are being done on a bench or a frame rack.

Understanding how to hold the vehicle during the repair process is just as important as the repair itself. Structural holding allows the technician to apply

additional holds that spread out the amount of pressure at each hold location. This can help reduce the chance of the car shifting out of place during the repair and causing additional damage to the vehicle. It also makes it easier to return a vehicle to OEM specifications.

Measure what matters most

More and more insurance companies now require repair shops to use computerized measuring systems as part of the repair process. The good news is that most measuring systems can be used on both frame racks and benches. Whether detecting misalignment in a vehicle's structure or verifying that repairs have eliminated the damage, electronic measuring systems are critical to the repair process and provide additional accuracy to ensure the repair is done correctly.

Five questions to ask

There's no right or wrong answer when it comes to choosing between a frame rack and a bench. Capital investments are a big decision for any shop owner, so here are a few questions to consider:

1. What's your budget? There are a variety of different bench systems on the market that require a larger initial investment, typically costing between 50 and 70 percent more than a frame rack. Another consideration is that while some bench systems use universal fixtures that offer more flexibility in anchoring a vehicle, others may require dedicated fixtures that must be rented or purchased depending on the type of vehicle being repaired, requiring additional time and financial resources to make the repair.

If the budget is a concern, there are economical alternatives to purchasing a new bench, such as expanding the multipoint holding capabilities of an existing frame rack by adding a structural holding system. Many of the holding systems on the market are able to work on older benches and racks, so in many cases, shop owners may be able to update the equipment they have rather than purchasing everything new.

2. What types of vehicles does your shop repair the most? If your shop repairs mostly pickup trucks, for example, a frame rack is likely the way to go. Larger body-on-frame vehicles can be easier to fix on frame racks, which provide a larger platform for the pulls and pushes that are important to proper truck collision repair.

For shops that service more cars, a bench may make more sense. Unibody vehicles often require replacement of parts more than pulling, and benches can in some cases take up less room than a traditional rack.

3. How much space do you have? The physical amount of space needed around a rack or bench to perform vehicle repairs, whether operating the towers to make pulls or sectioning out damaged



BENCHES HOLD A VEHICLE IN ALIGNMENT and allow parts and pieces of the vehicle to be positioned within the alignment of the bench.

parts, is virtually the same. However, a bench system is smaller than a rack, and some benches can be recessed into the floor when not in use, making the bay available for other purposes.

4. Do you want to be approved to repair a certain OEM's vehicles? A growing number of OEMs are requiring that shops use specific equipment when repairing damage to their vehicles. To be approved to repair a certain OEM's vehicles, shop owners will need to invest in the type of collision repair equipment required.

5. What training is needed? When considering a bench or rack system, shop owners will want to determine whether they have technicians on staff who are familiar with bench or rack repair. Any new equipment purchase is going to require additional training. Vehicle technology, rack and bench repairs, and vehicle holding methods are changing rapidly and require consistent training. Even if new equipment hasn't been purchased recently, it's still important to get updated training from the equipment manufacturers.

There's no right or wrong decision

As collision repair methodology and the equipment needed to facilitate repairs continue to evolve and improve, it's important to keep up to date on the changes in the industry and take the time to conduct regular training. Without the right equipment and an understanding of how to correctly repair a vehicle, more damage can be done, costing a shop time, money and reputation.

Shop owners must understand their shop's needs when evaluating which system will best suit their business now and in the future. 



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DRIVING THE REPAIR FOCUS

REPAIRABILITY TAKES CENTER STAGE AT SMDI'S "GREAT DESIGNS IN STEEL"

JODY N. HALL // Contributing Editor

Every stakeholder in automotive design and production recognizes vehicles are safer, longer-lasting and more affordable to own when repairers have all of the information they need to perform complete, high-quality repairs. This is why the Steel Market Development Institute (SMDI) and its North American steel industry investor companies work closely with OEMs and the repair industry to help design repairability into vehicles.

Automakers and repairers are aware of the central role steel plays in automotive design and occupant protection. But as

steel has evolved through the introduction and use of advanced high-strength steels (AHSS) and new ultra high-strength steels (UHSS), it has become more imperative for engineers designing new vehicles and the repairers who will someday need to get them back on the road to learn more about working with those new steels.

One centerpiece for this education is SMDI's annual "Great Designs in Steel," the most respected forum for engineers on the subject of automotive steels. No other event in the world brings together the automotive and steel industries in one place like Great Designs in Steel, and SMDI recognizes there's a critical connection between design and repairability.

This is why SMDI wanted to ensure steel-related repairability was strongly represented at the 2018 event, inviting I-CAR's Director of Industry Technical Relations, Jason Bartanen, to speak. In addition, during the same time period, SMDI held a related repairability summit between key stakeholders at its Detroit-area headquarters, focusing on welding applications and repairability considerations.

Repairability isn't just about the design and engineering of a vehicle; it also depends on how the information is provided to repairers. Bartanen's presentation to an audience of OEM and supplier engineers and designers expanded on a presentation from 2017 that detailed



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how to identify materials, guidelines for repairability, standardization and continuation of repair information types and improved alignment/standardization of attachment methods for collision repairers. In 2018, Bartanen continued the discussion, focusing on the ways automakers could help improve the information flow to repairers on steel-related issues, which he noted would increase repair quality, improve customer experience and lower the consumer's total cost of ownership.

In addition to consumer satisfaction and total cost of ownership, it is important to recognize repairability has a significant environmental sustainability factor as well. Repairing a vehicle and keeping it on the road spreads the environmental impact of its manufacture — and disposal/recycling — over a longer productive lifespan improving any analysis of its lifecycle cost. This is another factor in which steel provides unexpected environmental benefits over competing, harder-to-repair automotive materials.

But with automakers increasingly turning to new AHSS and UHSS steels, repairability is dependent on the repairer having a clear understanding of what steels are used where in a vehicle, as well as clear direction from the OEM on how and where to perform operations such as sectioning, welding or other attachment methods, bonding, corrosion preparation and more.

This information also plays an important role in assisting insurers in making repair decisions, helping them understand what can or cannot be done cost-effectively in repairs that involve working with high-strength steels.

Bartanen is involved in I-CAR's critical role of getting imperative information from automakers into the repair and auto insurance industries, and it was the flow of information he worked to expand with his presentation at Great Designs in Steel.

First and foremost, he mentioned repairers need clear and simple automaker guidance on what steels they are using for which applications in a vehicle.



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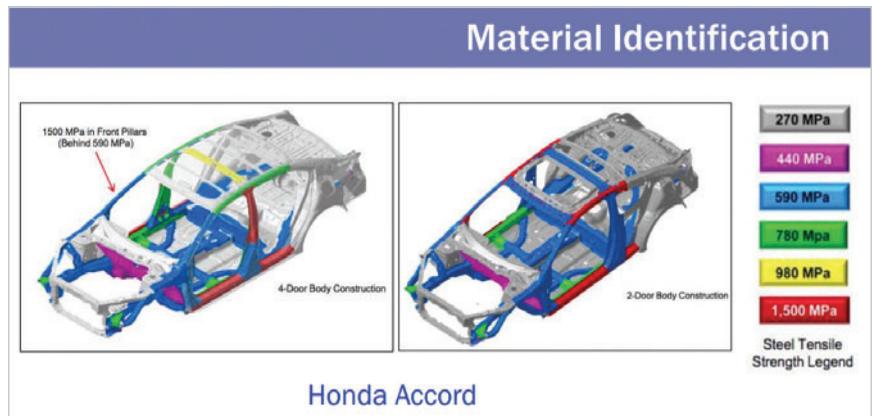
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He noted that while it's not necessarily a bad idea for OEMs to provide detailed information on steel grades, repairers generally only need broad classifications such as "mild, AHSS or UHSS" to make most repair decisions. "As a collision repair professional, if I know there's ultra high-strength steel in that door aperture, I know that I'm going to have to replace it because I'm not going to be able to straighten it," he explained.

In addition to identifying steels, Bartanen noted, repairers need clear information on what they can and cannot do to steel to preserve the OEM's original design capabilities. Specifically, he shared a common concern among repairers with the assembled OEM representatives and asked not just for advice, but for clear and simple guidance on decision points which remove the potential for misunderstanding or incorrect repair decisions. Using Honda's repair guidelines for its 1,500 MPa steel applications in the Accord, which forbid straightening and require squeeze-type resistance spot welding at factory joints as an example, Bartanen showed where clear guidance on how to work with specific steel applications improves repairability. He contrasted with other automakers' documentation showcasing much less-defined guidance, such as saying welding primers were "recommended where applicable."

"Using words like 'NEVER' and 'MUST' really helps us," Bartanen explained. "Saying things like 'SHOULD' or 'RECOMMENDED,' that's where we start getting into those gray areas, and that's where we get into some conflict within the repair industry about what can and cannot be done."

He also asked OEMs to provide details on potential repair methods in areas where there is significant UHSS usage, sharing examples of how General Motors provides outer body panel sectioning details for replacement of the Chevrolet Malibu B-pillar, or Ford does with detailed sectioning instructions for



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		Y = Yes (Includes Limited Availability)	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	F = Free	Comply to ALL SAE J2276 Information Requirements
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Hyundai														Collision Repair Information Not Released in US Market
Infiniti	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	N	D, M, A
Jaguar	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	N	D, M, A
Jeep	Y	Y	Y	Y	Y	Y	Y	Y	DNU	Y	Y	Y	N	F
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Mazda	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	N	D, M, A
Mercedes-Benz	Y	N	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	N	D, M, A
Mini	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	DNU	D, M, A
Mitsubishi	Y	Y	Y	Y	Y	Y	Y	Y	N	Y	Y	Y	N	D, M, A
Nissan	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	N	D, M, A
Porsche	Y	Y	Y	Y	N	Y	Y	Y	Y	Y	Y	Y	DNU	A
Ram	Y	Y	Y	Y	Y	Y	Y	Y	DNU	Y	Y	Y	N	F, D, M, A
Scion	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	DNU	D, M, A
Smart Car														
Subaru	Y	Y	Y	Y	Y	Y	Y	Y	N	Y	Y	Y	N	D, M, A
Tesla	N	N	Y	N	Y	Y	Y	Y	N	N	Y	Y	DNU	D, M, A
Toyota	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	DNU	D, M, A
Volkswagen	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	DNU	D, M, A
Volvo	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	N	D, M, A

OEM TECHNICAL INFORMATION MATRIX

the F-150 front frame components. Even if such detailed instructions aren't available, he noted, simple recommendations such as hot/cold straighten and welding method for each individual steel provides real value to the repairer community and contributes to repair quality and consumer satisfaction.

Bartanen's presentation and the broader discussion around repairability design and information transfer was well-received by the automaker representatives and is an excellent example of the kind of partnership that continues to provide real benefits to everyone involved.

We're proud at SMDI to have played a role in bringing together key repairer, engineer and steelmaker stakeholders to better understand each other's needs and how best to work together to achieve them. We know those relationships will continue to improve safety, affordability and customer satisfaction, which is what we're here to accomplish.



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



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Transforming the future.

AkzoNobel creates everyday essentials to make people's lives more liveable and inspiring.

As a leading global paints and coatings company, we supply ingredients, protection and essential color to industries and consumers worldwide. Backed by a pioneering heritage, our innovative products and sustainable technologies are designed to meet the growing demands of our fast-changing planet, while making life easier.

When it comes to vehicle refinishes, we are a leading supplier of products, color technology and state-of-the-art business services for the automotive and commercial vehicle repair industry. Our portfolio of well-known brands includes; Sikkens, Lesonal, Wanda, Modern Clasic, Sikkens Autocoat BT, and U-TECH.

We realize paint has to be more than just paint. That's why we develop market-leading products and technologies that

not only offer world-class functionality and performance, but also provide customers with products and services that help reduce waste and energy use and maximize productivity.

When it comes to color matching, we have been revolutionizing the industry since the 1970s. In the 90s, we led the Vehicle Refinish world in digital color matching with the launch of the industry-first, award winning spectrophotometer, Automatchic. Ever since, it has been a never-ending evolution of discovery and innovation.

Today, we use industry-leading digital tools to revolutionize our customer's businesses and the way they work. By "going digital," we are helping our customers evolve; delivering greater color accuracy, better color results faster, reduced repair cycle

times and greater efficiencies all-round.

To aid in controlling workflow, AkzoNobel offers Carbeat™, a digital process control solution that helps improve communication and production efficiency. Carbeat users benefit through process transparency, robust analytics, empowerment and engagement, flexibility and simplicity for business operations.

Consistently ranked as a leader in sustainability, we are dedicated to energizing cities and communities while creating a protected, colorful world where life is improved by what we do.



AKZONOBEL
www.akzonobel.com

Autel diagnostic intelligence

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

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 any time 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.

Collision repair-ready MS906TS

The Autel MaxiSYS MS906TS is an 8" wireless, diagnostic scan tablet focused on the collision industry. The MS906TS performs many important features, in-

cluding complete TPMS service and advanced functions including module coding and adaptations as well as key programming. It generates insurance-carrier ready Pre-SCAN and Post-SCAN diagnostic reports with ADAS module identification. The MS906TS has bi-directional control, can access all modules in all systems, and has 20 service functions. Purchase includes a wireless MaxiSYS-VCII100, OBDII connector kit, 1-year tool warranty and 1 year of free software updates.

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 MaxiSYS software provides detailed graphic instructions and precise measurements for setup and calibration procedures. The MaxiSYS tablet provides OE level coverage, bi-directional diagnostics, service reset functions, and a single button Pre-SCAN / Post-SCAN feature with ADAS identification.

AUTEL

AUTEL

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Live Chat: www.Autel.com

Phone: (855) 288-3587

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The OEM parts experts now have aftermarket parts too

AutoNation is America's Largest Automotive Retailer with over 300 locations from coast-to-coast. It is one of America's largest wholesale parts operations and is known for its vast OEM parts network, topping over 3 million parts orders annually. Coupling that with our new offering of quality aftermarket parts, we provide unique solutions to meet your needs when you need to cut costs, not corners. Our parts network is supported by our parts experts, providing world-class service, so now you can order your OEM and aftermarket solutions with just one call.

Along with our wholesale parts network, we boast several new product lines:

AutoNation Collision Parts is AutoNation's end-to-end product line of collision repair solutions. All parts are precise-fit

and available for all makes & models. We ensure CAPA and NSF certifications, where applicable, plus those parts are backed with a Limited Lifetime Guarantee.

PrecisionParts is AutoNation's parts brands, offering high-quality aftermarket batteries, filters, wipers, and brakes for all makes & models, and for a variety of budgets.

PrecisionCare is AutoNation's line of professional car care products & shop supplies for reconditioning, detailing, and retail. They are professional-grade products with professional-grade benefits and results.

You can find us in **PartsTrader**, **Audatex**, **CCC ONE**®, **CCC TRUE**®, **Mitchell**, **OPS**, and **APU Solutions**, so you can access our parts at your conve-



nience. The AutoNation Parts Network offers OEM and aftermarket parts for over 30 brands, plus a team of professional & courteous, trained associates at the counter and in the field to get the part you need in your hands.

Put our scale to work for you. (888) 895-4046

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AutoNation PARTS NETWORK

Driven by passion, built to be faster, tougher and brighter

Built for Performance.

At Axalta Coating Systems, we're driven by the belief that singular focus is the key to exceptional performance. That's why we're dedicated to the science and technology behind coatings. In every measure and every way, our goal is to be faster, tougher, brighter.

We live coatings.

From start to finish, the people of Axalta are driven by something bigger. We're engineers and scientists who specialize in discovery — constantly working to advance coatings, tools and training designed to drive better performance for all of the customers we serve.

We're also manufacturers who uphold the highest quality and sustainability standards to create brilliant products

for a new era.

And we're experts in the field who will always go one step further to support our customers. At Axalta, our passion for coatings truly colors everything we do.

You can have any color you like. So long as it's brilliant.

Axalta's goal is to be a valuable and trusted source for automobile color design and for the products and application tools that can help reduce the time it takes to apply paint. Our relationship with the industry remains steadfast.

Every day, around the world, Axalta develops and delivers coating systems for leading light vehicle OEMs and thousands of collision and repair refinish shops. Our goal is simple — to deliver performance that exceeds expectations. We strive to

create consistently high-quality products that keep operations moving smoothly and application procedures simple. Axalta's products are formulated to enable our customers to succeed.

Axalta is finding sustainable solutions. Always.

We know our customers care about the environment and so do we. Our products, the results they deliver and the way we make them are designed with the environment in mind. But we're not stopping there. Every day, we look toward the future with renewed energy and optimism because we are built for performance.



If you use a spray booth, prep station or mix room... stop now. Read this.

Technology equals productivity

"Our shops utilization of waterborne refinish products made the Blowtherm Air Speed/Waterborne Flash-Off an easy choice. The increase in production and efficiency is already adding to the bottom line," says Mark Smith, collision center manager, HALL Buick-GMC, Tyler, TX.

Energy efficiency saves money

"We were sold on the Heat Recuperation and Air Speed/Waterborne, Hi-Solid Flash-Off systems. No extra fans or blowers needed," says Dave Olender, owner, Olender's Body Shop, Vernon, Conn.

Quality construction

"We chose Blowtherm based on product, service and quality; and their footprint as the premier manufacturer of spray booth systems," says Christian Nogueiras, presi-

dent, Red Hill Collision, Costa Mesa, Calif.

Longevity

"Twenty five years later and still performing like the day I bought it," says John Roper, owner, Cutters Auto Body, Tewksbury, Mass.

Performance means profitability

"My painter is getting more production and up to 50 percent more efficiency out of the Blowtherm booths. Our cure time and energy use are down considerably," says Scott McDaniel, owner, Scott's Custom Colors Inc., Terre Haute, Ind.

Protect your company's good name

"We have to deliver a first-rate product. Blowtherm spray booths make that happen," says Larry Newman, body shop manager, Land Rover of Dallas, Texas.

Do the research. Make a smart decision.

"I looked at every spray booth around; Blowtherm was the best decision," says Mark Kowalski, president/owner, Marksman Auto Body, Brunswick, Ohio.

You've read what Blowtherm-USA can do. Now it's up to you. We look forward to helping your business grow.



BLOWTHERM USA

(855) 463-9872

www.blowtherm-usa.com

At CCC, we're focused on your customer

The modern customer has high expectations when it comes to technology, and that includes their interaction with your shop. CCC offers solutions that were built with your customer in mind. Along every step of the customer journey, you can now keep your customers informed and engaged through the repair process.



CCC® UpdatePlus

CCC UpdatePlus includes automatic, intuitive features that help you keep the customer informed through the repair process. Send repair status updates, appointment reminders and more with integrated text and e-mail features. After the repair, CCC UpdatePlus will send out surveys to rate your performance. These can be shared on Carwise™, a website used by millions of users each year to find body shops in their area.

CCC® Engage

All CCC UpdatePlus users can now add CCC Engage to further their customer engagement. This includes two powerful features: Lobby and Appointments.

Lobby – Modernize your customer check-in process with a tablet device and application that allow your customers to digitally check-in when they arrive, eliminating the need for your staff to rekey information.

Appointments – Add open appoint-

ment times to your Carwise profile, allowing new customers to make appointments with you online. All online appointments will be automatically added to your calendar. Simply add your open times, and wait for the new business to come to your door.

Carwise Shop Finder™

Build your Carwise profile for free — all CCC ONE users can fill out their shop information and get in front of new customers that are searching for shops like yours.

To learn more about our consumer engagement solutions, visit us at www.cccis.com/updateplus or call us at 877-208-6155.



High-tech abrasives revolutionize how sanding is done.

Eagle Abrasives, Inc by Kovax offers a wide selection of top quality coated abrasive products for refinishing in autobody repair, woodworking and industrial fields.

Since its inception in 1930, Kovax Corporation has played a leading role in the abrasives manufacturing industry. By adhering to rigid quality control standards and research, Kovax is now recognized as one of the most respected and reliable specialists in the industry.

As finishing technology continues to advance, quality demands in coated abrasives are higher than ever before, especially in the fine sanding area. Besides the longevity and cutting speed in sanding products, a uniform finish is essential for today's New Generation painting technology. Introducing...

Super Assilex - DRY

A perfect dry sanding medium that provides speed, uniform coverage and an extremely shallow sanding pattern. It prevents irregular scratches that can be caused by Non-woven products or the risk of over-sanding by standard abrasive sheets.

Tolecut System - Topcoat Touch-Up system - DRY

The most advanced system for removing dust nibs on topcoat finishing. Utilizes state of the art Dry Lube Technology to prevent loading. Instant scratch monitoring is possible thanks to a completely dry application. Ideal for Waterborne and High Solid Paint Systems.



TRI-PRO - DRY

Indisputable Performance and Excellent Quality make TRI-PRO Super-Tack Discs a good choice for your everyday sanding needs. Full resin bonded TRI-PRO Super-Tack discs cut fast and leave a uniform finish. Perfect for clog free, mid-range sanding on all kinds of surfaces.

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Helping companies maximize space while increasing productivity and safety

Goff's Enterprises has been manufacturing a wide variety of flexible industrial space partitioning products for over 30 years. Choose the auto body curtain wall system that is preferred by prep-station & spray booth manufacturers worldwide! Goff's Curtain Walls create work stalls that help control paint, grinding sparks, aluminum and steel dust, water and chemicals. Adding Goff's Curtain Walls helps create a safer, cleaner work environment, improve facility appearance, and reduce heat and cold loss.

Goff's product line also includes curtain walls, welding curtains & screens, high speed industrial vinyl and mesh roll-up doors, strip doors, sound control products, climate control curtains, food processing curtains and more.



GOFF'S ENTERPRISES, INC.

700 Hickory Street, Pewaukee, WI 53072

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800-606-7730

I-CAR: A good idea 40 years ago, an even better one now

When automakers first moved to unibody designs, body shops faced a steep learning curve to master new repair procedures. The need for training was so apparent that every segment—collision repair, insurance, OEMs, education, suppliers and related industry services—came together to form the Inter-Industry Conference on Auto Collision Repair.

That was 40 years ago. The accomplishments that kept I-CAR thriving to arrive at this milestone anniversary is cause for celebration. But I-CAR isn't resting on its laurels and uses reflections on how far it's come as a segue to talk about the enhancements coming. Just as the unibody made I-CAR a necessity in 1979 to ensure complete, safe and quality collision repairs, rapid technological advances are

a catalyst for retooling and innovation at I-CAR. To keep up with cutting-edge advancements from automakers, an even better I-CAR is needed.

I-CAR is implementing more sophisticated technology to improve the student's experience, and revamped its curriculum and recognition programs, raising the bar on Gold Class and Platinum standards to match increasingly complex collision repair needs.

The 2019 launch includes enhancements to I-CAR's Professional Development Program™, with new and updated courses. Courses will be generally shorter in length and more interactive with less redundancy. An annual training subscrip-



tion plan for Gold Class shops was also added that includes unlimited online, live, and virtual courses for all shop employees. From curriculum refreshes, learning platform redesigns and raising the knowledge and skills bar, I-CAR is ready to support the collision repair industry through the next 40 years in the making.

Watch for more details on www.i-car.com.



Insta Finish offers 3-in-1 savings with Panel Shop 1200 polish

With nearly 45 years in the auto finish business, Insta Finish Car Care Products introduces Panel Shop 1200, a high-performance polish for the automotive body shop professional. Panel Shop 1200 is an easy-to-use, consistent formulation that utilizes a proprietary blend of emulsifiers to produce a deep, flawless finish with repeatable results time and again. This high performance 3-in-1 advanced compound, polish, and glaze is a favorite of body shops and auto enthusiasts to eliminate compound marks, ultra-fine scratches, and paint oxidation.

Panel Shop 1200's zero-dust formula contains no harsh abrasives and works with both foam cutting and finishing pads on rotary polishers to produce superior results. The polishing process simply involves switching out various cutting or finishing

pads to limit aggressiveness of the polish. The high quality of the formulation is safe to use, easy to master, and produces dependable results by all skills of operators.

Panel Shop 1200 will reduce body shop cycle times and overhead by accelerating the polishing process through:

- Quickly eliminating holograms and restoring luster
- Producing a swirl-free, high-gloss finish free of defects
- An excellent cut and high polishing effect
- Eliminating compounding marks, ultra-fine scratches, and paint oxidation

Panel Shop 1200 is part of a four-part system of polishes and compounds from Insta Finish Car Care Products that meets the needs of body shop and auto enthusiasts who demand the best car care products



at the best price. Insta Finish manufactures and distributes a comprehensive portfolio of quality cleaners, polishes, compounds, and waxes for the automotive industry. All products are proudly made in the United States of America.

Panel Shop 1200 is available on Amazon Prime for \$14.95.

INSTA FINISH
www.instafinish.com

All makes, all models solution to purchase OE collision parts

OEC® CollisionLink Shop technology has changed the way collision shops buy original equipment parts. With 24/7 online parts ordering, integrated pricing/availability, VIN validation and OEM-sponsored parts programs, it's easy to see why CollisionLink Shop is the #1 preferred parts ordering solution for shops.

Shops that use OE parts to perform safer repairs can quickly and accurately locate and purchase original equipment parts through CollisionLink Shop. Additionally, CollisionLink Shop provides 13 OEM collision parts programs to offer tens-of-thousands high-quality original equipment parts at competitive prices.

CollisionLink Shop also streamlines the parts ordering process between collision shops and dealers, giving shops

more opportunities to use OE parts to repair cars without risking safety.

CollisionLink Shop offers:

- **Reduced parts returns.** With a very high accuracy rate on orders, fewer parts need to be returned, which means improved cycle time and fewer repair delays
- **One ordering process.** CollisionLink Shop automatically imports shop estimates for all makes and all models
- **Track an order and its status.** Know the status of orders at a glance, anytime
- **Send photos to dealers.** With the photos feature, shops can snap a digital



photo and send it to dealers to help get the exact parts needed for a repair

CollisionLink Shop is available to collision repair facilities with free training and support. Visit CollisionLinkShop.com to enroll for FREE!

collisionlink®



2019 COLLISION INDUSTRY PROFILES

Solutions from the world leader in coatings

PPG offers the innovation, experience and resources to meet the needs of today's collision repair businesses, large or small. Accordingly, PPG has developed an expansive portfolio of refinish systems to serve diverse customer needs — allowing collision centers to meet their specific performance and production requirements with quality and cost-effectiveness.

Advanced refinish technology

At the forefront of PPG premium refinish offerings is the advanced technology of the ENVIROBASE® High Performance and AQUABASE® Plus waterborne brands. By setting the standard in performance and color matching accuracy, they have become the brand of choice for more than 11,000 shops across North America and some 33,000 worldwide. PPG continues



to invest significantly in research for improving quality, paint cycle times, cost efficiency and sustainability.

Color leadership

To ensure color matching success across all product lines, PPG's global color team manages a growing database of 3,500,000 prime and variant formulas. The database forms the foundation for an array of innovative color tools to

maximize technician mixing accuracy and collaborative management of paint operation efficiency and profitability.

Value-added training and services

To further ensure the success of its customers, PPG offers a host of technical training and collision business development resources, ranging from the PPG Certified Technician program and related refinish courses to the acclaimed MVP Business Solutions program for owners and managers.



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Welders Made in the USA

Pro Spot International specializes in quality welding and repair products for the collision repair industry. Pro Spot owns three patents for special welding equipment and works with the majority of the largest auto manufacturers in the world. Pro Spot is a proud MADE IN THE USA manufacturer in Carlsbad, CA. The turn-key facility includes Engineering, Machine & Sheet Metal Shops, Powder Coating, As-

sembly, Training and Technical Support.

Pro Spot Training and Service

Pro Spot provides on-going training to all of our distributors and their technicians, therefore, all owners of Pro Spot products receive complete training firsthand. Pro Spot has two ASE certified training programs that are I-CAR alliance approved. Pro Spot also has a training facility at

its headquarters in Carlsbad, CA for groups to train on any and all products. Pro Spot also offers their unique My.ProSpot.com, which includes interactive training courses for shops and technicians to access online, and is an ongoing source of information on the industry.

Pro Spot Products:

- Resistance Spot Welders (STRSW)
- Battery Operated Spot Welders
- Aluminum Repair Equipment
- Dent Repair Tools & Equipment
- Weld Stations
- MIG Welders
- TIG Welders
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- Plasma Cutters
- Plastic Welders
- Fume Extractors
- and more...



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50 years...and counting

From an early age, Orazio Spanesi had always wanted to be a collision repair technician, but even more than that, Orazio wanted to own a collision repair business. 50 years ago, Orazio Spanesi opened his first collision repair facility. During his time working on vehicles, he often created tools to help him improve his efficiency and perform quality repairs.

Creating tools and equipment would prove to be Orazio's life's passion.

Continuous innovation

Orazio took his passion, intuition and experience to the equipment manufacturing industry in 1989, creating his namesake business, Spanesi, and released his first frame straightening bench in 1989. In 1992, Spanesi followed up with the first Touch electronic measuring system. Today, Spanesi has become a global leader

through the creation of the highest quality collision repair tools and equipment available.

Complete solutions

The OEMs, MSOs, franchise facilities and independents have all spoken, and Spanesi is the choice for vehicle repair equipment around the globe. Spanesi's vast and deep array of equipment offerings meets most of the OEM repair certification program requirements out there today.

Spanesi is the only company to offer a complete 360° Solution for the collision repair industry today. From structural repair benches, three-dimensional electronic measuring systems, vacuum systems, prep stations, spray booths, MIG/MAG welders (aluminum, steel and sili-



con-bronze), squeeze-type resistant spot welding equipment, and facility design services, no other company comes close to the product offerings being delivered to collision repair businesses every day.



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Steck Manufacturing Company offers auto body tools and equipment

Steck Manufacturing Company was founded in 1946 as Steck's Paint & Body Shop by George L. Steck. Since George was also developing other body shop tool ideas, he decided to go with the manufacturing and close the body shop and was renamed Steck Manufacturing Company. Today Steck is run by Chris Brill and Rick Vogel.

Steck's focus is on auto body repair business where they develop and sell body shop repair tools like our Aluminum Skin Zippers and SPR insertion and removal tools for aluminum door skins. Our latest release was our Retainer Clip Removal tool, which allows you to release retainer clips from the outside. By sliding in between the molding and panel you can now access both expansion ears and release the clip. Our I-Bolt universal Tow Eye allows towers to move all new vehicles on to their roll backs without carrying 15 different tow eye types.

Visit our website at www.steckmfg.com and <http://www.youtube.com/steckmfg> to view our product offerings and videos or call 1-800-227-8325 for a catalog.





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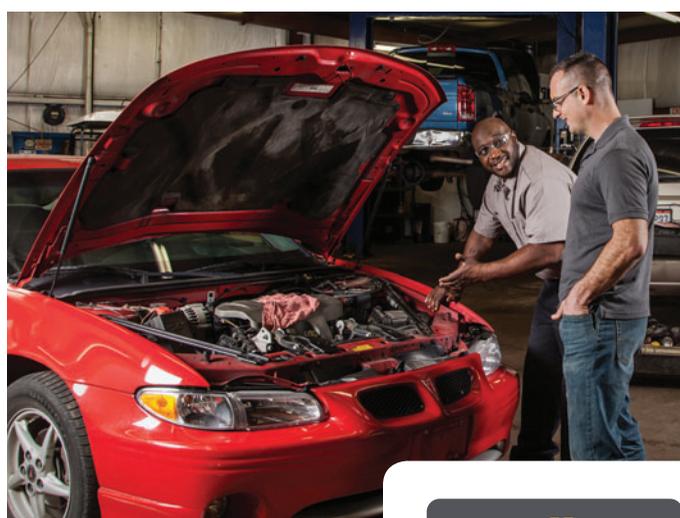
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Synchrony is a premier consumer financial services company delivering customized financing programs across key industries including retail, health, auto, travel and home, along with award-winning consumer banking products. With more than \$140 billion in sales financed and 80.3 million active accounts, Synchrony brings deep industry expertise, actionable data insights, innovative solutions and differentiated digital experiences to improve the success of every business we serve and the quality of each life we touch.

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*Subject to credit approval. Minimum monthly payments required. See store for details. Gas station purchases are not eligible for promotional financing.

AEROPRO offers pneumatic tools and spray guns

AEROPRO is Rongpeng's sub-brand that stands for the professional, fashionable design of Zhejiang Rongpeng Air Tools. The manufacturer Zhejiang Rongpeng Air Tools Co., LTD is a vertically integrated professional air tool manufacturer. We provide design, development, sales and service to all our customers. AEROPRO has been registered in the following countries: U.S., Mexico, Brazil, Columbia, Indonesia, UAE, Germany, Canada, Genevese (Covering the area of the U.S., U.K., Sweden, Denmark, Finland, Norway, Singapore, Estonia, Greece, Turkey, and France), and India.

Our company was founded in 1998 and has grown to over 100,000 square meters of manufacturing space with more than 1,200 dedicated employees.

The company offers a complete product line for car refinish, the painting industry, industrial application, architectural coating, scenic painting, cosmetic industries, painting and sculpture, primer painting and pneumatic tools, such as impact wrenches and air sanders.



RONGPENG AIR TOOLS CO., LTD.
Shuiquetou Village, Pengjie Town, Luqiao, Taizhou,
Zhejiang Province, China
+86-576-82448401
www.aeroprotools.com | sales@aeroprotools.com

COLLISION PRODUCT GUIDE

ULTRA® XD PAINT BOOTH

The Ultra XD Paint Booth from Global Finishing Solutions® (GFS) leads the industry in versatility and performance. With a choice of high-efficiency heat systems, intuitive control panels and downdraft or semi-downdraft airflow, the Ultra XD will exceed any body shop's expectations. Downdraft models feature GFS' exclusive Controlled Airflow Ceiling for superior contamination control and lighting. The patented ceiling design maximizes the effectiveness of downdraft airflow and increases the booth's overall spray zone.



GLOBALFINISHING.COM

OE COLLISION PARTS ONLINE

CollisionLinkShop.com is the No. 1 parts ordering solution used by shops to purchase OE collision parts for all makes and models. Gain access to competitively-priced high-volume collision parts from 21 OEMs and seamless integration with major estimating systems. CollisionLinkShop.com enables shops to increase parts order accuracy, improve cycle time and protect profits on both parts and labor.

collisionlink®

COLLISIONLINKSHOP.COM

REFINISH AND REPAIR TOOLS

AEROPRO air spray guns are a complete car refinish program, top coat spray guns for perfect finishes. The 1.3mm nozzle gives you perfect spraying effect. AEROPRO twin hammer pneumatic wrench A301 with 1/2 inch square driver and a working torque of 1000ft/lb (1350N.m) are designed for professional tire and auto repair shops. The AEROPRO air sander AP7336 with 5-inch sanding pad is best for automotive sanding.



WWW.RONGPENG.COM

PANEL SHOP 1200

Most advanced compound + polish + glaze. Body shop safe. Extremely high polishing effect. Deep flawless mirror wet finish. Zero dust 3-in-1 product compound, polish and glaze using different pads. Reduced cycle times. Eliminates compounding marks, ultra-fine scratches. Excellent for darker colors. Removes swirls and eliminates holograms, defect, bird droppings, acid rain, water spots. The new gold standard in polishing is Panel Shop 1200.



WWW.INSTAFINISH.COM

ANNULAR CUTTERS

Blair Equipment Co., Inc., producers of precision sheet metal holemaking tools and spotweld cutters that are used in automotive body repairs, introduces a new line of annular cutters, the Rotabroach® Extended Reach Cutters. The cutters are available in four popular sizes, which include 3/8, 7/16, 1/2 and 9/16" diameters. Plus, the new cutters are also available in a convenient kit that contains all four cutter diameters in a molded plastic case for cutting edge protection, plus two pilots and a hex wrench.



WWW.BLAIREQUIPMENT.COM

3-IN-1 WAX

Trusted surface care experts Meguiar's has just introduced their all-new 3-in-1 Wax as a new addition to their impressive line of car care products. Not everyone has the time or energy to do multiple steps cleaning, polishing and waxing their car. However, now there's an amazing solution with Meguiar's 3-in-1 Wax. This unique formula cleans, polishes and protects, delivering amazing results all in one simple step!



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Determine ADAS capabilities from the ground up

Analyze a shop's physical floor plan to identify opportunities and limitations

Imagine a repair that requires replacing a bumper cover, headlight and a plastic battery tray. Knowing a facility's physical capabilities and limitations allows the proper mindset when approaching even the most seemingly simple repairs. Furthermore, today's repairs require OEM procedure research and knowledge about all repairs and the implications they have on a shop's physical layout. The following example is real. The vehicle is a 2017 Prius Prime.

Research must be completed on every repair, regardless of severity. For the Prius, researching each of the replacement parts and the auxiliary battery disconnect procedure yields the following additional labor items that must be completed:

- Command the active grille shutter into maintenance mode with a scan tool
- Perform ultrasonic sensor detection angle/registration (intuitive park aid)
- Millimeter wave radar sensor adjustment
- Headlight initialization
- Steering angle sensor memorization
- Initialize back door lock
- Open/close fuel door before turning ignition on after 12v disconnect (fuel gauge accuracy)

Once the research has been completed, you will know what operations are necessary, tools are required and how much space is needed to perform the repairs. Having the information about how to perform the repair is basic. Knowing before repairs commence what tools are required for initializations and calibrations is the next level. Analyzing a shop's physical floor plan to identify opportunities and limitations in calibrations is critical to future success and a timely repair. While there are many considerations for ADAS calibrations, there are two primary physical considerations that are the largest constraints in a repair facility.

The first consideration for calibrating ADAS equipment is floor space. Millimeter wave radar and blind spot monitoring systems generally require the most square footage. These systems are very sensitive and can detect at great distances on the open road. The Prius forward-facing millimeter wave radar ad-



TODAY'S REPAIRS REQUIRE KNOWLEDGE ABOUT ALL REPAIR PROCEDURES AND THE IMPLICATIONS THEY HAVE ON A SHOP'S PHYSICAL LAYOUT.

justment procedure requires an area in front of the car 19.7 feet long by 16.4 feet wide with no metal objects taller than 1.97 inches off the ground. Add in the length of the Prius and this is a sizable piece of real estate in any facility. Also, depending on the OEM additional stall, preparation may need to be performed to remove possible false targets in front of the aiming zone.

Another consideration for ADAS calibration is floor slope. Shop floor slope for drainage can prove problematic for ADAS calibrations. The Prius millimeter wave radar procedure requires measuring floor levelness at three points to determine if the workspace is level. The ultrasonic sensor detection angle procedure requires a smaller footprint than both the blind spot or millimeter wave radar procedures. However, it does require eight measurement points to calculate floor slope for the front and rear of the car independently and the overall average floor slope. Then, the average floor slope is checked against the tolerance in the procedure before proceeding with the calibration. If the shop floor

slope is out of specification, the car must be repositioned, and the floor measured again. Using a long digital level is probably the simplest method for measuring floor slope.

Floor slope can also be calculated by using a laser level and basic trigonometry. First, measure total vertical rise over a given length and calculate the tangent (rise divided by length). Tangent alone does not provide the angle of the floor. Taking the inverse tangent of the result will reveal the floor angle. All measurements must remain in consistent units when performing manual calculations.

The choice between calibrating in-house and sublet can boil down to the physical limitations of the shop. Having a clear understanding of the required procedures for a repair and the implications they have on the physical space of a repair facility can aid in providing a complete, safe and efficient repair for the customer. 

WILL LATUFF is a manager of Latuff Brothers Auto Body in St. Paul, Minn. He is an active member of AASP-MN, participating on the board of directors as well as serving as AASP-MN Collision Division director. wlatuff@latuffbrothers.com

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