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## UPCOMING EVENTS

Event	DAM09 Hail, Theft, & Vandalism Damage Analysis English	Telephone	visitor/b/dr/s/training/home.html
Date & Time	October 5, 2011		
Location	M & M Auto Reconditioning Inc. Aurora, CO 80011-8002	Event	REF04 Detailing English
Link	www.i-car.com	Date & Time	October 11, 2011
Telephone		Location	Phil Long Collision Repair Center Colorado Springs, CO 80907
		Link	www.i-car.com
Event	NACE Expo	Telephone	
Date & Time	October 5 - 8, 2011		
Location	Orlando, FL	Event	Masters: Interactive Cycle Time & Production Management™
Link	http://www.naceexpo.com/	Date & Time	Tuesday, October 11, 2011
Telephone		Location	Galesburg, IL
		Link	www.masters-school.com
Event	DuPont™ Refinish Cromax® Pro Color Solutions	Telephone	800-563-1883
Date & Time	October 5 - 6, 2011		
Location	Pomona, CA	Event	Spies Hecker: Waterborne Workshop
Link	www.pc.dupont.com/dpc/en/US/html/ visitor/b/dr/s/training/home.html	Date & Time	October 11-12, 2011
Telephone		Location	Anaheim, CA
		Link	www.SpiesHeckerUSA.com
		Telephone	888-371-3313, Prompt 5
Event	DAM05 Aluminum Panels & Structures Damage Analysis	Event	SPS07 Steel Unitized Structures Technologies & Repair English
Date & Time	October 6, 2011	Date & Time	October 12, 2011
Location	California State Auto Association Colorado Springs, CO 80919-2218	Location	M & M Auto Reconditioning Inc. Aurora, CO 80011-8002
Link	www.i-car.com	Link	www.i-car.com
Telephone		Telephone	
Event	NEW11 Vehicle Technology & Trends 2011 English	Event	Masters: Marketing, Sales and Operations
Date & Time	October 8, 2011	Date & Time	Wednesday, October 12, 2011
Location	Warren Technical Center Lakewood, CO 80228-1256	Location	Galesburg, IL
Link	www.i-car.com	Link	www.masters-school.com
Telephone		Telephone	800-563-1883
Event	DuPont™ Refinish Cromax® Pro Refinisher Certification	Event	DuPont™ Refinish Cromax® Pro Refinisher Certification
Date & Time	October 10 - 11, 2011	Date & Time	October 13 - 14, 2011
Location	Pomona, CA	Location	Pomona, CA
Link	www.pc.dupont.com/dpc/en/US/html/	Link	www.pc.dupont.com/dpc/en/US/html/

Telephone	visitor/b/dr/s/training/home.html	Date & Time	October 20, 2011
		Location	California State Auto Association Colorado Springs, CO 80919-2218 www.i-car.com
Event	Masters: Body Shop Management Essentials™	Link	
Date & Time	October 17-20, 2011	Telephone	
Location	Galesburg, IL	Event	DuPont™ Refinish Cromax® Pro Refinisher Certification
Link	www.masters-school.com	Date & Time	October 20 - 21, 2011
Telephone	800-563-1883	Location	Pomona, CA
Event	GLA01 Movable Glass English	Link	www.pc.dupont.com/dpc/en/US/html/ visitor/b/dr/s/training/home.html
Date & Time	October 18, 2011	Telephone	
Location	Phil Long Collision Repair Center Colorado Springs, CO 80907	Event	Equivalency Test
Link	www.i-car.com	Date & Time	October 22, 2011
Telephone		Location	M & M Auto Reconditioning Inc. Aurora, CO 80011-8002 www.i-car.com
Event	DAM01 Vehicle Identification, Estimating Systems, & Terminology English	Link	
Date & Time	October 18, 2011	Telephone	
Location	Warren Technical Center Lakewood, CO 80228-1256	Event	GLA01 Movable Glass Spanish
Link	www.i-car.com	Date & Time	October 24, 2011
Telephone		Location	Addison Auto Repair & Body Shop Denver, CO 80222-4817 www.i-car.com
Event	DPS- Marketing to Consumers Workshop - Dick Elder	Link	
Date & Time	Tuesday, October 18, 2011	Telephone	
Location	Fairfield, CA	Event	STE05 Electronically Controlled Steering & Suspension Systems English
Link	http://www.pc.dupont.com/dpc/en/US/ html/visitor/common/pdfs/dps/North_ American_Training_Calendar_071811.pdf	Date & Time	October 25, 2011
Telephone	608-395-3479	Location	Warren Technical Center Lakewood, CO 80228-1256 www.i-car.com
Event	DAM07 Damage Analysis of Advanced Automotive Systems English	Link	
Date & Time	October 19, 2011	Telephone	
Location	Warren Technical Center Lakewood, CO 80228-1256	Event	FOM01 Automotive Foams English
Link	www.i-car.com	Date & Time	October 26, 2011
Telephone		Location	M & M Auto Reconditioning Inc. Aurora, CO 80011-8002 www.i-car.com
Event	NEW11 Vehicle Technology & Trends 2011 English	Link	
Date & Time	October 19, 2011	Telephone	
Location	M & M Auto Reconditioning Inc. Aurora, CO 80011-8002	Event	DuPont™ Commercial Finishes Certification
Link	www.i-car.com	Date & Time	October 27 - 28, 2011
Telephone		Location	Pomona, CA
Event	QUA01 Inspecting Repairs for Quality Control English	Link	www.pc.dupont.com/dpc/en/US/html/ visitor/b/dr/s/training/home.html
Date & Time	October 20, 2011	Telephone	
Location	Phil Long Collision Repair Center Colorado Springs, CO 80907	Event	SEMA Show 2011
Link	www.i-car.com	Date & Time	November 1 - 4, 2011
Telephone		Location	Las Vegas Convention Center http://www.semashow.com/ the-2011-sema-show 702-450-7662, ext. 120
Event	RCY01 Recycled Parts for Collision Repair	Link	
Date & Time		Telephone	
		Event	REF04 Detailing English
		Date & Time	November 2, 2011

Location	Warren Technical Center Lakewood, CO 80228-1256	Link Telephone	www.SpiesHeckerUSA.com 888-371-3313, Prompt 5
Link Telephone	www.i-car.com	Event	ALT01 Electric & Electric Hybrid Vehicles English
Event Date & Time Location	CPS01 Corrosion Protection English November 2, 2011 M & M Auto Reconditioning Inc. Aurora, CO 80011-8002	Date & Time Location	November 9, 2011 Warren Technical Center Lakewood, CO 80228-1256
Link Telephone	www.i-car.com	Link Telephone	www.i-car.com
Event Date & Time Location	Collision Industry Conference November 2 - 3, 2011 Las Vegas Hilton, Las Vegas, NV	Date & Time Location	November 9, 2011 M & M Auto Reconditioning Inc. Aurora, CO 80011-8002
Link Telephone	www.ciclink.com 509-543-7773	Link Telephone	www.i-car.com
Event Date & Time Location	DAM01 Vehicle Identification, Estimating Systems, & Terminology November 3, 2011 California State Auto Association Colorado Springs, CO 80919-2218	Event Date & Time Location	DuPont™ Refinish Cromax® Pro Refinisher Certification November 9 - 10, 2011 Pomona, CA
Link Telephone	www.i-car.com	Link Telephone	www.pc.dupont.com/dpc/en/US/html/ visitor/b/dr/s/training/home.html
Event Date & Time Location	DuPont™ Refinish Cromax® Pro Color Solutions November 3 - 4, 2011 Pomona, CA	Event Date & Time Location	ASE Fall Written Testing November 10, 15, and 17, 2011 Various Locations Nationwide
Link Telephone	www.pc.dupont.com/dpc/en/US/html/ visitor/b/dr/s/training/home.html	Link Telephone	www.ase.com 866-427-3273
Event Date & Time Location	WCS04 Squeeze-Type Resistance Spot Welding Spanish November 7, 2011 Addison Auto Repair & Body Shop Denver, CO 80222-4817	Event Date & Time Location	DuPont™ Refinish Cromax® Pro Refinisher Certification November 14 - 15, 2011 Pomona, CA
Link Telephone	www.i-car.com	Link Telephone	www.pc.dupont.com/dpc/en/US/html/ visitor/b/dr/s/training/home.html
Event Date & Time Location	Masters: Body Shop Management Essentials™ November 7-11, 2011 Santa Barbara, CA	Event Date & Time Location	GLA02 Stationary Glass English November 15, 2011 Phil Long Collision Repair Center Colorado Springs, CO 80907
Link Telephone	www.masters-school.com 800-563-1883	Link Telephone	www.i-car.com
Event Date & Time Location	REF02 Surface Preparation & Masking English November 8, 2011 Warren Technical Center Lakewood, CO 80228-1256	Event Date & Time Location	ALT02 Hybrid Electric & Alternative Fuel Vehicles English November 15, 2011 Warren Technical Center Lakewood, CO 80228-1256
Link Telephone	www.i-car.com	Link Telephone	www.i-car.com
Event Date & Time Location	Spies Hecker: L3 Color Tinting and Theory November 8-10, 2011 Anaheim, CA	Event Date & Time Location	DPS- Production Management - Ron Kuehn Tuesday, November 15, 2011 Burlingame, CA

Link	<a href="http://www.pc.dupont.com/dpc/en/US/html/visitor/common/pdfs/dps/North_American_Training_Calendar_071811.pdf">http://www.pc.dupont.com/dpc/en/US/html/visitor/common/pdfs/dps/North_American_Training_Calendar_071811.pdf</a>	Date & Time	Pro Refinisher Certification November 29 - 30, 2011
Telephone	608-395-3479	Location	Pomona, CA
Event	Spies Hecker: L2 VOC Technician Certification	Link	<a href="http://www.pc.dupont.com/dpc/en/US/html/visitor/b/dr/s/training/home.html">www.pc.dupont.com/dpc/en/US/html/visitor/b/dr/s/training/home.html</a>
Date & Time	November 15-17, 2011	Telephone	
Location	Anaheim, CA	Event	MEA01 Measuring English
Link	<a href="http://www.SpiesHeckerUSA.com">www.SpiesHeckerUSA.com</a>	Date & Time	November 30, 2011
Telephone	888-371-3313, Prompt 5	Location	M & M Auto Reconditioning Inc. Aurora, CO 80011-8002
Event	DAM04 Restraints, Interior, Glass, Side & Rear Impact Analysis	Link	<a href="http://www.i-car.com">www.i-car.com</a>
Date & Time	November 15, 2011	Telephone	
Location	Phil Long Collision Repair Center Colorado Springs, CO 80907	Event	WNW01 Wind Noise & Water Leaks Spanish
Link	<a href="http://www.i-car.com">www.i-car.com</a>	Date & Time	December 5, 2011
Telephone		Location	Addison Auto Repair & Body Shop Denver, CO 80222-4817
Event	Equivalency Test	Link	<a href="http://www.i-car.com">www.i-car.com</a>
Date & Time	November 16, 2011	Telephone	
Location	Phil Long Collision Repair Center Colorado Springs, CO 80907	Event	DuPont™ Refinish Cromax® Pro Color Solutions
Link	<a href="http://www.i-car.com">www.i-car.com</a>	Date & Time	December 5 - 6, 2011
Telephone		Location	Pomona, CA
Event	ALT01 Electric & Electric Hybrid Vehicles English	Link	<a href="http://www.pc.dupont.com/dpc/en/US/html/visitor/b/dr/s/training/home.html">www.pc.dupont.com/dpc/en/US/html/visitor/b/dr/s/training/home.html</a>
Date & Time	November 17, 2011	Telephone	
Location	Phil Long Collision Repair Center Colorado Springs, CO 80907	Event	DAM05 Aluminum Panels & Structures Damage Analysis English
Link	<a href="http://www.i-car.com">www.i-car.com</a>	Date & Time	December 6, 2011
Telephone		Location	Phil Long Collision Repair Center Colorado Springs, CO 80907
Event	CYC01 Overview of Cycle Time Improvements for the Collision Repair Process	Link	<a href="http://www.i-car.com">www.i-car.com</a>
Date & Time	November 17, 2011	Telephone	
Location	California State Auto Association Colorado Springs, CO 80919-2218	Event	Spies Hecker: L2 Technician Certification
Link	<a href="http://www.i-car.com">www.i-car.com</a>	Date & Time	December 6-8, 2011
Telephone		Location	Anaheim, CA
Event	DuPont™ Refinish Cromax® Pro Refinisher Certification	Link	<a href="http://www.SpiesHeckerUSA.com">www.SpiesHeckerUSA.com</a>
Date & Time	November 17 - 18, 2011	Telephone	888-371-3313, Prompt 5
Location	Pomona, CA	Event	WKR01 Hazardous Materials, Personal Safety, & Refinish Safety English
Link	<a href="http://www.pc.dupont.com/dpc/en/US/html/visitor/b/dr/s/training/home.html">www.pc.dupont.com/dpc/en/US/html/visitor/b/dr/s/training/home.html</a>	Date & Time	December 7, 2011
Telephone		Location	M & M Auto Reconditioning Inc. Aurora, CO 80011-8002
Event	ADH01 Adhesive Bonding Spanish	Link	<a href="http://www.i-car.com">www.i-car.com</a>
Date & Time	November 21, 2011	Telephone	
Location	Addison Auto Repair & Body Shop Denver, CO 80222-4817	Event	DuPont™ Refinish Cromax® Pro Refinisher Certification
Link	<a href="http://www.i-car.com">www.i-car.com</a>	Date & Time	December 8 - 9, 2011
Telephone		Location	Pomona, CA
Event	DuPont™ Refinish Cromax®	Link	<a href="http://www.pc.dupont.com/dpc/en/US/html/visitor/b/dr/s/training/home.html">www.pc.dupont.com/dpc/en/US/html/visitor/b/dr/s/training/home.html</a>
Telephone		Telephone	

Event TRM01 Trim & Hardware Spanish  
Date & Time December 12, 2011  
Location Addison Auto Repair & Body Shop  
Denver, CO 80222-4817  
Link [www.i-car.com](http://www.i-car.com)  
Telephone

Event Spies Hecker: Waterborne Workshop  
Date & Time December 13-14, 2011  
Location Anaheim, CA  
Link [www.SpiesHeckerUSA.com](http://www.SpiesHeckerUSA.com)  
Telephone 888-371-3313, Prompt 5

Event SPS07 Steel Unitized Structures  
Technologies & Repair English  
Date & Time December 14, 2011  
Location M & M Auto Reconditioning Inc.  
Aurora, CO 80011-8002  
Link [www.i-car.com](http://www.i-car.com)  
Telephone

Event DuPont™ Commercial  
Finishes Certification  
Date & Time December 14 - 15, 2011  
Location Pomona, CA  
Link [www.pc.dupont.com/dpc/en/US/html/visitor/b/dr/s/training/home.html](http://www.pc.dupont.com/dpc/en/US/html/visitor/b/dr/s/training/home.html)  
Telephone

Event DuPont™ Refinish Cromax®  
Pro Refinisher Certification  
Date & Time December 19 - 20, 2011  
Location Pomona, CA  
Link [www.pc.dupont.com/dpc/en/US/html/visitor/b/dr/s/training/home.html](http://www.pc.dupont.com/dpc/en/US/html/visitor/b/dr/s/training/home.html)  
Telephone

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**Standex® and Spies Hecker® Formulas now available for chips in the DPC SpectraMaster® Color Atlas and RAL Color Chip Decks.**

Standex® Basecoat, Standox Standoblue®, Spies Hecker® Series 293, and Spies Hecker Permahyd® Hi-TEC are now available for chips in the DPC SpectraMaster® Color Atlas and RAL Color Chip Decks.

### **SpectraMaster® Color Atlas Deck M-6303**

SpectraMaster® Color Atlas is an excellent color tool for accurate and easy paint color selection and identification. SpectraMaster® Color Atlas is used for selecting, presenting, specifying, communicating, coordinating, reproducing and creating color for numerous industries. This tool was designed to be comprehensive and help ease color decisions. It creates a unique, global color palette for paint color selection. No matter what future changes occur in color, tastes or styling, SpectraMaster® Color Atlas will provide color position options.



A solid color fan deck designed to fill the solid color space with emphasis on popular color regions is available now. As of the October Univers™ and Wizard™ update disk, there will be a manufacturer called SpectraMaster® Color Atlas available. Simply select this manufacturer, type in the code printed on the back of the chip, and a formula will be available.

### **The SpectraMaster® Color Atlas M-6311 RAL Classic**

DuPont Performance Coatings has created color matches to the 192 color chips in this special edition RAL Classic Deck. The DPC color formulas are the same as the RAL deck color codes to make cross referencing and color retrieval of the RAL colors fast and easy. This co-branded color chip deck is the result of a DPC - RAL color partnership.



For more information, visit [www.pc.dupont.com](http://www.pc.dupont.com).

Or contact Metro Paint at [info@metropaint.com](mailto:info@metropaint.com) (800) 316-2744

### **DuPont Performance Coatings Introduces New Acquire Plus EFX Spectrophotometer**

On Sep. 30, DuPont Performance Coatings (DPC) introduced the new DuPont Acquire Plus EFX "camera" for use with DuPont Cromax Pro, Standox Standoblue and Spies Hecker Permahyd Hi-TEC waterborne systems.

Acquire Plus EFX is an advanced, hand-held spectrophotometer that will help users achieve the most accurate color match possible, even for complicated metallic, pearl and effect colors.



“Our goal is to help customers improve productivity,” said Dan Benton, DPC color manager. “Using advanced optic technology, Acquire Plus EFX looks deep into the paint film to acquire the flake and color characteristics that are the keys to determining the best color match. This proprietary technology, which is significantly ahead of others in the market, sets Acquire Plus EFX apart from any existing spectrophotometer in the business.”

The new Acquire Plus EFX will be featured at NACE 2011 in the DPC display at booth N1127.

For more information, visit [www.pc.dupont.com](http://www.pc.dupont.com).

Or contact Metro Paint at [info@metropaint.com](mailto:info@metropaint.com) (800) 316-2744

### ALLDATA Manage Allows Users to Save Time, Money, Company Says

ALLDATA REPAIR		ALLDATA MANAGE		ALLDATA MARKET		Benefits of Product Integration	
OE AUTO REPAIR SOFTWARE	OEM Information & Service Procedures	SHOP MANAGEMENT SOFTWARE	Price Matrix & Profit Analysis	CUSTOMER MARKETING	Shop Website Fully Hosted by ALLDATA	THE ALLDATA BUSINESS SUITE	Solutions for all functions: Owner, Manager, Technician
	Parts & Labor Integrated with Repair Information		Import Previously Declined Services into Estimates		Maintenance Service Reminders & Recall Notices		Tools Proven to Improve Productivity, Efficiency & Profitability
	Factory Maintenance Schedules & Tables		QuickBooks Integration		Online Appointment Requests		Complete Shop & Customer Management
	24/7 Availability with Daily Manufacturer TSB Updates		Repair Orders & Estimates		Personalized Customer Pages with Service History		Increased Customer Loyalty & Satisfaction
	Electrical Wiring Diagrams		Electronics Ordering & Inventory		Customer Email & Letter Communication		Single Source of Comprehensive Shop Training & Support

ALLDATA LLC says it has increased customer satisfaction through recently launched updates to their shop management system, ALLDATA Manage.

“ALLDATA Manage’s expanded features and parts catalog integration was in direct response to customer feedback,” said Mark Gunnerson, ALLDATA director of sales and operations. “With ALLDATA Manage, our customers are able to make faster, more educated decisions about the way they run their business and they continue to tell us how they have saved time and money using our Manage product.”

ALLDATA Manage provides repair shops with tools to help efficiently manage their businesses, the company says. Key features, according to ALLDATA, include:

- Integration with major parts catalogs: AutoZone, Internet AutoParts, WHI Solutions/Nexpart, Autoi, Activant and WorldPac
- Expanded online ordering provides single click stock checks, pricing and parts order processing
- Easy to use catalog setup and viewing
- AutoZone parts images, specifications and availability
- Improved product speed and performance



## Mitchell RepairCenter integrates with UpdatePromise.com

Mitchell International Inc. announced the company integrated its RepairCenter shop management software with UpdatePromise.com to allow for proactive repair status updates.

((( UpdatePromise.com )))    How It Works    Features    F.A.Q.'s    Pricing    Login »

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#### COMMUNICATE MORE EFFECTIVELY WITH LESS TALK

Complement your repair shop's personal image by reaching out to your customers wherever they may be. Get closer to your customers by communicating a consistent proactive update in a way that is relevant to their specific needs.

We provide a company-wide solution that sends clear and precise repair status updates to all your customers. Start enjoying more profits, enhanced marketing opportunities, more on-time deliveries, insurer recognition and more.

UpdatePromise.com is dedicated to providing the most advanced communication technologies to help your business achieve greater success. That's not just talk, it is our promise.

[Related Articles](#) | [Press Releases](#) | [Testimonials](#) | [Test Drive](#)

#### CUSTOMERS ARE READY

Your customers continue to invest in communication technologies that make life simple.

Tap into the customer network

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**UpdatePromise** is a Web-based service provider that delivers automated repair status updates to collision repair shop customers via text message and e-mail.

The integration allows body shop users to manage delivery date promises, repair status updates and customer responses from within the RepairCenter body shop software workspace, according to Mitchell. The widespread use of text messaging gives auto repair shops another option to communicate and connect with their customers in a way that is relevant to their specific needs and expectations, Mitchell said.

"The integration with Mitchell RepairCenter and UpdatePromise.com gives repair facilities the ability to leverage the most advanced proactive status updating technology for collision repair shops and insurers," said Curtis Nixon, president of Flash of Genius Inc., parent company of [UpdatePromise.com](http://UpdatePromise.com). "We are excited about this partnership and look forward to serving the needs of Mitchell users across the country to help them communicate more effectively with their customers."

"Mitchell is pleased to offer enhanced repair status functionality through the integration with UpdatePromise.com," said Jason Bertellotti, vice president of repair solutions for Mitchell. "This partnership demonstrates our continuing commitment to innovation and technology leadership, and is an excellent example of Mitchell's dedication to working with best-in-class third party solutions to simplify operational processes and deliver greater value to our auto body shop customers."

For more information, [visit Mitchell.com](http://visit Mitchell.com).

Or contact Metro Paint at [info@metropaint.com](mailto:info@metropaint.com) (800) 316-2744

## DuPont Performance Coatings ProfitNet Management System Now Incorporated into Universal Technical Institute's Collision Training Program

DuPont Performance Coatings (DPC) announced that Universal Technical Institute (UTI) has implemented the ProfitNet Management System into the Collision Repair and Refinish Technology (CRRT) training program at its Houston-based campus. UTI uses ProfitNet as a key technology tool to train its students how to manage a collision repair facility in every aspect of the business, which includes scheduling, production, job costing and financial



# ProfitNet™



management.

"DPC's relationship with UTI is a long-term commitment to the educational process of preparing graduates for entry-level positions in the collision repair industry. We are proud that UTI has chosen ProfitNet as a technology tool to expand their training capabilities," said Information Technology Services Manager Tom McGarry.

"ProfitNet provides UTI students and instructors a way to measure continuous improvement and see

the direct impact lean principles have on speed of the process and cycle time. For six weeks, students see the results of eliminating the seven wastes, the increase in productivity, cycle time and the impact it all has on their virtual paycheck. ProfitNet is the tool we use to document lean training," said Kelley Lowery, CRRT Educational Manager, Universal Technical Institute.

For more information, visit [www.pc.dupont.com](http://www.pc.dupont.com).

Or contact Metro Paint at [info@metropaint.com](mailto:info@metropaint.com) (800) 316-2744

### 'SATAjet 4000 B Heart & Soul' Special Edition Spray Gun Launching in October

Under the fitting slogan "Heart & Soul," SATA is launching its first limited special edition of the premium SATAjet 4000 B spray gun in a unique fantasy tattoo design.

Designed by famous U.S. airbrush artist Leah Gall, it has a wild, emotional and cool look, SATA says. The special surface treatment allows this gun to be used daily in the harsh work environment of a paint shop, and it also makes an ideal collector's piece, according to the company. The SATAjet 4000 B Heart & Soul also makes the perfect gift for outstanding painters.

Choose between the "Super Saver" HVLP version and the "Super Fast" RP with optimized high pressure technology. Both types are available in non-digital or digital versions, with all popular nozzle set-ups. This limited edition is available to distributors beginning October 24, 2011, while supplies last. Dan-Am Co. is the exclusive independent distributor of SATA spray equipment in the U.S. and Puerto Rico.

For more information, visit [www.sata.com](http://www.sata.com)

Or contact Metro Paint at [info@metropaint.com](mailto:info@metropaint.com) (800) 316-2744



### Mitchell Partners with CoreLogic to Further Drive Insurance Claims Efficiencies

Mitchell International, Inc. announced it is partnering with information, analytics and business services provider, CoreLogic. The partnership further streamlines the total loss claims process for carriers who can now receive a Vehicle License Fee (VLF) report when a total loss valuation —either for standard auto, motorcycle, recreational or other types of vehicles — is generated through WorkCenter, Mitchell's insurance claims processing software.

The VLF report provides information about the vehicle registration, how much of a refund exists, and the amount to be disbursed to the claimant. The VLF can be generated with a total loss valuation in California



# CoreLogic®

where there is a refund available for the unused portion of a year's license fee.

"We're proud to provide VLF reports as an enhancement to our total loss valuation solution," said Jesse Herrera, Mitchell's senior vice president of product and customer experience. "Through this integration, we have further simplified total loss claims handling by automating the VLF refund process. This benefits our WorkCenter users by eliminating manual data process steps while ensuring accurate claims settlements."

John Cameron, vice president of sales for American Driving Records by CoreLogic, said, "As a company that has long enjoyed providing the most accurate and reliable information to help mitigate risk, we understand the claims industry's unique needs and we're pleased to join forces with Mitchell. Together, we will improve total loss claims processing outcomes for auto

insurance carriers through an integrated claims handling process that is more efficient, accurate and complete, reducing Loss Adjustment Expense (LAE) and minimizing fraud opportunities."

For more information, visit [www.mitchell.com/workcenter/totalloss](http://www.mitchell.com/workcenter/totalloss) or [www.corelogic.com](http://www.corelogic.com)

Or contact Metro Paint at [info@metropaint.com](mailto:info@metropaint.com) (800) 316-2744

## BodyShopBids Website Backed by Groupon Founders Allows Body Shops to Bid on Jobs

**"Get free auto repair estimates from body shops near you!"**

It's not a new concept: a website that allows consumers to post photos of damage to their vehicles and take bids from body shops that compete for the job. Internet entrepreneur Brad Weisberg says his company, BodyShopBids.com, has come up with a new business model that he claims is the wave of the future and has gained traction in the Chicago market.

For more information, visit [www.bodyshopbids.com](http://www.bodyshopbids.com)

Or contact Metro Paint at [info@metropaint.com](mailto:info@metropaint.com) (800) 316-2744

The screenshot shows the BodyShopBids website interface. At the top, there is a navigation bar with links: ABOUT, HOW IT WORKS, OUR SHOPS, FAQ, CREATE REPORT, ADD YOUR SHOP, SIGN IN. There are also social media icons for Facebook and Twitter, and mobile app download buttons for the App Store and Google Play.

The main banner features the text "Body Shop bids" and the tagline "Get free auto repair estimates from body shops near you!". Below this, there is a cartoon mechanic character holding a wrench, a thought bubble with a dollar sign, and two photos of cars with damage. One photo is labeled "4 Bids, 70% saved" and the other "5 Bids, 50% saved". A prominent red "Get Started" button is on the right. Below the button, it says "Submit a photo and get car repair estimates within minutes." and includes a "PLAY" button for a video.

Below the banner, the text "Save up to 70% on Auto Repair" is displayed. The "How Body Shop Bids works" section is divided into three steps:

- STEP 1: Upload a Photo & Create a Report** - Give a description of your body damage. (Illustrated with a smartphone and laptop).
- STEP 2: Receive Bids** - Estimates delivered right to your inbox. (Illustrated with a laptop showing multiple bid offers with prices like \$700, \$800, \$900, \$1000, \$1100).
- STEP 3: Choose Winner** - Get Your Ride Fixed. Pat yourself on the back because you just saved a bunch of time and Money! (Illustrated with a laptop showing a selected bid of \$300).

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## CCC to Integrate OEM Repair Information

CollisionWeek / October 5, 2011

CCC Information Services announced that it will fully integrate repair procedures data from all major Original Equipment Manufacturers (OEM) in its CCC ONE Total Repair Platform through a new product it calls CCC ONE Repair Methods. The CCC ONE Total Repair Platform, combines estimating, shop management and DRP performance functionality into a single hosted solution.

CCC said it is the first to offer a truly integrated repair procedures software solution to the marketplace and has been soliciting repairer feedback on CCC ONE Repair Methods in advance of introducing it to the marketplace this fall.

"Access to repair procedures data is central to high quality repairs, shop reputation and strong relationships between repairers and their direct repair insurance partners," said Jim Dickens, SVP of Automotive Services Group, CCC Information Services Inc. "By integrating repair procedure data into our CCC ONE Estimating solution, our customers can now click on a button within the same screen to see repair procedures for the vehicle they are working on. No need to leave the repair estimate or repair order, no need to learn a separate index and no need to get frustrated when the sought after data can't be found. This is a real, common-sense solution to an issue facing collision repairers."

CCC ONE Repair Methods provides automated indicators that tell a repairer when OEM data is available and the type of data it is. A bookmarking features allow repairers to flag relevant data for future reference and future users so technicians are automatically prompted to review data when they clock into a job. And, because CCC ONE Repair Methods is part of the hosted CCC ONE platform, data is updated online, keeping information current without the need for manual CD and DVD updates.

To learn more about CCC ONE Repair Methods, please visit us at NACE at booth #N1003 or [www.ccc.cccis.com/repairmethods](http://www.ccc.cccis.com/repairmethods).

<http://www.collisionweek.com/cw/news/2011/1005-ccc.asp>

## Mazda First Automaker to use 1,800 MPa Ultra-High Tensile Steel

CollisionWeek / October 5, 2011

Mazda Motor Corporation said it has become the first automaker to successfully develop vehicle components using 1,800 MPa ultra-high tensile steel. The super strength steel will debut in the all-new Mazda CX-5 crossover SUV that will launch in early 2012.

Mazda will use the 1,800 MPa ultra-high tensile steel to fabricate bumper reinforcement beams. The bumper bars are 20 percent stronger and 4.8 kilograms lighter than previous versions and are a key part of

Mazda's next-generation, lightweight and highly rigid vehicle architecture. The new body architecture was developed as part of Mazda's SKYACTIV TECHNOLOGY program and incorporates a new energy absorbing structure as well as an expanded use of high tensile steel to reduce weight.

According to the carmaker, the use of high tensile steel enables vehicle parts to retain the same degree of strength while saving vehicle weight and reducing the weight of bumper beams is particularly important because, as they are incorporated into the body structure at the farthest point from the vehicle's centre of gravity, their weight has a considerable effect on dynamic performance and responsiveness. They must also be strong to provide sufficient collision protection. For these reasons, a method of mass producing the parts using stronger steel has been highly sought after.

However, Mazda notes that stronger materials are less pliant and therefore absorb less energy in a collision. To overcome this, Mazda conducted extensive research into how bumper beams deform in a crash, and created a new design that absorbs energy more efficiently. Additionally, in order to ensure the bumpers provide maximum strength in the CX-5, Mazda collaborated with Futaba Kogyo Co., Ltd. to optimize the welding techniques and establish a reliable manufacturing process.

<http://www.collisionweek.com/cw/news/2011/1005-mazd.asp>

## **DuPont Custom Finishes to Exhibit at SEMA 2011**

### **Body Shop Business / October 3, 2011**

DuPont Custom Finishes will participate at the annual Specialty Equipment Market Association (SEMA) tradeshow in Las Vegas, Nev. The show will be held at the Las Vegas Convention Center, Nov. 1 - 4.

DuPont Custom Finishes, exhibiting in booth #22789 in Hot Rod Alley, Central Hall, will feature DuPont Cromax Pro, ChromaPremier and Hot Hues custom paint products. Industry airbrush and pinstripe artists will be showcasing their skills with live demonstrations in the booth using DuPont Cromax Pro waterborne products.

Vehicles on display in the booth will include a 2012 DuPont Calendar winning '61 Chevy Impala, owned by Tim Brown of Jacksonville, Fla.; a '71 Challenger owned by Bob and Karon Zeitler and painted by John Riehn of John's Autobody and Paint. Imperial, Mo.; and a '50 Fleetline built by Tim Strange, owner of Strange Motion Rod & Custom Construction and host of PowerBlock TV series "Search & Restore." Strange will make appearances to sign autographs in the booth 10 a.m.-12 p.m. on Wednesday, Nov. 2 and 1 - 3 pm on Thursday, Nov. 3.

[http://www.bodyshopbusiness.com/Article/92336/dupont\\_custom\\_finishes\\_to\\_exhibit\\_at\\_sema\\_2011.aspx](http://www.bodyshopbusiness.com/Article/92336/dupont_custom_finishes_to_exhibit_at_sema_2011.aspx)

## **Audatex, CCC, CollisionWeek and Mitchell Partner with Education Foundation for School Survey Program**

### **Body Shop Business / October 3, 2011**

For its second year, the Collision Repair Education Foundation is inviting all secondary and post-secondary technical schools and colleges that have a collision repair program to complete the "Collision Repair School Solutions" survey. Schools that successfully complete the survey will receive complimentary subscriptions/licenses to products from Audatex, a Solera company; CCC Information Services/MOTOR, CollisionWeek and Mitchell. The survey program was introduced in 2010 and in its first year, over \$700,000 in subscriptions were given to collision schools.

The "Collision Repair School Solutions" survey questions are designed to provide the Education Foundation with important information about collision school enrollment, placement, personnel, facilities and equipment, and will help the Education Foundation create metrics in which to measure the success of the collision education system going forward. In addition, the survey will gather information from schools on their individual, specific needs so that the Education Foundation can approach potential industry donors with

these specific needs in mind. The Education Foundation will use the results to track general program information, key academic performance indicators, and program needs for new tool and equipment to train the students.

Schools will be required to retake the survey on an annual basis in order to renew their subscription to the software licenses and CollisionWeek subscription.

"The Solutions Survey is a great resource to illustrate how collision repair schools are meeting the entry-level employment needs of the collision industry as well as highlight the need for greater investment in our schools and students," said Scott Kruger, executive director of the Collision Repair Education Foundation. "Being able to offer the repair and estimating software through this program is certainly a great benefit to the schools, but the information we receive will hopefully result in even greater reward for collision repair students nationwide."

Butch Luther, collision instructor at Maxwell High School of Technology (Lawrenceville, Ga.), a school that received the subscriptions in 2010, commented, "In these financial times, it gets to be a chore to have supplies for our students to learn with. Luxuries such as these estimating systems can be unheard of, but they certainly give our students a head start when going into the work world."

Those interested in learning more about the Collision Repair Education Foundation's efforts to assist secondary and post-secondary collision students should visit [www.CollisionEducationFoundation.org](http://www.CollisionEducationFoundation.org) or contact Associate Director of Development Brandon Eckenrode at [Brandon.Eckenrode@ed-foundation.org](mailto:Brandon.Eckenrode@ed-foundation.org) or 847-463-5244.

Schools interested in learning more about the survey can contact Assistant Director of Grant Programs Melissa Marscin at [Melissa.Marscin@ed-foundation.org](mailto:Melissa.Marscin@ed-foundation.org).

[http://www.bodyshopbusiness.com/Article/92332/audatex\\_ccc\\_collisionweek\\_and\\_mitchell\\_partner\\_with\\_education\\_foundation\\_for\\_school\\_survey\\_program.aspx](http://www.bodyshopbusiness.com/Article/92332/audatex_ccc_collisionweek_and_mitchell_partner_with_education_foundation_for_school_survey_program.aspx)

## **APU Solutions Releases AuditNetwork Real-Time Reporting**

**Body Shop Business / October 3, 2011**

APU Solutions, a web-software developer for the auto-insurance, collision-repair and alternative-part industries, announced the release of AuditNetwork, a patented tool that allows claims adjusters and managers to monitor and correct part decisions in real time, before vehicles leave the repair bay.

With AuditNetwork, APU clients like Safeco and six top-10 insurers see actionable, real-time vehicle repair information that reduces their call-handling costs, decreases shop cycle times and enhances customer satisfaction and policyholder retention, according to APU Solutions.

"This gives our carriers the ability to turn a missed opportunity into a recovered opportunity, in real-time and in real dollars," said Charles Lukens, CEO of APU. "That goes a long way toward reducing poor communication throughout the repair process. Ultimately, it reduces insurer severity and increases their customers' satisfaction."

[http://www.bodyshopbusiness.com/Article/92330/apu\\_solutions\\_releases\\_auditnetwork\\_realtime\\_reporting.aspx](http://www.bodyshopbusiness.com/Article/92330/apu_solutions_releases_auditnetwork_realtime_reporting.aspx)

## **Fix Auto Holds 2011 National Conference Themed 'Hitting a Moving Target'**

**Body Shop Business / September 30, 2011**

Fix Auto USA recently hosted its ninth annual national conference at The Coeur d'Alene Resort in Coeur d'Alene, Idaho. Fix Auto tailored the conference panels, sessions and breakouts around the conference theme, "Hitting a Moving Target," addressing the challenges and opportunities of doing business in today's evolving, and sometimes unpredictable, environment.

Highlights from the three-day event included a keynote address from Scott McKain, a world-renowned speaker and the best-selling author of *Collapse of Distinction*, and an industry panel hosted by Fix Auto Founder and CEO Erick Bickett that featured special guests Vincent Romans (The Romans Group LLC), Chip Lackey (J.D. Power and Associates), Tracy Tramm (Allstate Insurance) and Matt Robertson (DuPont Performance Coatings).

Thursday breakout sessions covered everything from guerilla marketing tactics to tips on how to maximize Yelp and social media platforms. Other breakouts focused on lean initiatives, HR hot topics and industry trends.

In addition to this content, the conference offered attendees an opportunity to network with industry experts and insurance partners, as well as share best practices with other body shops from across the United States. The conference wrapped with the annual awards banquet, honoring some of Fix Auto's "best of the best."

"Our goal at this year's conference was to provide our attendees the tools, resources and renewed motivation to thrive in our changing industry," said Fix Auto President and COO Paul Gange. "We're thankful to attendees, presenters and our strategic partners for helping us make this our best conference to date. The bar is certainly raised high for next year, and we relish the opportunity to meet and exceed that target."

[http://www.bodyshopbusiness.com/Article/92295/fix\\_auto\\_holds\\_2011\\_national\\_conference\\_themed\\_hitting\\_a\\_moving\\_target.aspx](http://www.bodyshopbusiness.com/Article/92295/fix_auto_holds_2011_national_conference_themed_hitting_a_moving_target.aspx)

## **New Website Backed by Groupon Founders Allows Body Shops to Bid on Jobs**

### **Body Shop Business / September 29, 2011 / Jason Stahl**

It's not a new concept: a website that allows consumers to post photos of damage to their vehicles and take bids from body shops that compete for the job. And some body shops previously balked at the idea because the company wanted a 15 percent cut of the estimate. But Internet entrepreneur Brad Weisberg says his company, BodyShopBids.com, has come up with a new business model that he claims is the wave of the future and has gained traction in the Chicago market.

Big money is behind the site, with Groupon co-founders Brad Keywell and Eric Lefkofsky as investors, and Weisberg says early success has led to an invitation by a venture capital firm in California to possibly raise a second round of seed money.

But can the site really work for body shops? With hundreds of shops and hundreds of consumers already signed up, Weisberg says that he has seen proof that it can.

"A shop might not make as much money on these online customers as it would on someone who walks in the door off the street," says Weisberg, "but if you show them great customer service and do quality work and deliver on time and make them happy, they won't use our website next time – they'll come directly to you and refer all their family and friends to you."

Through some of his cold calls, Weisberg has heard his share of "get out of towns" from shops. "But the other 30, 40 or 50 percent don't think twice about it. It's the owner's son or daughter who's taking over the shop and understands that, at some point, technology is going to come into this and yes, you can give estimates online through photos and yes, there are new and unique ways to drive customers to your shop."

### **Only Quality Shops Need Apply**

Weisberg says he's not looking to get every shop in the country signed up on the site – only tech-savvy shops that are interested in expanding their business and tapping into Generation Y (although there are consumers who have used the site that are aged 40 or older, too). The reason is because his No. 1 priority is to give the consumer a great experience, which he believes is tantamount to making the website work.

"I understand most people find their shop through word of mouth, so if I'm running a body shop lead generation company, I'm going to have to understand that people are going to hear about me through word of

mouth. So if those people have a great experience on my site, they'll tell everyone they know."

With that in mind, the site claims it only partners with quality shops. The "Our Shops" section of the site reads, "BodyShopBids will never pass you along to any old body shop! We only do business with shops that we would be willing to send our grandmothers to." He claims that every shop selected is first visited and pre-screened by the BodyShopBids certification team.

### **A Different Kind of Customer**

Weisberg admits the online customer is different than the typical customer, and he has to educate shops on this difference.

"As online leads, these people need to be treated differently," says Weisberg. "They need to be given estimates in a timely manner, or you will lose them. These are Generation Y people who are all over the Internet and that's how they do their shopping and find shops and read reviews of shops and do all these things their parents don't do. I don't think body shops realize how important some of these sites like Yelp! where consumers can review shops are. There are people reading about these shops online trying to figure out if they can trust them. People are very conscious about how they go about finding their shop."

The typical shop that has signed up so far, Weisberg says, is an independent mom-and-pop shop that is not part of the DRP game and is looking for unique ways to bring in more business. He claims most shops "haven't batted an eye" when told about the 10 to 15 percent the site takes for itself off the estimate.

"In order for this to work, I have to be able to send shops quite a bit of business so that they're happy with a steady flow of work and whatever margin they're able to make," he said. "At the same time, I have to be able to make money because I have to figure out a way to get leads through my site."

### **Educating the Consumer**

A big role Weisberg feels his site plays is educating the consumer.

"Price, quality, used parts, OE parts...the average consumer has no idea what any of this means. What we're here to do is educate the consumer so they understand their choices," said Weisberg.

An example, Weisberg said, would be to explain to a consumer that the reason there is such a big difference in price between two estimates for a bumper is that one is taking into account refinishing the bumper.

"We urge shops on our site to give a very detailed description of exactly what they're going to do, and then we're in touch with the customer to let them know this is why this estimate is one price and this one is another," said Weisberg. "And then it's up to the consumer to make that choice."

"The whole point is that the consumer needs to understand everything. The reason the collision industry is looked at the way it is is because it's not transparent and no one educates consumers, and when they do it's confusing and not average-person friendly."

Other perks of the site for the consumer, says Weisberg, is the ability to book and also pay for the job via the site. Everything is handled for the customer, and if there are any problems whatsoever, the website will handle them.

Weisberg says the average estimate price so far has been between \$1,000 and \$2,000. He would like to expand into large collision damage one day but realizes that photos don't necessarily work for that. Still, he won't rule out innovating as he goes to possibly overcome that hurdle in the future.

He claims that it takes 1/10th of the time for a shop to process the estimate as it would when someone walks in off the street – because his company sends the shop an e-mail with three to four clear photos of the damage with a description of the damage plus information such as VIN number, make/model of vehicle, etc.

### **Cheapest Price?**

For shops who feel they do not want customers who are constantly searching for the cheapest price, Weisberg says his data shows the choices consumers are making on his site aren't always based on price.

"They do more research than that," he says. "They look up the shop, read reviews of the shop on our site, and choose by the shop's proximity to them, price and what the shop offers as far as warranties, etc. Shops have to understand that the economy is tough and everyone is shopping around."

Weisberg says that the toughest part of his job so far has been convincing body shops that they need to change the way they market. But he believes once they experience success through his site, the tide will turn.

"We're here to help them and work with them, but they also have to work with us and adapt to a changing world and a changing consumer."

[http://www.bodyshopbusiness.com/Article/92180/new\\_website\\_backed\\_by\\_groupon\\_founders\\_allows\\_body\\_shops\\_to\\_bid\\_on\\_jobs.aspx](http://www.bodyshopbusiness.com/Article/92180/new_website_backed_by_groupon_founders_allows_body_shops_to_bid_on_jobs.aspx)

## **DuPont to Sponsor SCRS Educational Seminars at SEMA**

### **Body Shop Business / September 26, 2011**

DuPont Performance Coatings says it will support the Society of Collision Repair Specialists (SCRS) Repairer Driven Education (RDE) series at the SEMA show in Las Vegas. The exhibit show and educational seminars will be held at the Las Vegas Convention Center, Nov. 1 - 4.

DuPont will sponsor and present an educational seminar as part of the SCRS RDE conference portion of SEMA. The RDE series features content specifically focused on information that is relevant to collision repair professionals and appeals to the diverse array of marketplace perspectives within the collision repair industry.

The DuPont-hosted seminar titled, "Lean 3.0 - A practical path to using lean to improve process flow," will be presented by John Sweigart, The Body @, and Steve Trapp, DuPont Performance Coatings. This seminar offers a "deep dive" into improving the "flow" of vehicles, people, parts, supplies and information. The impact of these principles on daily production management and how they have been applied to the administrative processes will be discussed. Attendees will receive a production planning tool to use for implementation of these principles. This course is scheduled on Wednesday, Nov. 2, from 12:30-2:30 p.m. PST.

[http://www.bodyshopbusiness.com/Article/92066/dupont\\_to\\_sponsor\\_scrs\\_educational\\_seminars\\_at\\_sema.aspx](http://www.bodyshopbusiness.com/Article/92066/dupont_to_sponsor_scrs_educational_seminars_at_sema.aspx)

## **DEG Releases Update on Effort to Get 'Raw Plastic Prep' Included in Estimating Systems**

### **Body Shop Business / September 23, 2011**

The Database Enhancement Gateway has released an update on its efforts to work with the information providers to automate "raw plastic prep" in the estimating platforms.

The DEG's stance is that if refinishing a raw plastic part requires additional labor and materials, the repair estimate/invoice should reflect this. However, the DEG states that getting this to happen was difficult for two reasons:

-Uncertainty as to which specific plastic parts are shipped raw and which are shipped primed.

- Until recently, the information providers didn't provide logic enabling the automated calculation of this additional refinish labor. The result was that raw plastic preparation had to be determined on a case-by-case basis and then manually calculated, often resulting in ongoing friction between repairers and insurers.

In 2009, after much research, the DEG published a matrix. detailing the shipped condition of the majority of bumper covers which is available on its website.

The following is a summary submitted by the DEG detailing how each information provider has thus far

responded to the raw plastic prep issue:

## **CCC**

According to the DEG, CCC provides the following language within its Motor Guide to Estimating:

Unprimed Bumper - preparation 25% of the bumper's base refinish time - maximum time allocation: 1.0 hours

Does Not Include:

- Removal of mold-release agents as outlined by manufacturer
- Masking (if required)
- Application of adhesion promoter
- Correction of pre-existent surface imperfections
- Material Costs

The labor value generated by the above formula is available as an automated calculation for the following makes by selecting "ADDITIONAL OPERATIONS" within the bumper section:

Toyota, Lexus, Scion, Nissan, Infiniti, Subaru, Hyundai, Volvo, Mitsubishi, Saturn (Astra and Aveo only), GM (G8 and GTO only), Kia (specific models only).

When highlighting the part for bumpers that are known to always arrive UNPRIMED, the following footnote appears:

**PARTS:** Component comes unprimed from OEM. Preparation is required. See ADD IF REQUIRED operation.

When highlighting the part for bumpers that are known to sometimes arrive UNPRIMED, the following footnote appears:

**PARTS:** Component may come unprimed from OEM. Preparation may be required. See ADD IF REQUIRED operation.

Within "ADDITIONAL OPERATIONS", the available operation reads as "Prep Unprimed Bumper." The DEG says that CCC/Motor indicates they're considering the feasibility of coverage for non-bumper parts in the future.

## **Audatex**

The Audatex Database Reference Manual (DBRM) contains the following language: Audatex refinish allowances start with priming a part. Due to the differences in the paint manufacturers' procedures, OEM recommendations and the unpredictable nature of parts, any preparation required for raw, unprimed bumper covers or other plastic parts is "Not Included" in Audatex labor allowances. This operation may be added manually, if required. The Audatex formula for preparation of a raw, unprimed bumper cover or plastic part is 20 percent of the base refinish labor.

**NOTE:** Audatex will begin to add a "Prep Raw Bumper Cover" operation to the Bumper Cover part choice box for new and updated vehicles, beginning with Q1 2011. This will apply only to manufacturers known to supply raw, unprimed bumper covers. The Audatex formula for Prep Raw, Unprimed Bumper Cover is 20 percent of the base refinish allowance, with a .3 minimum time.

According to the DEG, at this time, the calculated result of the above formula is available in the Audatex "Part Choices" box for the following makes:

Toyota, Lexus, Scion, Mitsubishi, Subaru, Nissan, Infiniti, Hyundai, Kia.

The prompt reads as "Prep Raw [Front/Rear] Bumper Cover." According to the DEG, Audatex indicates that there is the possibility of coverage for unprimed, non-bumper parts in the future.

## **Mitchell**

According to the DEG, Mitchell presently provides no automated calculation of raw plastic prep within their estimating platform. The Mitchell Collision Estimating Guide (CEG) contains the following language:

Raw Substrate Prep – Allow .2 per refinish hour (20 percent) for plastic components that come from the manufacturer in raw/unprimed state.

According to the DEG, Mitchell estimating users seeking to capture Raw Plastic Prep labor/materials must continue to do so via a manual line entry.

### **Education Needed**

The DEG believes that estimators need to be educated as to how these prompts are accessed within the estimating systems. The DEG advises shops to review the underlying formulas to determine if they reasonably match with shops' specific processes and adjust if necessary.

The DEG says yet to be addressed by the information providers are the many other plastic parts that may similarly ship in raw condition, such as rocker moldings and side claddings.

"The information provider solutions that we outlined above will be of even greater value if and when they include these non-bumper plastic parts," says Arthur Harris, DEG administrator. "In the meanwhile, raw bumper preparation for these non-bumper parts will have to be manually generated."

<http://www.degweb.org/>

[http://www.bodyshopbusiness.com/Content/Site303/News/01\\_01\\_2008/92003OEBumperCo\\_00000046180.pdf](http://www.bodyshopbusiness.com/Content/Site303/News/01_01_2008/92003OEBumperCo_00000046180.pdf)

[http://www.bodyshopbusiness.com/Article/92003/deg\\_releases\\_update\\_on\\_effort\\_to\\_get\\_raw\\_plastic\\_prep\\_included\\_in\\_estimating\\_systems.aspx](http://www.bodyshopbusiness.com/Article/92003/deg_releases_update_on_effort_to_get_raw_plastic_prep_included_in_estimating_systems.aspx)

## **DuPont Performance Coatings North America Sales Management Assignments Announcement**

### **Body Shop Business / September 21, 2011**

Effective Oct. 1, 2011, the U.S. Refinish sales leadership will be aligned as follows.

Jack G. Thomas is appointed East Regional sales manager, responsible for the Boston, New York/New Jersey, Lionville, mid-Atlantic, Southeast and Florida sales districts.

Robert R. Aitken is appointed Central Regional sales manager, responsible for the Detroit, Chicago, St. Louis and Kansas City sales districts.

Curt Miller remains West Regional sales manager, responsible for the Texas, Southwest, Southern California, Northern California and Pacific Northwest sales districts.

In addition, Gerald W. Polston replaces Jack Thomas as mid-Atlantic district sales manager.

"Jack, Bob, Curt and Jerry have extensive backgrounds and experience in the collision repair and refinish industries and, throughout their careers, have demonstrated leadership focused on helping our customers succeed," said Harry Hall, North America sales manager, DuPont Refinish.

<http://pc.dupont.com/>

[http://www.bodyshopbusiness.com/Article/91940/dupont\\_performance\\_coatings\\_north\\_america\\_sales\\_management\\_assignments\\_announcement.aspx](http://www.bodyshopbusiness.com/Article/91940/dupont_performance_coatings_north_america_sales_management_assignments_announcement.aspx)

## **Chief to Provide Training on Design-Based Repair, Blueprinting and Repairing New Metals at NACE**

## **Body Shop Business / September 21, 2011**

Chief Automotive Technologies will offer training on important collision repair industry topics including design-based repair, blueprinting and repairing advanced materials during NACE at the Orange County Convention Center in Orlando, Oct. 5-8.

Richard Perry, Chief global repair product manager, will teach estimators and collision repair technicians how to identify and repair advanced metals in a seminar that will be offered twice as part of the NACE educational conference. The "Design-Based Repair" session will be presented on Wednesday, Oct. 5, from 10:30 a.m. to noon and again on Friday, Oct. 7, from 8:30 a.m. to 10 a.m.

Vehicle manufacturers are using a wide range of advanced materials in new vehicle designs. It's imperative, Chief says, that estimators and technicians know what these materials are and how they impact the collision repair process. In his session, Perry will cover techniques for material identification and proper repair methods and will discuss the reasons for the move toward advanced steels in vehicle design. Registration through NACE is required to attend the "Design-Based Repair" class.

Chief says it will also provide extensive free training at the show.

On Thursday, Oct. 6, at 3 p.m., Perry will join Ken Boylan, Chief training and specifications manager, and Timothy Morgan, managing director, Elektron Inc., on the Collision Hub Stage to present a free Repair University course, "Structural Repair Blueprinting: Your Key to the Express Lane." The trio will take a look at how structural repair blueprinting can help facilities streamline their collision repair processes to improve cycle times and customer satisfaction. They'll cover the roles that collision theory, structural measuring and damage analysis play in structural repair planning. In addition to being live onstage on the NACE show floor, this Repair University session will also be broadcast live on Collision Hub TV.

Morgan will be back on the Collision Hub stage on Friday, Oct. 7, at 12:30 p.m., with "Repairing the New Metals." As OEMs continue to incorporate high-strength steel and new metals in their vehicle designs to meet crash standards, the processes and technology used to repair those vehicles must change as well. In this live session, Morgan will discuss how facilities can prepare and equip themselves to handle the new metals. This session will also be broadcast live on Collision Hub TV, which is sponsored by Chief.

While at NACE, visitors to Chief Booth N803 can view live demonstrations of Chief's computerized measuring systems and learn more about Chief University and the new in-shop I-CAR Gold training class.

Elektron will also perform live resistance welding demonstrations during show hours in Booth N403.

[http://www.bodyshopbusiness.com/Article/91947/chief\\_to\\_provide\\_training\\_on\\_designbased\\_repair\\_blueprinting\\_and\\_repairing\\_new\\_metals\\_at\\_nace.aspx](http://www.bodyshopbusiness.com/Article/91947/chief_to_provide_training_on_designbased_repair_blueprinting_and_repairing_new_metals_at_nace.aspx)

## **Collision Severity Down for Fourth Straight Year**

### **CollisionWeek / October 19, 2011**

#### **Data also shows claim frequency continuing to increase.**

The Insurance Information Institute (III) has published updated figures showing that, as of 2010, average severity for automobile physical damage insurance claims has declined for the fourth year in a row.

The Institute reports that while average physical damage claim severity had been rising steadily from 1999 to 2006, the average cost of a collision damage claim has now dropped in each of the past four years declining nearly 13 percent since reaching its peak in 2006.

For 2006, III reported that the average collision claim severity was \$3,189. That figure for 2010 is now \$2,776, a drop of more than \$400 average per claim over the past four years. To put this another way, the average amount paid per claim has dropped approximately \$100 per year since 2006.

Collision claims frequency however, has been on the increase over this same time period after having declined for many years. According to the latest figures published by the Institute, physical damage collision claims frequency in 2010 rose to 5.67 claims per 100 earned car years from a low of 4.88 claims per 100

car years in 2006. A car year is equal to 365 days of insured coverage for a single vehicle.

Physical damage collision claims frequency in 2010 was the highest it has been in more than 10 years. You would have to look back to 1999 for a higher rate when frequency was reported to be 5.73 claims per 100 car years.

In recent years, 2004 and 2006, the frequency for collision claims has been as low as 4.88 per 100 car years, 14.8 percent lower than the 1999 reading of 5.73.

Comprehensive claim frequency, according to the Institute, dropped slightly in 2010 after having risen for the prior four years. In 2010, frequency fell slightly to 2.61 from 2.75 in 2009.

Comprehensive claims frequency had hit a low of 2.38 claims per 100 vehicle years in 2005. Since then, comprehensive frequency had risen steadily to 2.75 claims per 100 earned car years in 2009.

According to the Institute, comprehensive claims severity rose again in 2010 after having dropped sharply in 2009. Comprehensive claims severity rose 6.19 percent to \$1,475 in 2010.

Severity had risen steadily over a 10 year period from \$1,078 in 1998 to \$1,551 in 2008. But in 2009, severity dropped 10.44 percent to an average loss of \$1389, the lowest level in six years.

It should be pointed out that the insurance industry is reporting the frequency of accidents in claims per 100 car years, without regard for the number of miles those cars have driven.

More significant trends may be uncovered by comparing the drop in total miles driven in recent years with reports from state highway accident reporting agencies that also show a concurrent trend of declining accidents per mile driven.

<http://www.collisionweek.com/cw/news/2011/f0919-iii.asp>

## **Avery v State Farm Returns to Illinois Supreme Court**

**Collision Week / September 16, 2011**

**Petition claims State Farm cover up resulted in favorable decision in aftermarket parts case.**

Lawyers in the Avery v. State Farm class-action case filed a petition on September 8 with the Illinois Supreme Court asking it to restore the \$1 billion dollar verdict against State Farm on the grounds that the insurer's massive involvement in the election of the deciding Supreme Court Justice had biased his decision in favor of State Farm.

In 1999, the famous Avery v State Farm ruling awarded \$1.18 billion to plaintiffs who argued they were damaged by State Farm's use of aftermarket parts in the repair of their vehicles. State Farm appealed the decision only to have the Appellate Court affirm the decision in 2001. In 2002, State Farm again appealed the case to the Illinois Supreme Court who eventually voted 4-2 to overturn the Appellate Court decision in favor of State Farm.

According to last week's petition, the 2005 Illinois Supreme Court decision that would not have been possible without the deciding vote of newly elected Justice (Lloyd) Karmeier whose campaign, in turn, was heavily supported, even orchestrated, by State Farm.

Prior to the Illinois Supreme Court decision, lawyers requested that Justice Karmeier not cast a vote in the case because the campaign support he received from State Farm might taint his judgment. State Farm acknowledged its support of the judge's campaign but characterized its donations to Karmeier as "modest contributions" that, at the time, were believed to amount to approximately \$350,000 in total.

According to court documents filed last week however, State Farm actually contributed at least \$2.5 million and as much as \$4 million to Karmeier's election campaign for Supreme Court Justice, an amount that could equal approximately 50 -75 percent of the total funds raised by Karmeier.

The new information was discovered after an in depth investigation by a retired FBI agent showed that

State Farm not only donated much more money to the campaign than previously believed, but the insurer may have played a part in hand-picking Karmeier for the position and orchestrating his election campaign. The petition alleges that State Farm defrauded the Court by intentionally hiding the extent of its involvement in Karmeier's election.

This tremendous amount of support, the plaintiffs now assert, created a "constitutionally unacceptable risk of bias" in Justice Karmeier and he should have recused himself from the case.

In support of their claim, the filing cites a more recent U.S. Supreme Court ruling on a different case that reasoned, "just as no man is allowed to be a judge in his own cause no man should be able to choose a judge in his own cause." In that 2009 ruling, a very similar situation arose where a West Virginia appellate judge received \$3 million in campaign contributions and then overturned a verdict against the contributor. The Supreme Court agreed that the judge should have recused himself.

Last week's court documents in the Avery case present the results of the investigation by former FBI agent Daniel Reece, that include personal interviews and copies of emails that paint the picture of a close connection between State Farm interests and the candidate Karmeier leading up to the election, which turned out to be the most expensive state judicial race in U.S. history.

In response to the petition, State Farm spokesman Dick Luedke said in published reports only that, "This case was resolved by the Illinois Supreme Court years ago. Plaintiffs attempts to have the case heard by the U.S. Supreme Court were unsuccessful."

Phil Supple, Enterprise Public Affairs State Farm Insurance told CollisionWeek, "This petition is a rehash of arguments made and rejected years ago by the Illinois Supreme Court. Ultimately, the Illinois Supreme Court's decision in Avery became final when the U.S. Supreme Court denied plaintiff's request for review of the issues. It's important to note, the justices of the Illinois Supreme Court unanimously agreed on several key issues in Avery, including the ruling that it was an error to certify the lawsuit as a nationwide class action."

According to Attorney Tom Thrash, who argued the original Avery case in 1999, State Farm has asked the Court for a short extension to reply to the claims and their response will likely be submitted in about 30 days.

The Illinois Supreme Court will then have to decide whether Karmeier should have recused himself from the 2005 decision. Interestingly, the Avery lawyers also filed an accompanying motion last week asking that Karmeier not vote in the upcoming decision regarding whether or not he should have voted in the 2005 case.

<http://www.collisionweek.com/cw/graphics/2011-0908-Avery.v.StateFarm.Petition.pdf>

<http://www.collisionweek.com/cw/news/2011/f0916-avery.asp>

## **BMW Taking Big Gamble on Carbon Fiber**

### **Body Shop Business / September 9, 2011**

If the recent investment of \$100 million by BMW to build a carbon fiber factory in Washington State is any indication, automakers will be introducing this exotic material into more and more mass-production vehicles in the future.

Carbon fiber is attractive to carmakers because of the dramatic fuel savings it can offer. According to a recent article in [CNNMoney.com](http://www.CNNMoney.com), carbon fiber is two-thirds the weight of steel yet five times stronger. Swapping carbon fiber for steel in a car would reduce a vehicle's weight by hundreds of pounds.

According to the article, there is a downside to carbon fiber from a manufacturer's standpoint: the material is expensive, the construction process is labor-intensive and carbon fibers can't be recycled because carbon composites don't corrode.

Experts expect other automakers to follow BMW's lead.

[http://money.cnn.com/2011/09/06/autos/carbon\\_fiber\\_bmw.fortune/index.htm](http://money.cnn.com/2011/09/06/autos/carbon_fiber_bmw.fortune/index.htm)

[http://www.bodyshopbusiness.com/Article/91542/bmw\\_taking\\_big\\_gamble\\_on\\_carbon\\_fiber.aspx](http://www.bodyshopbusiness.com/Article/91542/bmw_taking_big_gamble_on_carbon_fiber.aspx)

## **Ameriprise Launches 'Shop of Choice' Website for Collision Repair Industry**

**Body Shop Business / September 9, 2011**

Ameriprise Auto & Home Insurance has announced the launch of its new auto claims processing website for the collision repair industry: [www.theshopofchoice.com/ameriprise](http://www.theshopofchoice.com/ameriprise).

All collision repair shops that have Internet access will be eligible to register on the site and participate in what Ameriprise calls "a more efficient and easy way to submit vehicle repair estimates and supplements for processing and approval." According to Ameriprise, project implementation is now underway and will be completed over the next 90 days.

Ameriprise says that online registration only takes 10 to 15 minutes, and once registered, participating shops can log into the site and submit CIECA standard repair estimates from any one of the three major estimating systems along with photos of the damage. Instructions will be provided for each assignment.

The information submitted will be automatically imported into the Ameriprise claims system and processed. Ameriprise claims that the new site:

- Does not require the recreation of faxed or e-mailed estimates
- Removes the chance of transcription errors
- Reduces the approval timeline

By using the website, Ameriprise says that registered shops will be able to:

- Track the status of any current or previous submissions
- Electronically communicate with Ameriprise auto claims personnel without delay
- Easily initiate a supplement request when needed

Ameriprise states that registering for and using its new claims website is the first step toward eligibility for shops that would like to be considered for its VIP direct repair program when expansion needs arise.

<http://www.theshopofchoice.com/ameriprise>

[http://www.bodyshopbusiness.com/Article/91449/ameriprise\\_launches\\_shop\\_of\\_choice\\_website\\_for\\_collision\\_repair\\_industry.aspx](http://www.bodyshopbusiness.com/Article/91449/ameriprise_launches_shop_of_choice_website_for_collision_repair_industry.aspx)

## **Goff's Enterprises Ranked on Inc. Magazine's List of Fastest-Growing Private Companies in America**

**Body Shop Business / September 9, 2011**

Goff's Enterprises, Inc. announced it placed on Inc. Magazine's exclusive Inc. 500|5000 list. The list is an elite ranking of the nation's fastest-growing private companies.

According to Inc. Magazine, there are nearly 7 million private companies in the U.S., and Goff's Enterprises has been ranked No. 4,209 overall and No. 170 in the manufacturing segment.

"Many things have contributed to our continued successes, including our incredible customers, our reliable distributors and a trusted team of employees," said Tony Goff, president. "It is an honor to be recognized on this list with such an elite group of companies. I couldn't be happier with the achievements our company has made and the direction we are headed."

In a stagnant economic environment, the median growth rate of 2011 Inc. 500|5000 companies remains an impressive 94 percent. The companies on this year's list report having created 350,000 jobs in the past three years, and aggregate revenue among the honorees reached \$366 billion, up 14 percent from last year.

Goff's began in 1987, operating from a card table in the corner of the family's autobody office. Since then, they've seen a consistent increase in sales every year, and the company currently operates out of a 20,000-square-foot facility in Pewaukee, Wis. Goff's manufactures high quality industrial partitions. Its product line includes High Performance Vinyl & Mesh Roll-Up Doors, Curtain Walls, Welding Curtains & Screens, Strip Doors, Food Processing Curtains, Climate Curtains, Acoustic Curtains and more.

<http://www.goffscw.com/>

[http://www.bodyshopbusiness.com/Article/91442/goffs\\_enterprises\\_ranked\\_on\\_inc\\_magazines\\_list\\_of\\_fastestgrowing\\_private\\_companies\\_in\\_america.aspx](http://www.bodyshopbusiness.com/Article/91442/goffs_enterprises_ranked_on_inc_magazines_list_of_fastestgrowing_private_companies_in_america.aspx)

## **Survey Indicates Auto Aluminum Usage at All-Time High, Expected to Accelerate**

### **Body Shop Business / September 7, 2011**

Automakers are accelerating their shift to aluminum away from other materials for new car and light truck construction, as they seek to safely and cost-effectively lower the weight of vehicles, according to a new survey of North American automakers conducted by Ducker Worldwide and reported on by the Aluminum Association. The survey indicated that aluminum is quickly gaining market share in hoods, trunks, doors and bumpers while already dominating powertrain and wheel applications.

The survey of automakers indicates that since lighter vehicles get better fuel economy with fewer emissions, aluminum is already the leading material in the engine and wheel markets and is fast-gaining market share in hoods, trunks and doors. The survey estimates that automakers will increase their use of aluminum from 327 lbs. in 2009 to 550 lbs. in 2025.

The survey also shows that continued growth in automakers' overall use of aluminum will reach an all-time high of 343 lbs. per vehicle in 2012 – up 5 percent from 327 lbs. in 2009.

Longer term, the report predicts aluminum is expected to double its share of the average automotive materials mix to 16 percent by 2025, with future cars and light trucks reaching a predicted average of 550 lbs. of automotive aluminum per vehicle. As the Obama Administration considers stricter fuel economy regulations, automakers are expected to lower the overall weight of vehicles by approximately 400 lbs. per vehicle, and as aluminum use increases, the mix percent is expected to double, according to the association.

"We're fast-entering a transition stage to more holistic vehicle design approaches premised on greater use of lighter, stronger and more crash-absorbent aluminum alloys replacing less efficient iron and steel," said Randall Scheps, chairman of the Aluminum Association's Aluminum Transportation Group and marketing director at Alcoa, Inc. "Vehicles with their size maintained, but downweighted with aluminum, are inherently more efficient than heavier ones."

Aluminum is already the leading material in powertrain and wheel applications, and the survey indicates it's quickly gaining market share in hoods, trunks, doors and bumpers. Body, bumper and closure content grew by 58 percent from 2009 to 2012, with 30 percent of all hoods on 2012 vehicles being aluminum, saving a total of 100 million lbs. of vehicle weight across the entire fleet. Twenty percent of all bumpers in 2012 will be aluminum.

According to the report, future growth in auto aluminum usage will be primarily driven by these and other applications being converted from steel. For example, the trend line for aluminum hood penetration predicts a minimum share for aluminum of 41 percent by 2017 and 53 percent by 2025.

The survey also looked at average aluminum content by North American automakers, declaring General Motors the content leader at 366 lbs. per vehicle. Honda leads aluminum content as a percent of curb weight at 10.7 percent in 2012.

The latest model vehicles boasting above average aluminum content (more than 9 percent of vehicle curb weight) include the Chevrolet Malibu, Cadillac CTS, Ford Explorer, Ford Focus, Ford Escape, Lincoln MKZ, Chrysler C sedan, Honda Civic/CR-V, Honda Accord, Nissan Altima, Toyota Avalon and Fiat 500.

"These real-world examples, complemented by a significant body of research, confirms that aluminum can take out significantly more weight safely than even newer steels, while remaining cost competitive and having a lower overall carbon footprint than any other competing material, doing it safely and, in many instances, helping to lower costs," Scheps says.

On a segment basis, the survey points to future growth areas in mid-size and large sedans as well as full-size, full-frame vehicles (i.e. light-duty pickup trucks), mainly due to the comfort, safety and functionality requirements expected from the customer.

<http://www.aluminumtransportation.org/>

[http://www.bodyshopbusiness.com/Article/91444/survey\\_indicates\\_auto\\_aluminum\\_usage\\_at\\_alltime\\_high\\_expected\\_to\\_accelerate.aspx](http://www.bodyshopbusiness.com/Article/91444/survey_indicates_auto_aluminum_usage_at_alltime_high_expected_to_accelerate.aspx)

## **Ameriprise Launches Online Claims Handling for Non-DRP Shops**

**CollisionWeek / September 2, 2011**

New 'Shop of Choice' program designed to ease repair process through out of network shops.

Ameriprise Auto & Home Insurance launched a new program last week that it hopes will improve its collision repair claims service through non-direct repair facilities.

The company, which primarily writes auto insurance on a direct to consumer model in 44 states, launched the program it calls "Shop of Choice," to eliminate many of the barriers to customer satisfaction that exist in the non-DRP repair environment, particularly delays relating to repair approvals and supplements. "The supplement process is the most broken and we feel this [new program] will eliminate that," said Kim Flisakowski, Director of Claim Operations for Ameriprise Insurance Company.

Ameriprise has a direct marketing approach, drawing most of its policyholder base from partnerships with affinity groups. Two of the company's largest accounts are Costco and Ford. Ameriprise is hopeful that this new program will allow all of its policyholders to enjoy some of the efficiency benefits that DRP programs are capable of producing, even if their customers select a shop that is not a member of their DRP network.

The new program is built around a claims processing website powered by NuGen IT, an "Internet integration" company that has been working on business to business solutions in the collision repair industry for many years now.

According to Ron Martin, Director of Claims Operations - Western Region for Ameriprise, when customers file a claim they will still be encouraged to utilize a shop participating in their VIP (Values in Partnership) direct repair network, however, if the customer should choose a shop outside of their network, or there is no participating shop in the customer's area, they will be furnished with a control number and told about the Shop of Choice website.

The customer's chosen shop is then able to register on the website (a one-time process that takes 10-15 minutes) and upload their own estimate and photos along with the claim number given to the customer by Ameriprise.

According to Martin, the benefits of the program are really centered on efficiency and ease of communication. "The program was developed for easier communication with shops that are not Ameriprise shops," he said. By registering with the website to use the new claims process, the shop is not agreeing to any parts discounts or concessions, nor does Ameriprise ask the shops to use any specific parts or procedures.

"If we can be more accountable to the shops," states Martin, "they can focus on what they do best, and what their passion is, fixing cars." One real requirement is that the shop must upload a CIECA (Collision Industry Electronic Commerce Association) compliant estimate from any one of the three major estimating systems, preferably by uploading the EMS file.

"This process puts the estimates neatly in a folder along with photos that immediately populate to the appraisal service team," says Flisakowski. "Our team loves this new program." she adds, noting that the new process made possible by the Shop of Choice program is far more efficient than the system the company previously used. "We want to get out of estimate writing and enhance our client experience for the shop and Ameriprise Insurance," she said.

Martin said the estimate is reviewed by Ameriprise for accuracy, and the entire claim is then managed through the website. Supplements are also handled online and shops can log on to check the status of their supplement to see when it is accepted.

Once the job is complete, a check is mailed to the shop with the customer name and the shop name on the check. However, Martin said the company is also considering adding a "Direction of Pay" process to the Shop of Choice website. That would allow Ameriprise to pay the shop directly for the repairs, a process similar to the one already in place with its VIP shops.

"It is most likely that this feature will be added for registered shops as a further benefit of participation," Martin noted.

"Additionally, registering for and using the Ameriprise Auto & Home Shop of Choice website is the first step toward eligibility for shops who would like to be considered for the Ameriprise VIP direct repair program when expansion needs arise," he added.

Key points of the program include:

- Developed for easier communication with non-DRP shops
- Any shop with Internet access is eligible to register
- Registration process with Shop of Choice is only required once
- Does not require rekeying faxed or emailed estimates
- Reduces the approval timeline
- Electronically communicate with Ameriprise claims personnel without delay
- Easily initiate a supplement request when needed
- Website tracks status of any current or previous submissions

Flisakowski, Martin and the Ameriprise team that developed the program are clearly excited about this new process and the possibilities it holds for the shops, Ameriprise, and their mutual customers.

[www.theshopofchoice.com/ameriprise](http://www.theshopofchoice.com/ameriprise)

<http://www.collisionweek.com/cw/news/2011/f0902-amer.asp>

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October 2011 SPECIALS

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The following article **“Estimators – The Front Line in the Battle for Profitability”** is published by **Auto Body News** and is authored by **Dan Espersen**. Dan discusses the importance of leveraging OEM repair information to correctly developing an accurate repair plan. Using OEM repair information is critical for inexperienced as well as experienced estimators.

## **Estimators – The Front Line in the Battle for Profitability**

New car in the shop – front end looks like it ran into a tree. It did! So, what's it going to take to get it back on the road? Well, it starts with you, the estimator. As an estimator, you need experience, good judgment, diplomatic skills and accurate information.

As far as experience, judgment and diplomacy go, you either have them or you don't. I can't really help you there. But, when it comes to information, that's a different story. Today, every model year brings innovations: Materials technology, electronic systems, finishes, vehicle drivetrains, steering and suspension... the list goes on.

Can you develop a repair plan just by looking? How about an educated guess, or calling your friend who worked on one of these vehicles once? Sorry, the old ways just don't work anymore!

Information is the key

But not just any information. You need manufacturer's information. OE procedures and guidelines are absolutely required to efficiently and effectively repair today's vehicles. You need it to write a repair plan. Your Parts Manager may need it to order the correct parts the first time. And of course your technicians need OE information to make accurate repairs in the shortest amount of time possible.

Back to the car in the shop

You start to build your repair plan. As an experienced estimator, you probably have a good sense of how deep the damage goes. But what about that frame rail? Can you section it? Are you sure? Can you tell what kind of steel is used in each location? Those are just a couple of factors that will make a difference in the estimate... and in the ultimate profitability of the job. Of course, profit is not the only concern. Your primary mission is to deliver a vehicle that is safe to drive. That's really the bottom line, isn't it?

Here are some of the questions you may have to wrestle with:

- How do you determine the types of construction materials?
- Is the part you are repairing made from high-strength steel? Ultra high-strength steel? Dual phase steel? High strength low alloy steel?
- How do you know for sure if the manufacturer says it is safe to section a particular component?
- Do you follow the insurance estimator's procedures about where to section? If you don't comply with the estimator's recommendation, who is liable for damage in the event of a future accident?
- Do you have all the information you need for a safe, reliable – yet efficient – repair, including electronic system reset or reprogramming procedures?
- Will your estimate comply with your shop's DRP agreements if you participate in such a program?

- Does your technician have the precautions he or she needs to work safely. What are the special safety concerns for hybrid vehicles? With hybrids, the safety of the technician AND the vehicle needs extra attention.

- Will the shop make money on the job?

OE information is the gold standard for collision repair

When developing a repair plan, OE repair information helps you:

- Increase estimate accuracy for collision and mechanical repairs
- Identify proper repair procedures to reduce supplements
- Provide required documentation to customers and insurers
- Increase sales and consumer confidence with a professional explanation of necessary repairs
- Manage costly vehicle returns

Here is an excerpt of an OE repair article for a 2011 Buick® Regal®

#### A-Pillar – Front Hinge Pillar Body Sectioning (Upper)

Always refer to ALLDATA® for safety procedures, identification of material types, recommended refinish materials, removal and installation procedures. Always refer to the vehicle manufacturer for questions relating to applicable or non-applicable warranty repair information.

Removal Procedure:

Warning: Sectioning should be performed only in the recommended areas. Failure to do so may compromise the structural integrity of the vehicle and cause personal injury if the vehicle is in a collision.

The body side outer panels are available in one-piece side frames. You can perform any one of these replacement procedures separately or in any combination, depending upon the extent of damage to the vehicle. Sectioning must take place in specified areas only. Stay away from the door and window opening radius areas. Perform sectioning only in straight areas of the openings.

1. Disable the SIR system.
2. Disconnect the negative battery cable
3. Remove all related panels and components.
4. Repair as much of the damaged area as possible.
5. Remove the sealers and anti-corrosion materials from the repair area, as necessary.

Note: Sectioning can be done anywhere in the straight area along the rocker panel.

6. On the "A" Pillar Measure down 100 mm from the door wiring conduit hole lower edge (1). Mark this cut location on the front hinge pillar (2). Mark a cut location in the straight area on the rocker panel (3).

7. Cut the front hinge pillar body where sectioning is to be performed (1) (Figure 2).

8. Locate and mark all the necessary factory welds of the front hinge pillar body.

Note: Record the number and location of welds for installation of the service assembly.

9. Drill out all factory welds (1) (Figure 3).

10. Remove the damaged front hinge pillar body.

Installation Procedure:

1. Cut the replacement hinge pillar in corresponding locations to fit the vehicle (1). The panel should be trimmed to allow a gap 1 1/2 the metal thickness at the sectioning location.
2. Create a 50 mm (2 in) backing plate from the unused portion of the service part for the "A" pillar area.
3. Create a 100 mm (4 in) backing plate from the unused portion of the service part for the rocker area.
4. Trim the backing plates as necessary to fit behind the panel at the sectioning joint.
5. Drill 8 mm (5/16 in) plug weld holes along the sectioning area in the service part, and at the locations noted from the original panel.
6. Prepare all mating surfaces as necessary.
7. Apply 3MTM Weld-Thru Coating P/N 05916 or equivalent to all mating surfaces.
8. Fit the backing plates halfway into the sectioning joints, 25 mm (1 in) at the "A pillar" area and 50 mm (2 in) at the rocker panel areas. Clamp the plates in place, and plug weld to the section joint.
9. Position the outer front pillar to the vehicle using 3-dimensional measuring equipment (1). Clamp the pillar in place.
10. Plug weld accordingly (1).
11. Stitch weld the butt weld locations (2).
12. To create a solid weld with minimum heat distortion, make a 25 mm (1 in) stitch weld along the seam with gaps of 25 mm (1 in). Go back and complete the stitch weld.
13. Clean and prepare all of the welded surfaces.
14. Apply the sealers and anti-corrosion materials to the repair area, as necessary.
15. Paint the repaired area.
16. Install all of the related panels and components.
17. Connect the negative battery cable.
18. Enable the SIR system.

NOTE: This repair/service procedure is excerpted from information published by the vehicle manufacturer, and intended for the purpose of promoting OE collision repair information to trained, professional technicians with the knowledge, tools and equipment to do the job properly and safely.

Before attempting the repair described, refer to the complete article in ALLDATA Collision S3500. It is recommended that this procedure not be performed by "do-it-yourselfers."

**Dan Espersen is ALLDATA® CollisionSM Program Manager. Dan is a Gold Pin Member of the Collision Industry Conference (CIC) and holds an AA Degree in Automotive Technology. He has 17 years of experience in the collision industry.**

[http://autobodynews.com/images/CurrentIssue/Aug%2011/w\\_0911\\_issue\\_web%2048\\_50\\_60.pdf](http://autobodynews.com/images/CurrentIssue/Aug%2011/w_0911_issue_web%2048_50_60.pdf)