



HEADLIGHT MIA

A simple calibration procedure takes a turn after exposure to the elements

28 SALVAGING CAREERS

Take these five steps to keep your staff motivated and happy

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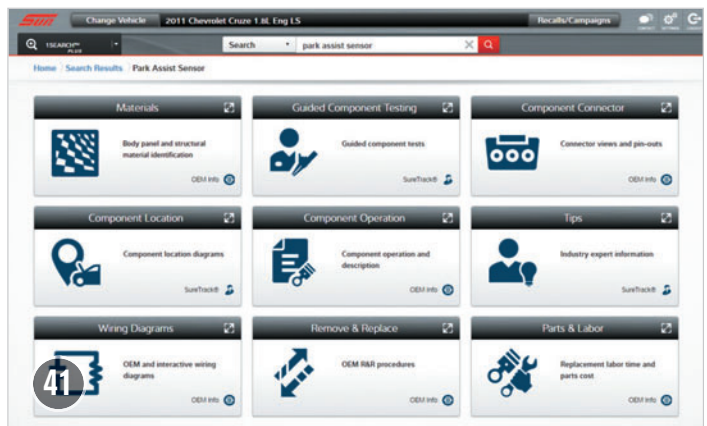
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BREAKING NEWS

Q&A

CCG HELPS BEST-IN-CLASS SHOPS STAY INDEPENDENT

 Rapid advancements in vehicle technology — and the training and equipment required to stay on top of these changes — is making it more and more difficult for independent collision repair shops to compete in the market. To help combat this, Certified Collision Group (CCG) was established in 2014 to provide independent collision repair owners a non-intrusive, scale-driven platform to create a lasting competitive advantage in the face of continued consolidation. Following a record year of growth for the company in 2019, *ABRN* spoke with Marty Evans, Chief Operating Officer of CCG, to learn more about how the company supports independent shops.


ABRN: What are some of the challenges independent collision repair shops are facing in the current marketplace?

Evans: As the market continues to consolidate in all segments, independent shops that want

>> **CCG CONTINUES ON PAGE 8**

SENATOR INTRODUCES OEM REPAIR PROCEDURES LEGISLATION

ABRN WIRE REPORTS //

 New Hampshire Sen. Regina Birdsell (R-19) has introduced Senate Bill (SB) 513, addressing original equipment manufacturer (OEM) repair procedures for collision repairs. ASA supports this legislation.

ASA is urging New Hampshire repairers and vehicle owners to send a letter to your state legislators in support of SB 513. This can make a substantial difference in protecting motorists.

With regard to vehicle repair procedures, the bill states that “no insurance company, agent or adjuster shall know-

ingly fail to pay a claim to the claimant or repairer to the extent the claimant’s vehicle is repaired in conformance with applicable manufacturer’s procedures.”

“OEM repair procedures are the logical repair processes to be followed. They ensure that as much as possible is being done to protect consumers and small businesspersons in the repair chain following an accident,” said Robert L. Redding Jr., ASA Washington D.C. representative.

Similar legislation was introduced last year in the New Hampshire House of Representatives but was ultimately vetoed by the governor.

>> **OEM CONTINUES ON PAGE 6**

TRENDING

AUDATEX SUPPORTS CREF WITH \$2 MILLION

Audatex, a Solera Company, donated over \$2 million in software subscriptions to U.S. collision repair school programs in partnership with the Collision Repair Education Foundation.

ABRN.COM/2M

HD REPAIR FORUM RELEASES DETAILS

The HD Repair Forum announced the release of its educational program and agenda for this year’s installment of the only event dedicated to the heavy-duty collision repair market.

ABRN.COM/HDAGENDA

COLLISION P.R.E.P. RELEASES CLASSES FOR NORTHEAST

The education schedule for the third year of Collision P.R.E.P. (Professional Repairer Education Program) at the NORTHEAST 2020 has been released.

ABRN.COM/PREPCLASSES

REGISTRATION OPEN FOR 2020 WIN CONFERENCE

Registration for the Women’s Industry Network (WIN) 2020 Educational Conference, set for May 3-5 in Newport Beach, Calif., is now open. “Driving the Future” is this year’s conference theme.

ABRN.COM/WINOPEN

PRO SPOT COUNCIL COLLABORATES ON IDEAS

Pro Spot delegates from across the nation have been invited to the Pro Spot Distributor Advisory Council meeting. For three days, the team will meet with one main focus: collaborative growth.

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SURVEY

SMALLER, REGIONAL AUTO INSURERS AGAIN GET TOP GRADES FROM REPAIRERS

Smaller, lesser-known insurers received the highest marks from collision repairers asked to grade the auto insurers' claims practices in the 2020 CRASH Network "Insurer Report Card."

More than 1,000 individual shops around the country each graded as many as 30 different insurance companies in their state in terms of how well each company's "policies, attitude and payment practices ensure quality repairs and customer service for motorists." In all, the survey reported grades for 79 insurance companies.

"As drivers, most of us go years without interacting with our insurance company's claims department, but collision repairers do that every day," CRASH Network's John Yoswick said. "That gives them perspective on which companies do the best job taking care of policyholders — and which ones have some room for improvement — and that information can be a valuable tool for drivers as they consider which insurer to choose."

Interestingly, this year's "Insurer Report Card" found that the largest insurers nationally did not receive as high of grades as many smaller and regional insurance companies.

"Many consumers won't have seen or heard advertisement after advertisement for North Carolina Farm Bureau, Oregon Mutual or Acuity Insurance, but shops graded these companies as among the Top 5 when it comes to taking care of customers after a claim," Yoswick said. "You have to look fairly far down the rankings

before you find one of the best-known and largest auto insurers, but most consumers will find an insurer or two among the 15 highest-graded who offer auto insurance policies in their state."

Shops participating in the Insurer Report Card used such phrases as 'focused on customer satisfaction,' 'wants to ensure a quality repair,' and 'easy to work with' to describe the insurers who received high marks. They criticized the insurers to whom they gave lower grades using such phrases such as, 'cares more about cost than quality of the repair,' 'pressures us to use cheap, low-quality parts,' 'slow claims process,' or 'inexperienced adjusters.'

"It's hard to get advice from friends or family about which insurance company to choose, because those people may not have had a claim recently, and if they have, they almost certainly don't know how a different insurer would have handled that claim," Yoswick said. "But just as medical providers see how health insurers process claims, collision repair shops interact with auto insurers on a daily basis. They know how those insurers treat vehicle owners after an accident."

A free report with the 2020 "Insurer Report Card" findings can be downloaded at www.crashnetwork.com/irc.

CRASH Network is an independent weekly subscription source of collision repair industry news, research and information not available anywhere else. 

>> OEM CONTINUED FROM PAGE 4


The New Hampshire Senate Committee on Commerce held a hearing Jan. 28, 2020, regarding the legislation.

ASA submitted comments to the committee in support of the legislation.

The Automotive Service Association is the largest not-for-profit trade associa-

tion of its kind dedicated to and governed by independent automotive service and collision repair professionals. ASA serves an international membership base that includes numerous state affiliate and chapter groups.

ASA advances professionalism and excellence in the automotive repair in-

dustry through education, representation and member services. To take advantage of the many benefits of membership in ASA, please visit ASAshop.org or call (817) 514-2901. Access our new mobile app by downloading on iPhone and Android devices. Also stay updated on industry topics by listening to the new ASA Podcast. 

JOIN SCRS FOR INDUSTRY AWARDS, RECOGNITION


ABRN WIRE REPORTS //

The Society of Collision Repair Specialists (SCRS) invites industry members to join the association for the annual SCRS Industry Awards and Corporate Member Recognition luncheon on April 8 at the Hyatt Regency Jacksonville Riverfront, in Jacksonville, Fla.

The event, which will include lunch, is designed to recognize organizations that contribute significant support to SCRS through their Corporate Membership, as well as to recognize some of the tremendous contributions made to

the advancement of the industry.

There is no fee to attend any of the events, but SCRS does require an RSVP for the Awards Luncheon so that we can accommodate the appropriate number of meals; please visit the website to register, or send an email to info@scrs.com no later than Friday, March 27.

The SCRS events are being hosted in tandem with the Collision Industry Conference on April 8-9. An SCRS open meeting is set for April 7, with the annual election later that evening. The SCRS Repairer Roundtable will be held the morning of April 8 before the CIC meeting begins. 



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>> CCG CONTINUED FROM PAGE 4

to remain independent and relevant are disadvantaged; the driving forces of consolidation, such as performance-based, large network insurance agreements and large-scale procurement negotiations, are challenges not easily countered by an independent repairer. Vehicle and repair complexity require a significant investment in technical training, immediate access to technical information and specialized diagnostics and equipment; addressing this need should be a concern for all repairers. Enhancing knowledge through credible education will continue to be paramount for all repairers. New methods of workflow through telematics and intelligent dispatch will drive the repair community to accommodate in this space as well.

ABRN: How is CCG helping independent shops stay competitive?

Evans: Our goal from day one has been to assist best-in-class independent shops maintain their independence by leveling the playing field for shops exhibiting performance that exceeds the local market. Each affiliate we engage has their own set of needs, wants, and desires; we work diligently to meet these needs. Representing our network of locations to the insurance community to protect or elevate their position

with carriers is critical to us. Great effort is put into our procurement programs as well to ensure these best-in-class shops are able to procure their products and services at a competitive rate. We also look at areas where scale creates opportunity, protecting the independent repairer in the face of consolidation demands this focus.

ABRN: In what ways is CCG committed to elevating the professionalism of the collision repair industry?

Evans: Certified Collision Group has a set of core values that drive our business. We believe we are an industry leader in terms of expecting more out of our people with respect to integrity and professionalism. The floor of the industry continues to rise, and we are thrilled to play a role in contributing to this trend. We believe the third party pay environment of collision repair provides opportunity for the repairer to not only be a conduit of proper repair but also to communicate and educate in a respectful and professional manner.

ABRN: What are CCG's plans for growth in 2020?

Evans: CCG enters 2020 with a very optimistic outlook, we look forward to growing at a similar, if not accelerated rate vs. 2019, a year in which we added more than 150 independent collision repair centers to our network. As a company we have invested heavily in people and technology to facilitate growth, and we look forward to capitalizing these additional resources. 📡



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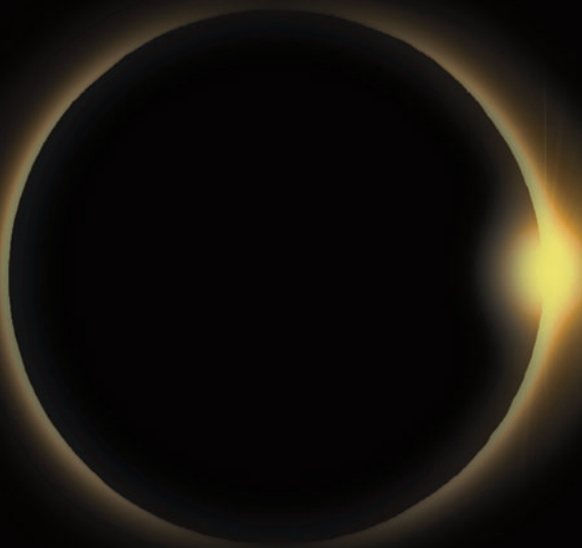
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**CCC DONATES SUBSCRIPTIONS TO SCHOOLS
THROUGH CREF**

ABRN WIRE REPORTS //

CCC Information Services Inc. (CCC) donated over \$6.7M in software subscriptions to secondary and post-secondary technical schools offering collision repair programs in 2019. Through the support of the Collision Repair Education Foundation, CCC's donation will help future collision repair technicians learn on the same software widely used by the shops where they will soon seek employment. Software subscriptions come at no cost to the students or the schools.

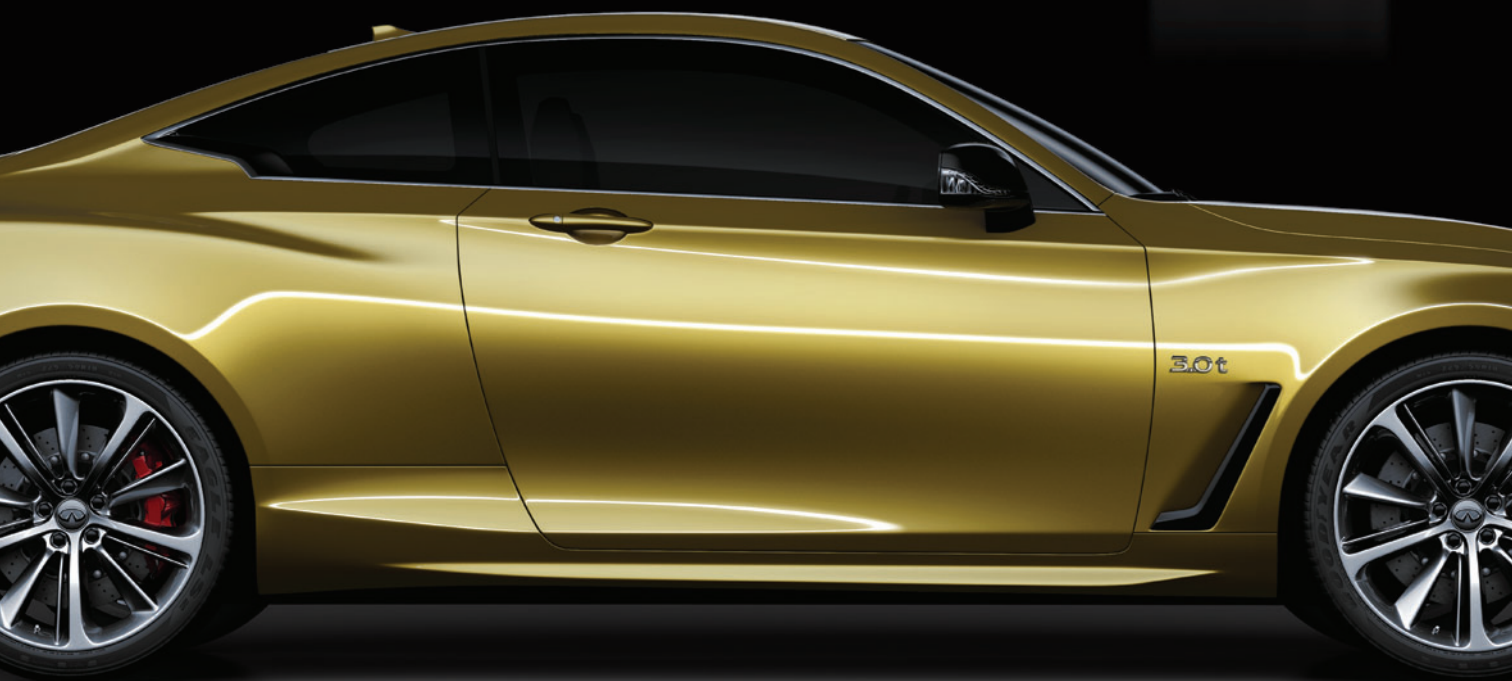
The CCC ONE Estimating software package donated includes digital imaging capabilities and access to tire and recall databases, paintless dent repair guidelines, and frame specifications. It also grants access to CCC ONE Touch, CCC's mobile estimating solution that allows estimates to be written at the car. 📡



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Avoiding issues that plague small businesses

Don't let these five common problems be a downfall in your shop

As a consultant and trainer, across all types of organizations, here are what I see as the five most common problems that plague small businesses.

1. A failure to focus on cash flow. I've read that 82 percent of small business failures are based on cash-flow issues, and the collision repair industry isn't any different. Vendors want to be paid; payroll has to be met; tax deadlines are real. You can't do these things if money isn't flowing in.

The good news is that cash flow in this industry is largely tied with something else most shops pay attention to: cycle time. Reducing cycle time improves how quickly your business turns a repair into cash. One of the most immediate ways a shop can improve cycle time is by working toward starting work on every vehicle within hours — not days — of its arrival.

The other critical key to cash flow is looking at your receivables daily. A good collision repair business should operate with receivables that are less than two percent of total monthly sales. Stay on this daily. Find out where the money is. Don't let that sit.

2. Management is not managing. Too often in shops it appears everyone is working in a silo. "My A-tech is on that job," an owner will say. "He knows what to do."

Well, does he really? That's a big assumption given today's increasingly complex vehicles. I would challenge the belief that you can presume things are being done correctly without management oversight, without walking the shop, checking in-process work, looking for what could go wrong before it goes wrong.

In today's industry, I see part of management's role as slowing things down to make sure the shop goes faster. That means, for example, making sure the research has been done and a repair plan is in place before someone just starts ripping into a car.

3. A poorly-communicated purpose. A team can't align itself with core business values if those values and goals haven't been defined by the owner and management, or haven't been adequately communicated. In the best shops I've seen, everyone knows they are there to fix the cars right the first time, to the



IF YOU AND YOUR TEAM ARE FOREVER PUTTING OUT FIRES, THAT'S A SIGN YOU DON'T HAVE THE NEEDED PROCESSES IN PLACE.


highest quality possible. If a technician tells me he's not going to do what I know is a needed procedure because it's not on the work order, I know that shop hasn't defined and communicated the overarching goal and purpose of the company.

4. A lack of well-defined processes. If you or your team are forever putting out fires, that's a sign you don't have needed processes in place. That wears everyone — technicians and management — out. They're scrambling every day in a chaotic environment in which few of the processes within the company are handled in a consistent, predictable way. Even customers will see evidence of the friction and frustration within your organization, and that will be reflected in inconsistent customer satisfaction.

At the end of the day, process is the engine that's needed for a small business to succeed. It can take time to build, but I believe it will be increasingly impossible to repair the complex vehicles and technologies we will see without well-practiced processes.

5. Failure to recruit the needed talent. This is a small business killer. Too often I see shops only starting to recruit when they find themselves with a job opening. They end up just hiring whoever shows up, rather than the real talent they need.

Always be in recruiting mode. Interview people all the time. You never know when you're going to lose someone. Develop a pool of potential talent. They may or may not be available when you contact them weeks or months later when you have an opening, but you won't be desperately starting from square one.

The good news is that working to address any one of these five problems can help you resolve the others as well. The shops I see that are process-oriented, for example, with a well-defined and communicated purpose, that listen and learn from their well-managed team, and that stay on top of cash flow, also tend to more easily attract and retain the talent they need. 

STEVE FELTOVICH of SJF Business Consulting, LLC, works with dealers, MSOs and independent collision repair businesses to make improvements and achieve performance goals.
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Hybrid business models proving successful for shops

Combining several OEM certifications with DRP programs is best

Anyone who thinks this is the same industry it was a decade ago isn't paying attention. Yet when I look around the industry, I continue to see shops operating under the same business model they were using a decade ago. I see shops that are almost completely reliant on direct repair programs, with 70 percent or even more of their work driven to their door by insurers. At the other end of the spectrum, I see those defiantly, 100 percent non-DRP. Even more shops have moved in that direction as OEM certification programs have given them confidence that those will be a game changer.

I am not here to argue that either of those business models is wrong. But there are downsides to each of them in this current era. Shops with no DRPs are far more likely to see more peaks and valleys in their volume of work. That's less likely to be an issue for DRP shops; they also have basically become a discount body shop, and maintaining a profit margin is becoming increasingly difficult. Every one of those DRPs expects you to give that insurer's work priority; how do you manage that when you have five or seven DRPs?

The hybrid model I see as really successful for shops is different from either of those opposite camps. It begins with choosing the two or three OEM certifications that make the most sense. If you're in Dallas, Texas, that may mean a Ford certification rather than a Subaru certification. If you're in the middle of Montana, being Ferrari-certified might not make a lot of sense.

So look at the brands of vehicles you typically repair. Your paint company may be able to show you the car count by vehicle make for your geographic area. Think about what relationships you have — or can develop — with dealerships or others who can refer a particular brand of vehicle your way. Those are the certifications that will work best in this hybrid model.

Then choose just one or two direct repair programs that work best for you. That may be one of the larger national companies along with a smaller, regional carrier that does well in your market. The key here: Don't let that DRP work account for more than about 25 percent of your overall business.



DON'T LET DRP WORK ACCOUNT FOR MORE THAN ABOUT 25 PERCENT OF YOUR OVERALL BUSINESS.

Why does this work? Unless you choose one of the automakers that is limiting the sale of some parts to only certified shops, the reality is that none of the certification programs today will push a lot of work to your shop. The DRP work will help you maximize your shop's capacity, and lessen the peaks and valleys in your business volume.

Yes, that work is heavily discounted. But it's only 25 percent of your business. The other 75 percent is retail-priced work. That provides the resources you need to market your OEM certifications like crazy. That may mean, for example, putting one of your estimators at the dealership for an hour every morning, making it like a satellite location for you.

But the other key to making this hybrid model successful is to train your estimators to write a complete and thoroughly-researched sheet on every vehicle. They can then go back on the DRP jobs and zero out the price for the items you've agreed to not bill for under the DRP agreement. But get them trained to write complete estimates first.

One shop I work with is doing about 100 vehicles a month under this model. In writing complete sheets on all vehicles before zeroing out items for the DRP jobs, the shop found the DRP work was generally \$100 to \$150 less per vehicle than the full retail work. Think about that. If they're making just \$100 more per vehicle on the 75 percent of their business that is non-DRP, that's \$7,500 a month (\$90,000 a year) to the bottom line.

Clearly this isn't a business change you should try to make immediately happen after spending a few minutes reading this column. Do your homework, make a plan, develop your dealer relationships. Shops using this hybrid model generally find there is some reduction in their overall car count, but that they are making more money overall.

Do less, but make more; that sounds like a pretty good gig. And I believe it's a key to success in this new era in the industry. 📧

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

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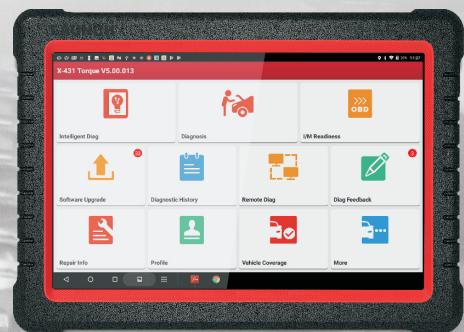
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TECHNICIANS — THINKING INSIDE THE BOX!

What you don't know,
what you should know,
who they are and what
they are thinking

DAVE BRINKLEY // Contributing Editor

It's been said often that we need to think "outside of the box." I would agree that's true for some appropriate circumstances. What we've seemed to lose focus on lately is just the opposite. Have you looked "inside the box" recently? I will tell you that when I reference the "box" I'm talking about what is going on inside the walls of your shop. I'll pinpoint it a bit further. I would suggest you look directly at where your technicians are working!

We as an industry have for years been inundated with help for estimators, owners and/or management positions in general. Have we forgotten a key core component? Several consultants will focus on management roles, shop processes, insurance relations and other business aspects. What have you done for your technicians? You've sent them to training, correct? Did you sign them up for an online or virtual class, send them out for training offsite or have some entity come into the shop to do training? If you did that's a good start, but did you follow up? When your technicians return from a class or complete training from home/shop did you take the time to discuss what they learned and how their lives and the shop may benefit from their experience? Appreciation, in general, can work two ways: the "lack of" versus "well-received." I'll explain in more detail later why the two types matter.

I hope I have your attention. If I do, you will be able to benefit from training from here forward in a more real-world way. I'll back up a bit and explain how I think we got here so we don't



make the same mistakes again. It's been my experience that often training is enacted due to some outside influence. Most continuing education is brought on by a requirement from either an insurance partner, an OEM requirement or as a way to obtain certifications that will be used to hopefully drive more business through your doors. How many times has the need for training arose from outside influences? There is nothing wrong with the "why," but are we missing an added benefit? If that has been your motivation thus far, I expect a lot of us will agree that has been the case if we are being truthful. I'll make two points here. That influence will probably not go away and that's not necessarily a bad thing, but we need to change how the aspects of training produce results.

I need to offer full disclosure here. I would have done it earlier, but I wanted your attention without discounting what I'm telling you because of what I am. My start many years ago was as a technician. It's who I was in the beginning and even though I've held positions in management, appraisal and education roles, it's who I am at the core and what I'll be professionally when they lower me in the ground. I'm letting you know this because I've been on all sides and understand "what it's like" to be a technician.



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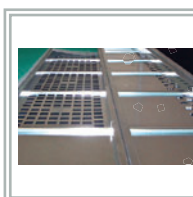
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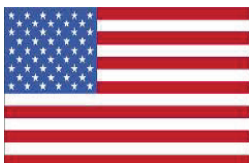
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Training, or continuing education as it were, is here to stay and should have always been in place. It's not an option any longer, as the changes are coming hard and fast with no signs of slowing down. Your challenge will be how you handle it. The shop can make it mandatory and just walk away or you may put some kind of incentive/appreciation factor with it. It's worth making this note now. I've heard most — if not all — of the "what employees want" theories. My favorite one is the notion that people appreciate recognition more than they do monetary compensation. If I wasn't writing this for a respectable and very professional family-friendly magazine you would probably hear me raise my voice and describe what happens when a male cow's stomach becomes full and the digestive process has taken place!

I seriously doubt there is a person on this planet who would choose a pat on the back over money. That being said, I have a simple solution to that ridiculous debate: do both. There is no reason to think that no one appreciates being appreciated. I've gotten a minimal "thank you" more than once in my career, and I appreciated every one. I've also gotten small and large cash bonuses and appreciated those as well (the large ones were my favorite, if you were wondering). My point is this: Everyone appreciates an occasional sincere token of appreciation, but why would you not also include an occasional unexpected monetary bonus? I don't think the amount matters that much. It should be relative to performance and shop size/profitability. At Christmas time, commonly, there is some form of appreciation from most businesses regardless of the type. It's near the end of the year and it's been a bit of a tradition for some time so it's somewhat "expected," but have you ever given an employee some extra cash the last day they work before going on vacation? Have you entertained a compensation plan for training outside of the shop? It's a personal business decision each of us will have to make.

All of this appreciation talk goes to your employees being happy where they work. Are they happy generally? Would they recommend to their friends or family using your shop? Would they encourage a fellow technician to work there or better yet would they be a part of developing someone from the ground up? You need to ask yourself these tough questions. Would you work there as a technician? Would you go home satisfied at Christmas or for a vacation? How good would you feel if on occasion you felt appreciated? Do you as a manager/owner occasionally buy lunch at random times? Have you walked on the tool truck and made the payment that week? There are lots of little and cost-effective ways to show appreciation.

I've heard from shop owners/managers about the concern of poaching. If you fear that a technician will be recruited to another shop while training offsite I suggest you take a hard look within your box. That being said, there are times when all you can do has been done and you still may lose a technician. It happens. You were lied to in kindergarten — life is not always fair. Don't worry; they lied to me, too. There are things you can do that cost very little. An example would be to attend training with them. How cool would it be if the boss showed up or went along if only for observation/experience? If you're telling yourself you have nothing to learn I have a proposition for you. I know folks who are in the business of buying shops. Contact me and I'll get you in touch. You should sell now because you are likely doomed if you have stopped learning.

If you're onboard with continuing education and showing your appreciation, there may be some pitfalls you encounter. It's probably no secret that everyone approaches training — or anything new/different for that matter — differently. I've worked alongside several folks who didn't do well in school and don't do well as an adult with education. This becomes your challenge to become involved at whatever level is needed. If there is a language or learning barrier, do what you need to do

and help them work through it. It's times like these where your appreciation is being shown even if you don't realize it. It's a slippery slope to navigate authority and compassion/appreciation. This is an area that may require a more one-on-one approach versus a general shop position. It may be that some technicians are deserving of compensation for training while others may be considered an "investment." Do you have a compensation plan based on years of service? That program may help to inspire retention as well as lessen your burden to compensate for a less experienced or short-term employee. There may be employees who don't respond well to education. Are they holding the rest of the shop back? There has to be a way to get them onboard or at the very least make sure everyone else doesn't fall behind.

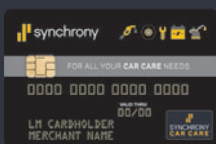
Tools and equipment can be a factor. This topic can be a win-win. If there is a new tool or technique that is more efficient, all parties benefit. It can make the technician's life easier and increase profit for the shop. It can also act in exactly the opposite way. I'll share an example. I was in a shop some time ago doing a demonstration on the advancements of glue pulling. After the demo, while the technicians were wide-eyed and VERY excited about what they just witnessed, the manager made the closing statement that the shop would buy glue if the techs purchased the tools. His reasoning was if the shop bought the tools "they would just break and lose them." I was floored; the techs were deflated. Not only were they cast in a bad light, but it put the brakes immediately on the presentation and all knowledge gained probably went out the window. Even if his statement was true, who let a culture develop that it was OK to abuse equipment? If a technician buys a new tool for personal use or shows you a new product, do you take interest in learning about it or do you scowl and tuck your checkbook deeper into your pocket? Don't always assume a discussion equates to spending money. Your interest is a sign of appreciation.

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As mentioned in the beginning, the type of appreciation matters. I'll share some personal experiences on both ends. I had a shop owner once who would pick up a broom and sweep my stall out once the completed car was taken to the detail department. It didn't happen often, but when he was in the area and had time he

would. When he had time plays in here as well. Do you as an owner, manager or estimator stay as busy as your technicians? They see more than you think.

The other end of the spectrum came from a dealership general manager. One Christmas he made the rounds through the various departments handing out

pens in a box. That's what we received as a bonus that year — a pen in a box. To make matters worse it was emblazoned with the OEM's emblem on it. It gets better! He proceeded to take one out and show us how it lit up when you pushed the button on top. I silently wondered how much it would light up a particular orifice of his had it been jammed up there. That "token of appreciation" had the opposite effect. It only outraged and diminished the self-worth of those who were the recipients.

Other forms of positive gratitude may come in the form of shop organization (one of my favorite topics). Is there any organization system in place that makes life in the shop easier for all involved? Has anyone been in over the weekend to "straighten things up"? It could be as simple as taking out the garbage or reorganizing recycling areas. It cost very little and always has a positive effect.

Do you have fun at work? That subject is a slippery slope. Try to find a balance while still being safe and productive. I have a dear friend who has managed a Mercedes-Benz Collision Center for quite some time now with his mostly long-term employees. They go out and have dinner together with their families on occasion. It's one way they have found to keep the bonds between them strong inside and outside of the shop.

To sum it up, there are several ways that technicians can be helped, which in turn, helps your business. Some are monetary, but most are not. There are a lot more ways to accomplish the same results than we have time for here. I hope over all you've been inspired to look INSIDE the box for a bit! 📦

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For the past 30 years I've worked in the collision industry, and like many of you, I have experienced a lot of change. Over this time, I've been lucky enough to have worked for or with almost all the major stakeholders in our industry. Throughout my entire career one thing has never changed; **body shops are the epicenter of the collision industry.** I've always admired body shops for handling it from all angles — the owner, the insurer, the OEM, and oh yeah, running a profitable business.

Truth be told, I'm a recovering insurance adjuster. I will admit, in my estimate writing days, I knew nothing about repairing cars, and you did. **I was not about to tell you how to fix the car.** However, I did know enough to ask questions and trust you. Through the years one of the most valuable lessons I learned was just to listen.

Over the past year, that is just what we did. We knew if we were going to make changes, we needed your input. In 2019, we spent over 578 hours (that's like watching *Talladega Nights* 390 times) researching what collision shops want and need out of a parts ordering system.

If you're a CollisionLink Shop user, **I want to personally thank you.** Based on all the feedback we received, we now have a vision to make 2020 and beyond easier for you to do your job.

I'm excited to introduce **Collision Vision**, our initiative to make the tool you use all the time — CollisionLink Shop — better than ever. We have quite a few enhancements in the works so stay tuned for some exciting new features. Here are a few highlights of what's to come.

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Next year, CollisionLink Shop will undoubtedly be your go-to source. These plans are under wraps, but I can confidently say these plans will be unprecedented in the industry.

I know you work incredibly hard for every customer you serve. I can positively say for 2020 and beyond, it's not just business as usual for CollisionLink Shop, and we're working hard for every customer we serve. Join our journey at OECconnection.com/CollisionVision.

Thanks,
Bill Lopez and the CollisionLink team



DAVE BRINKLEY works for I-CAR as an In-Shop Knowledge Assessor and Instructor. He has worked in the collision repair industry for more than 35 years,

working as a technician, manager and insurance appraiser. He's the founder of CR Tools LLC, a development and consulting company for collision repair tools.

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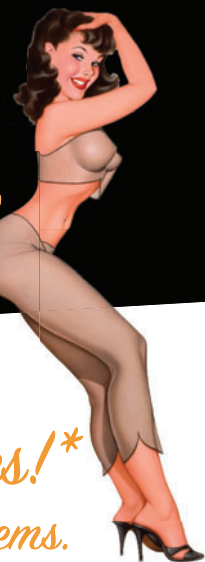
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U.S. House Committee holds AV hearing

Vehicle data access not addressed

In the last Congress, the U.S. House Energy and Commerce Committee passed autonomous vehicle legislation unanimously. As the bill moved from the House to the Senate, the legislation became more complicated and, after U.S. Senate Commerce Committee passage, failed to make it to the Senate floor. Although there were numerous complications for the AV bill, main concerns were raised by trial lawyers. The 116th Congress now begins the process once again. The House Energy and Commerce's Subcommittee on Consumer Protection and Commerce recently held a hearing entitled, "Autonomous Vehicles: Promises and Challenges of Evolving Automotive Technologies."

Much of the discussion in Congress and at the U.S. Department of Transportation, in both the Obama and Trump Administrations, has revolved around state and federal government roles. The House Energy and Commerce Committee staff noted in their background materials that:

"The National Highway Traffic Safety Administration (NHTSA) is the federal agency responsible for establishing and enforcing federal motor vehicle safety standards for both standard and automated driving vehicles. In September 2016, NHTSA released the first version of its federal guidance on automated vehicles, which outlined a voluntary safety assessment for manufacturers. The fourth iteration of this guidance, which builds upon previously released versions, was published on January 8, 2020. To date, 29 states and the District of Columbia have enacted autonomous vehicle legislation. Much of the legislation is intended to encourage the development and testing of autonomous vehicle technology. Some of the legislation puts limitations on the use of autonomous car technology, such as requiring that a driver be in an operating car or limiting testing to certain defined conditions. Many cities are considering the potential effect of AVs on their residents and entering into agreements with companies to test deployment."

Issues have been framed for the Committee in terms of in-



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creased safety, accessibility for the disabled, concerns for cybersecurity and federal preemption.

AV hearing witnesses included Daniel Hinkle, State Affairs, Counsel of the American Association of Justice. Hinkle, representing the trial lawyers association, stated "AAJ believes that in order to best protect the public while fostering safety as well as innovation, any federal legislation designed to regulate automated vehicles must preserve: the traditional role of the states in ensuring safety on the roads, access to the courts under state laws for injured persons and damaged property, and the ability to access relevant information necessary to pursue such claims." Hinkle continued by highlighting the most contentious issue raised at the hearing, "First, those who are injured or harmed by automated driving must be able to hold the driver manufacturer accountable. This means any legislation must explicitly avoid preempting any remedy available under state law."

The hearing avoided the most important issue for independent automotive repairers, vehicle data access.

The Automotive Service Association joined other members of the U.S. Vehicle Data Access Coalition in submitting a statement for the hearing emphasizing the importance of resolving the vehicle data access issue. It appears the Committee may not include vehicle data access in forthcoming legislation.

With both the House and Senate in play for the November elections as well as this being a presidential election year, moving any contentious legislation will be quite a chore. Although Congress may address privacy legislation or even a separate data access bill, the AV legislation may be the only train to leave the station. So what's the legislative path or industry solution for independent repairers to have access to vehicle data in the future? 🚗

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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Pod concept reimagines the act of driving

Swiss manufacturer looks to gain traction in U.S. mainstream market

JAMES E. GUYETTE //

Contributing Editor

Last month, we introduced Rinspeed's MetroSnap electric vehicle concept model, presented at the Consumer Electronics Show in Las Vegas. Showcasing the future of mobility, the mass-market release date has not yet been announced, but it serves as a model for what sustainable urban mobility may look like in the future. And it is not without technology challenges for repairers. Modular mobility systems fuse together smart city, supply chain and passenger transport. To catch up on last month's coverage, read "Pods: The future of vehicle design," February 2020.

Orchestrating and optimizing

Because the batteries are split between the skateboard chassis and pod vehicle body, it does not need to be parked for charging, meaning that "the charging process takes place elegantly and without wasted time while cleaning or loading the pod." A "hot swap" pod switch-out that includes the batteries can be accomplished in seconds.

"The vehicle is ready to go almost as quickly as a racecar after a pit stop," according to Frank M. Rinderknecht, founder & CEO of Rinspeed, a futuristic automotive manufacturer headquartered in Zürich, Switzerland. Born in 1955 in Zürich, Rinderknecht started marketing American-made sunroofs in 1977, lead-



ing to Rinspeed's 1979 establishment.

Much of the MetroSnap's design and construction elements were handled by two firms, 4erC and Esoro.

"When it comes to electric mobility, special attention is on the batteries," Rinderknecht emphasizes.

The heat-conducting Keba-blend/TC plastics system from Barlog Group, based in the German town of Overath, offers optimized battery cooling. A Clean Energy Pack modular and scalable battery system on the skateboard comes from Clean Energy Global in Berlin.

Thermal management specialist Eberspächer controls the temperature in the "Pax Pod" with its heating and cooling solutions by app and provides heated and refrigerated containers for the "Cargo Pod." An interface/plug-in connector from Harting facilitates the transfer of

data, signals and power as soon as the pod/vehicle body is interlocked.

Various partners contribute the digital services for the MetroSnap. MHP focuses on the intelligent mobility ecosystem for automated multimodal transport solutions. SAP provides a digital platform, which orchestrates and optimizes future mobility concepts and transportation through data analysis, machine learning and the IoT.

EY ensures the automated use-based settlement of transactions between platform participants as well as transparency and trust in the supply chains with solutions based on blockchain technology. ESG Mobility focuses on smart connectivity apps, a fleet management system supported by AI, and on the development of the electronics architecture for swappable vehicle components.

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“When it comes to easy, fast and secure payment and its processing, Wirecard from Aschheim comes into play,” says Rinderknecht. “Thanks to state-of-the-art palm vein recognition, the access system is considered to provide ultimate security. Zürich Insurance Group is thinking intensively about new business models of the digital future. They include time- and use-dependent models for insurance premiums as well as insurance coverage as a service model.”

Harman is actively helping to shape the transformation of mobility with innovative user experiences. The focus of the advanced digital cockpit solutions is on greater safety and comfort as well as on productivity and entertainment, he says.

Re-imagining the act of driving

The vehicle rolls on 18-inch Borbet wheels with a Y design. Not commonplace on a concept vehicle, the MetroSnap uses a Space Drive drive-by-wire system from the Schaeffler-Paravan Technologie Co. “Street-legal and triple-redundant steering and braking systems guarantee maximum safety,” Rinderknecht notes.

Osram components for lighting and sensing applications are featured in and around the MetroSnap. “We are thrilled to once again partner with Rinspeed on another amazing concept vehicle that re-imagines the act of driving,” reports Wolfgang Lex, an Osram divisional vice president and general manager. “Lighting will increasingly be at the center of the

driving experience, and Osram’s technologies will help usher in a new automotive future where cars are more than just a means of transportation, but also a place to relax, rejuvenate and work.”

On the MetroSnap’s exterior, Osram has provided:

- Eviyos, which features thousands of individually addressable pixels that project valuable information and warning symbols on the road for passengers and pedestrians.
- LiDAR technology, which helps orient the vehicle on the road using infrared laser pulses. Once a light pulse hits an object, it is registered by a sensor and the car calculates the distance from the light to the object, then initiates appropriate actions such as braking.
- Intelligent display systems on the front and back of the vehicle, and even on windows, which allow for visual communications with other road users. LED license plates serve as supporting human-machine-interfaces and provide further possibilities for individualized driving experiences.

Inside the MetroSnap, Osram installed:

- 3D facial recognition and palm recognition systems. These technologies ensure that only approved individuals can ride in the vehicle, while also allowing the vehicle to adapt to the personalized settings of those riders.
- Intelligent ambient lighting and human-centric lighting, specifically de-

signed to make the ride more enjoyable and deliver critical safety features. With the advent of autonomous driving, the interior of vehicles will be more than simply a cabin, they will be true living spaces in which we will work and relax. Osram’s ambient lighting solutions, such as the Osire family of iRGB LEDs, will adjust to brightness and temperature preferences of passengers as well as include human-centric lighting features to ensure interior lighting always adapts to their moods. Special reading lights ensure dynamic and optimum illumination of the vehicle’s reading area.

- In-cabin monitoring, which uses VCSEL (Vertical Cavity Surface Emitting Laser) technology to scan the cabin for forgotten objects and notifies passengers if something is left behind.

“Their products can and will be used on any other vehicles as well,” says Rinderknecht.

Rinspeed additionally relies on state-of-the-art LED technology from Prettl Lighting & Interior based in Pfullingen, which also makes visual messaging with other road-users possible.

TTTech Auto of Vienna contributed crucial components as their In-Car Compute Platform (ICCP) combines the vehicle functions in a single high-performance control unit, aimed at advancing the transition to software-based vehicles of the future.

Rinderknecht says that the design details devote “great attention to the feel-

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good appointments of the interior.”

FoamPartner has utilized its expertise in acoustically and thermally effective foams. With Tencel fibers for automotive interiors in the MetroSnap, the Lenzing company of Austria assists with sustainability “while elevating comfort to a new level.”

South Korean manufacturer Kolon Glotech sets visually appealing highlights with traditional Korean Sanggam printing on the center console, the interior trim panels and on the skateboard shrouds. Dutch chemical company Stahl, a specialist in sustainable leather, textiles and various plastic surfaces in automotive interiors, likewise contributes its expertise.

When it comes to innovative textile products, says Rinderknecht, Rinspeed has been relying on its coalition partner Strähle+Hess for years. The knitted fabric used in the vehicle seat was manufactured from recycled PES.

Stratasys, from Rheinmünster, Germany, supplies innovative single-operation 3D printing on various materials for interior and exterior components.

Rapid hardware and material developments

More than 30 interior and exterior parts were customized using both Stratasys’ FDM and PolyJet technologies, including everything from interior consoles, display frames, plug socket fixtures and air vents, right through to the LiDAR screens and license plate on the exterior.

“Using Stratasys 3D printing, we were able to design and manufacture customized parts of the MetroSnap in very little time, enabling us to accelerate the design of the vehicle and overcome the limitations of traditional manufacturing during production,” according to Rinderknecht.

“For a project such as this,” he asserts, “where every element was newly designed and tested, and the launch timeframe is short, having an alternative to traditional manufacturing that can offer



you flexibility in design and production is essential. It’s fair to say that without access to Stratasys’ technology, the customized manufacture of this vehicle would simply not have been possible.”

During development of the pods, the team leveraged Stratasys FDM additive manufacturing to 3D print bespoke parts that were not only fit-for-function, but importantly had the material properties required for an end-use automotive environment, he says.

One such example is the middle console of the pod, which needs to be durable yet lightweight in order to maximize fuel and speed efficiencies. To achieve a high stiffness-to-weight ratio and structural strength, the part was 3D printed in Nylon12CF material, which combines both carbon-fiber and Nylon 12.

Another example can be seen on the outside of the pod, where Stratasys’ ASA material was used to 3D print sensor covers able to perform like a traditionally manufactured version, specifically offering advanced properties to withstand extreme weather conditions and UV radiation. The parts were printed in a matter of hours, saving the project valuable production time compared to traditional methods or lengthy post-processing.

For the vehicle’s interior, Stratasys’ newly-launched J850 3D Printer was used, offering Rinspeed unique multi-material, full Pantone-validated color 3D printing capabilities. This was integral in being able to quickly produce

ultra-realistic interior parts that closely matched the strict design criteria of the MetroSnap, both in terms of customized ergonomic shapes and color aesthetics.

For example, the J850 was utilized to 3D print gray covers for charging plugs as well as the vehicle’s white dashboard air vents, which enabled the team to color match and manufacture in rapid times — another crucial aspect in accelerating the overall design and development of the vehicle in time for the launch.

“It is great to see how 3D printing can really offer value in this type of production project, significantly cutting lead times and delivering high-quality customized parts,” says Dominik Mueller, Stratasys strategic account manager.

“Rapid development in hardware and materials across both of our core technologies have been exemplified during this project, offering the manufacturers the ability to transform the design and development process of vehicles and opening the door to even further customization in production,” he notes.

“MetroSnap perfectly encapsulates what the future of transport can look like,” Mueller concludes, “and we’re proud to have been able to support Rinspeed in bringing its concept to fruition at CES.”



JAMES E. GUYETTE is a longtime contributing editor to *ABRN*, *Aftermarket Business World* and *Motor Age* magazines.
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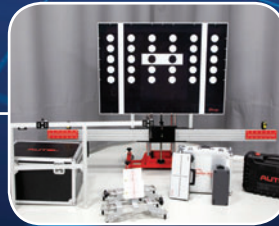
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SALVAGING CAREERS

Take these five steps to keep your staff motivated and happily at home

TIM SRAMCIK // Contributing Editor

Just over five years ago, Todd McCoy, owner of San Francisco-based West Bay Collision Repair, was conducting annual employee reviews when he received bad news from one of his senior techs (identified here as Mike to protect his anonymity). Mike was unhappy and “couldn’t see himself working in collision repairs” much longer. McCoy questioned him for a more exact reasoning behind his dissatisfaction, but Mike wouldn’t open up. A few days later, a young employee who had been with the business for several years (identified here as Nick), made a similar statement. He, too, didn’t see much of a future for himself, but, like Mike, didn’t have one particular reason. He just needed a change.

The news couldn’t have come at a worse time for McCoy. He had been planning to expand his operation. Now, he would have to bring on new workers and struggle to hold onto the business he had, potentially delaying his growth plans for the long term. Also, since Mike and Nick had used some of the same wording to describe their unhappiness, he worried that the same outlook was shared by more of his staff, putting his business at risk for a mass exodus. Some well-planned lunches and dinners with his staff and talks with his managers, revealed that overall he had a motivated, happy workforce. But he still faced the prospect of losing two workers he was counting on to stay with his business — at least for a while.

When it comes to dealing with staff turnover issues, small businesses are at a distinct disadvantage compared to large companies. They typically don’t possess the finances to keep a full-time human resource (HR) professional on staff. Collision repairers face an even bigger challenge since they usually must replace highly-trained, experienced workers — never an easy task, especially in an industry where the available work force isn’t keeping up with demand. The good news is help is available. Management training, advice from HR experts and input from your colleagues can help you put a plan into action to keep your staff on board.

Step 1: Spot worker dissatisfaction early on.

Assessing your employees through annual reviews can mean waiting many months to determine their state of mind. Instead,



KEEPING EMPLOYEES IN YOUR BUSINESS over the long-haul means keeping them engaged with their work. Make cutting-edge training and practices available to keep your staff motivated.

first use your KPIs to determine if work is being performed properly. From there, look for signs of burnout, which typically is the chief culprit for employees wanting to leave your doors. The seven signs of burnout, as listed by employment support specialists Atman Co., include:


- 1. Disengagement** – Loss of interest in work details, goals or the shared future of the organization.
- 2. Exhaustion** (in every sense) – Physical fatigue coupled

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with emotional and psychological exhaustion. Symptoms include loss of concentration, forgetfulness, weight loss and other physical changes.

3. Increased absenteeism and accidents – These speak for themselves. Accidents are a significant indicator that can cost your business in other ways.

4. Demonstrating lack of fitness for the position – Some employees may not have natural talents or competencies for a position but make up for these deficiencies with hard work and dedication. When they experience burnout and their dedication suffers, these limitations become evident.

5. Distance or increased introversion (over a period of time) – Employees stop engaging with coworkers and customers. Those who may already be introverted become even less talkative and social.

6. Sensitivity – Employees who may not be particularly sensitive demonstrate heightened emotions when criticized or over workplace situations that wouldn't otherwise bother them.

7. Extreme thinking – Thoughts like "I don't make a difference," "I don't contribute here," or "What I do doesn't matter" dominate the attitude of employees. They see little hope of change in their current position.

McCoy says the seventh symptom played a big part in why his employees wanted to walk away. Looking back, he says some of these other signs were evident as well. He and his managers just didn't think they were serious enough to warrant a further look. Waiting to act only made matters worse since McCoy believes now it only isolated his employees further and justified their wishes to move on.

Apart from signs of burnout, HR experts also point to other indications employees are not satisfied with their work. A lack of interest in training or commitment to a future role are obvious signs. Less obvious are slight deviations in schedule, such as employees arriving

at the moment they need to clock in (instead of several minutes early as was their usual habit) or rushing out the moment the workday ends.

Clouding any of these signs may be changes in an employee's personal life that have repercussions at work. A new marriage, baby or personal crisis could contribute to a change in work attitude.

Step 2: Address personnel issues immediately.

No employer wants to (or should) be so involved with every aspect of an employee's life that every bump in the career road results in a personal intervention. At the same time, letting work issues linger can allow them to worsen or send a signal to staff members that an employer doesn't care. Probably the single best way to keep to a finger on the pulse of your business is to build a culture based on open communication. Building a culture is a topic all on its own (so it won't be covered in depth here), but creating better communication is at its base and can be done everywhere.

Improved communication start with listening more while sending a message that what employees have to say matters. "Businesses need to work on keeping open the lines of communication every day, especially small businesses," says Sean Warner, an HR specialist with 20 years of service and owner of HR support start-up company Brightways Personnel Help. "Small businesses, those with fewer than 30 employees, sometimes end up believing that because everyone knows one another that ownership and management have a better idea of what's going on with the staff. This is a terrible assumption to make," he says

Warner recommends shops meet frequently with employees — at least



PHOTO: LEFLER COLLISION AND GLASS

HAVE STAFF MEMBERS WITH INTERESTS AND TALENTS in other areas like marketing or business development? Develop them. Offering new career paths heads off employee burnout and benefits both your staff and business.

monthly even if the meeting lasts only 15 minutes. Also, he says owners/managers need to always set aside time when employees want to speak and shops need to set up a system for anonymous feedback (for example, a suggestion box). Further, owners/managers need to be considerate of their body language (make sure you're smiling, looking eye to eye and aren't exhibiting negative posturing such as folding your arms), and they must not "over-communicate." Afterhours emails and phone calls should be kept to a minimum since they make employees less communicative.

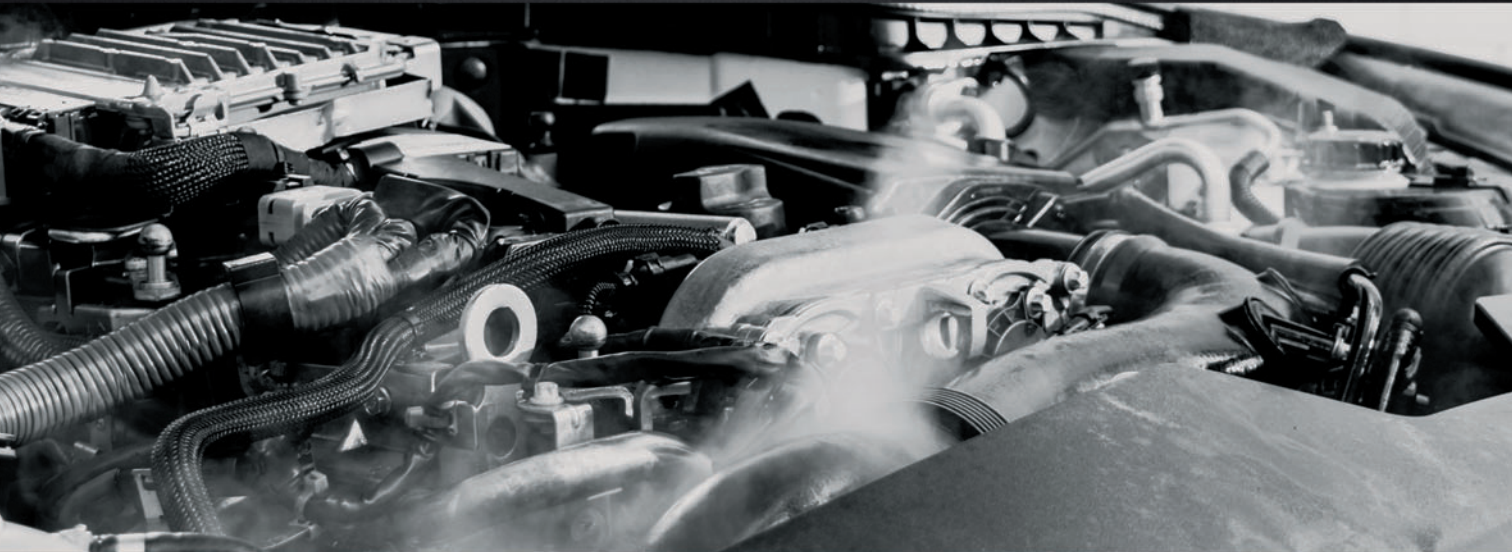
Finally, he says, act quickly and respond thoroughly on what is communicated. All this is the key to responding quickly to personnel issues. The sooner you respond to problems or potential issues, the quicker you can create a resolution or start down the road to a remedy.

Step 3: Create more opportunity at work.

Speaking of roads, create as many career paths as possible. When employees decide to leave, they're just as likely to be motivated by new opportunities as they are by more pay, says Warner. "This is particularly true with younger workers, but even those over 40 are increasingly likely to jump ship if they're bored or dissatisfied. It's no longer unusual to see older workers switch careers," he says.

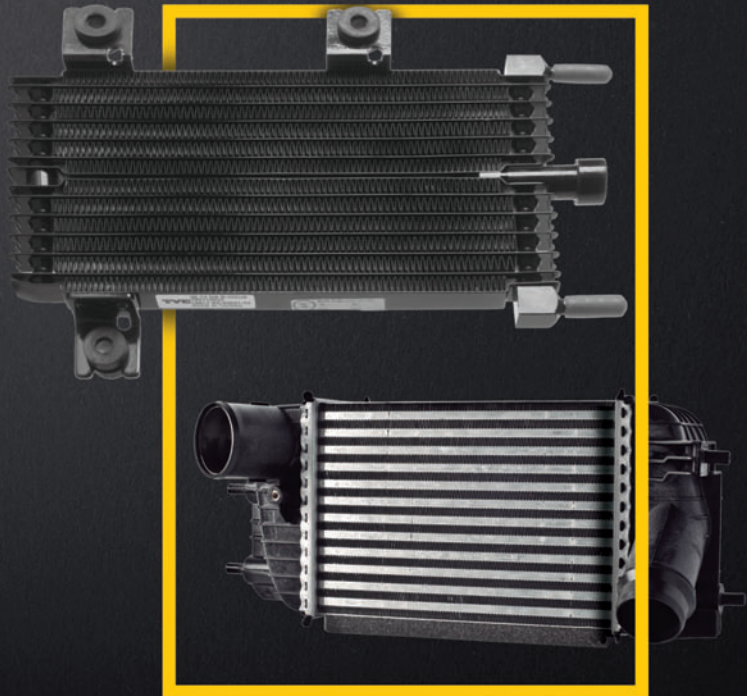


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Creating new career paths in a small business is a challenge, but Warner says this is another good reason for building your business. “If you’re not growing your business, you’re probably not looking at long-term survival, and you’re certainly not growing the careers of your employees so you better count on low quality or lots of employee turnover,” says Warner. Further, he says actively managing employee career growth plays a significant role in maintaining staff. “People stay where they think they’re important and where they have a place in the future of an organization,” Warner says.

For collision repairers, he recommends putting staff on “career tracks” where they can advance to management and other positions that can provide more responsibility and increased challenges. He also says shops need to give employees access to training to keep their skills up to date. Further, Warner says shops need to consider opening new roles where employees can demonstrate talents and interests and develop new skills — for example, marketing and PR, sales, business development, vehicle restoration and custom painting.

Step 4: Make sure your staff know you appreciate them as people first and employees second.

With so much focus on throughput and maximizing your operations, working in collision repair these days can feel more like being a cog in a machine than a human being contributing to a business. Simply viewing your employees as a commodity will leave them feeling isolated and practically ensure they quit and go elsewhere, says Warner.

He says it’s vital for employers to attend to the “human” element of their business first. That means taking immediate actions such as ensuring workers take breaks, use their vacation days and don’t work too much overtime.

From there, Warren says employ-

ers should invest in employee programs that recognize staff for work in the community, provide additional time off for educational opportunities or that simply allow the entire staff to get together for recreation. Don’t underestimate the benefit of employee picnics, days at the ball park or holiday dinners. These events create a sense of family and help employees build meaningful bonds to one another that give them a greater sense of value and self-worth at a job.

Step 5: Prepare to say goodbye.

Workers leave. That’s a fact of business life. Sometimes it’s better both for the shop and worker to part ways if they don’t have a mutually beneficial relationship. In fact, keeping unhappy workers around can mean creating more unhappy workers since they can have a tremendous impact on the work environment. The best way to cope with this factor, according to Warner, is to always be hiring. Have an employee succession plan in place and maintain a relationship with tech schools and other resources where you can bring on new staff.

When you do have to part ways with an employee, learn from it. Ask yourself, “Did I do everything I could to give this worker a good workplace?”

In the case of McCoy’s unhappy employees, he eventually found that Mike needed time off to address some issues in his home life and with his health. McCoy also brought in a helper to work with his techs with an eye to training the new employee as a technician. Along the way, Mike began mentoring the young person and rediscovered his love for the job. McCoy says he simply needed a break and a new role.



RECOGNIZE THE WORK EMPLOYEES do outside the business. Doing so lets employees know they matter first as people and not just as a part of your business.

PHOTO: MAYFIELD COLLISION CENTERS

Nick was much more difficult to convince to stay. He started in collision repair at 15 at a local vocational school and kept with the work since he enjoyed aspects of it, but began thinking he needed to try other kinds of work. McCoy allowed him to cut back on his work hours to attend college, where he eventually decided to pursue a teaching degree. He stayed at the shop long enough for McCoy to replace him. Ultimately, the situation worked out best for everyone. Mike had a position he enjoyed and Nick was on the path to the career he really wanted. McCoy rethought his approach to employees and put in place changes for improved communication and better employee relations.

He also came away with a lesson that the entire industry should learn. Salvaging a repair career shouldn’t be a last-minute, desperate solution to turn around and retain unhappy employees. It’s a process repairers can work proactively on every day to create a business where careers are built and people want to stay. 📧



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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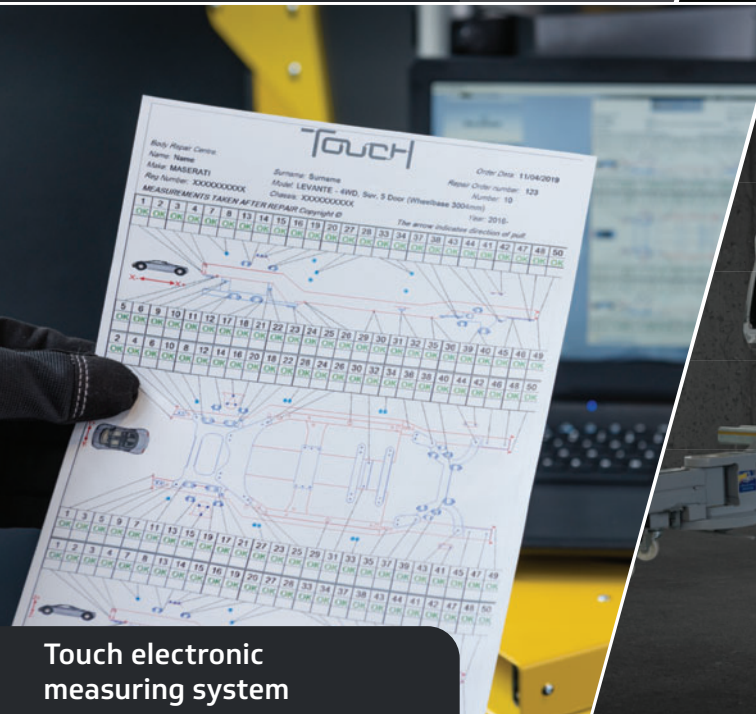
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PBES conference set for May with a focus on people, profits

INDIANAPOLIS WILL HOST THE ANNUAL MEETING, FOCUSED ON NETWORKING AND EDUCATION

ABRN WIRE REPORTS //


The Paint, Body and Equipment Specialists (PBES) segment of the Auto Care Association announced this year's conference will be held May 18-20 in Indianapolis, Ind.

This year's theme is "People and Profits" and will focus on the life blood of companies — their employees — and ensuring profitable success. Be sure to join industry-leading distributors, manufacturers, WDs and manufacturers' representatives to share your knowledge and ideas that will impact your future success.

The annual PBES Conference provides attendees with dynamic speakers and workshops, updates on the latest industry trends, and lots of networking opportunities.

The Innovation Fair will also be back, allowing attendees to meet with the premier manufacturers in the paint, body and equipment supply business.

Conference registration will open in mid February. More details will be shared in the coming weeks at autocare.org/pbesconference.

For more information about PBES, visit autocare.org/pbes. 

WIN OPENS REGISTRATION FOR 2020 WIN EDUCATIONAL CONFERENCE

The Women's Industry Network (WIN®) is pleased to announce that registration for the 2020 Educational Conference is now open.

This year's Conference will be held May 3-5, 2020 in Newport Beach, Calif. "Driving the Future," the Conference theme, will be reflected throughout the agenda of the two-and-a-half-day event that brings education, connection and celebration to collision industry professionals each year.

"For our 2020 Educational Conference, we are excited to shake up our agenda a bit and offer more networking time," says Wendy Rogers, Conference Committee Co-Chair. "We will be hosting a charity opportunity to give back to the community, and we will be taking our annual Scholarship Walk in late afternoon that gives way to a short reception and a free night to explore and sample the restaurants and nightlife in fabulous

Newport Beach, Calif."

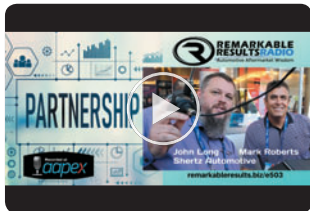
Register and receive the early bird price of \$300 if you purchase before March 31st. After that, the member rate is \$475 and a non-member ticket is \$700. Attendance at the Most Influential Women and Scholarship Winners Gala only is \$80 per person. Room blocks are available at the Hyatt Regency Newport Beach for booking at the hotel until April 13.

If you are not yet a member, join today or before March 31 for \$95 and you will be eligible to purchase a ticket to the conference at the member rate.

More information to come regarding speakers and session topics.

To register for Conference and view the agenda, please visit thewomensindustrynetwork.site-ym.com/page/Conference. For more information on WIN, please, visit the WIN website at www.womensindustrynetwork.com.

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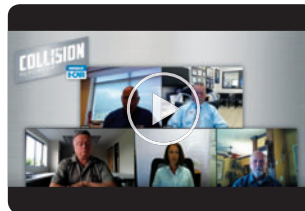
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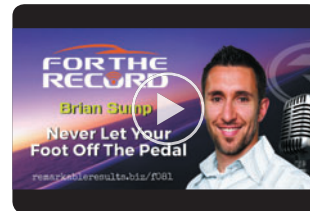
A look at the SCRS Blueprint Optimization Tool demo

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Shop owners: Never let your foot off the pedal

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LOOSE IMPELLER CAUSING AVEO OVERHEAT ISSUE

VEHICLE: 2007 Chevrolet Aveo, L4-1.6L, Automatic Transaxle

MILEAGE: 165,778

PROBLEM:

The vehicle was brought to the shop because it was overheating only on short trips around town. It was fine on the freeway. The shop replaced the thermostat, radiator and coolant. The cooling fans were operating correctly. After all the repairs, the engine was still overheating.

DETAILS:

The Tech-Assist consultant advised the tech to feel the lower radiator hose with the engine fully warmed up. The hose was still cool. Next, the consultant advised checking water pump flow by removing a heater hose (on the engine side of the heater core) with the engine idling. Only a trickle of coolant came out. Based on that those results, the consultant recommended inspecting the water pump. The tech removed the water pump and found that the impeller was spinning on the shaft.

CONFIRMED REPAIR:

The tech replaced the water pump and the issue was resolved.

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

Learn more at ALLDATA.com.

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APRIL 8-9

Collision Industry Conference

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Jacksonville, Florida

MAY 3-5

Women's Industry Network Conference

Hyatt Regency Newport Beach

Newport Beach, California

MAY 3-6

ACPN Knowledge Exchange Conference

Hyatt Regency Seattle

Seattle, Washington

MAY 18-20

Paint, Body and Equipment Specialists (PBES) Conference

Marriott Indianapolis Downtown

Indianapolis, Indiana

JULY 22-23

Collision Industry Conference

Sonesta Philadelphia Downtown

Rittenhouse Square

Philadelphia, Pennsylvania



A SIMPLE CALIBRATION PROCEDURE TAKES A TURN AFTER EXPOSURE TO THE ELEMENTS

JOHN ANELLO // Contributing Editor

I was called to a shop to do a simple headlight calibration procedure that I have done many times before. The vehicle in question was a 2016 Audi A8 Quattro (**Figure 1**) that was recently involved in a front-end collision and suffered damaged to the left front of the vehicle. The most expensive cost of the claim was the left headlight

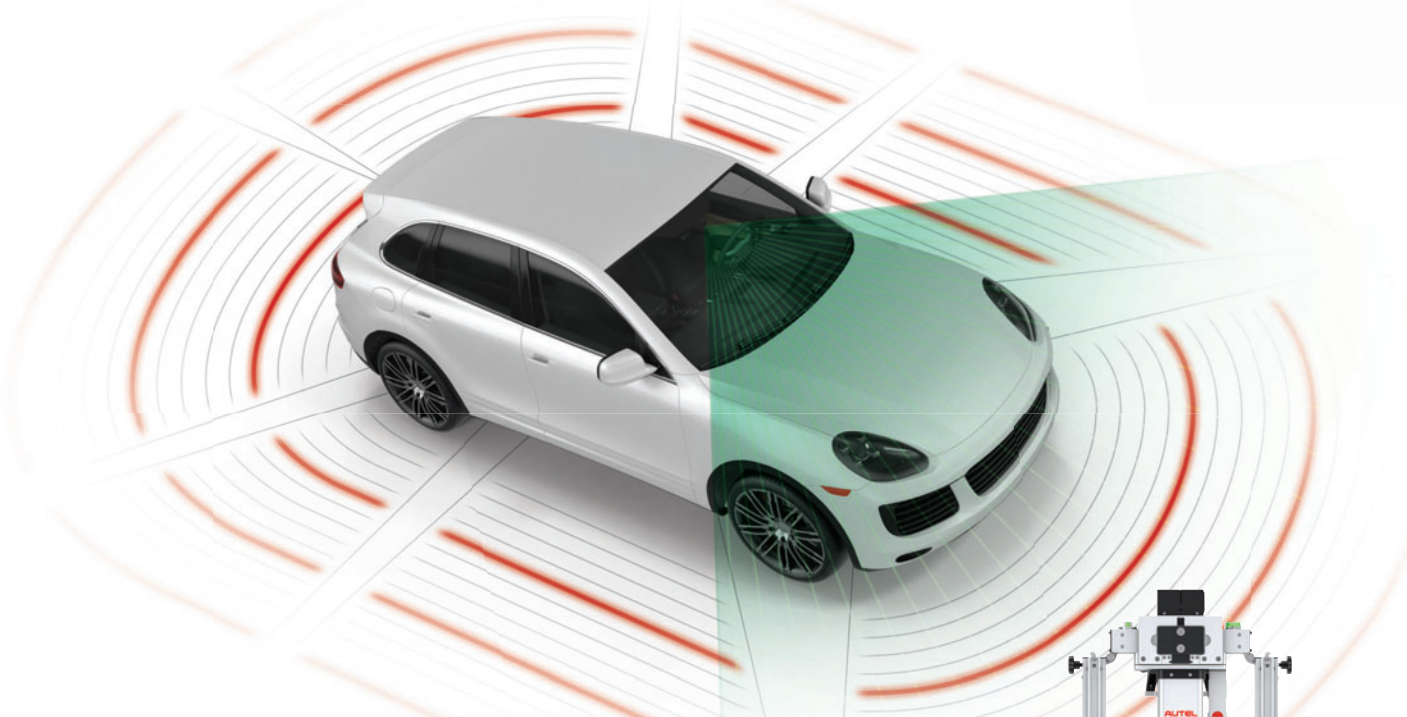
assembly, which had a cracked housing from the accident. This vehicle used an advanced “Metrix Beam” system and luckily for the parties involved, the external control modules were usable because they were not damaged or exposed to the elements of nature while sitting in the yard waiting for repairs. Someone was smart enough to plastic

wrap the front of the vehicle to protect the electronics of the vehicle.

I have seen many headlight modules destroyed from water intrusion and not necessarily from the accident. These modules are sometimes located at the underside of the headlight and once the headlight housing is cracked, it is no longer sealed. When cars are towed into

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a body shop and left outside in the rain, water will enter the headlight assembly and will always settle at the bottom of the headlight and corrode and damage the modules over time. Once the vehicle is ready to be repaired and pulled from its storage area, it is a little too late. This only increases the expense of the claim and, in some cases, puts the vehicle closer to a total loss.

There are some towing companies I have seen that will actually charge to plastic wrap part of the vehicle to protect it from the elements of nature and just add the service to their tow bill. I think it is an excellent service, especially if they know that it is being towed to a shop where it most likely will be sitting outside. I don't think most insurance companies would question the cost of wrapping a vehicle, because it is to their benefit. The cost of exterior lighting and electronic components has risen so sharply that a plastic wrap fee overshadows any questions of its charge.

The headlights used on today's cars can get very costly due to the amount of electronic control modules used internally. With the onset of LED technology, there are multiple LED modules needed to control their operation. Some headlights will combine these with high-intensity discharge lamps, which will require a separate module to control them. If these control modules are replaced, they may not always be plug and play. Manufacturers may make the headlight or LED lamp inoperative to alert you that programming is needed, but this only confuses a repair tech in thinking that there is a fuse or wiring issue with the vehicle. Reprogramming of these modules will require access to a factory website to download specific files into the headlight modules so they can properly function. Then after programming the lights, there are post procedures, such as adapting and calibrating the headlight for proper aiming.

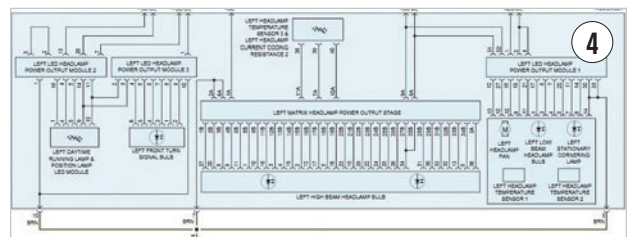
The shop did not replace the modules, but simply swapped them into the



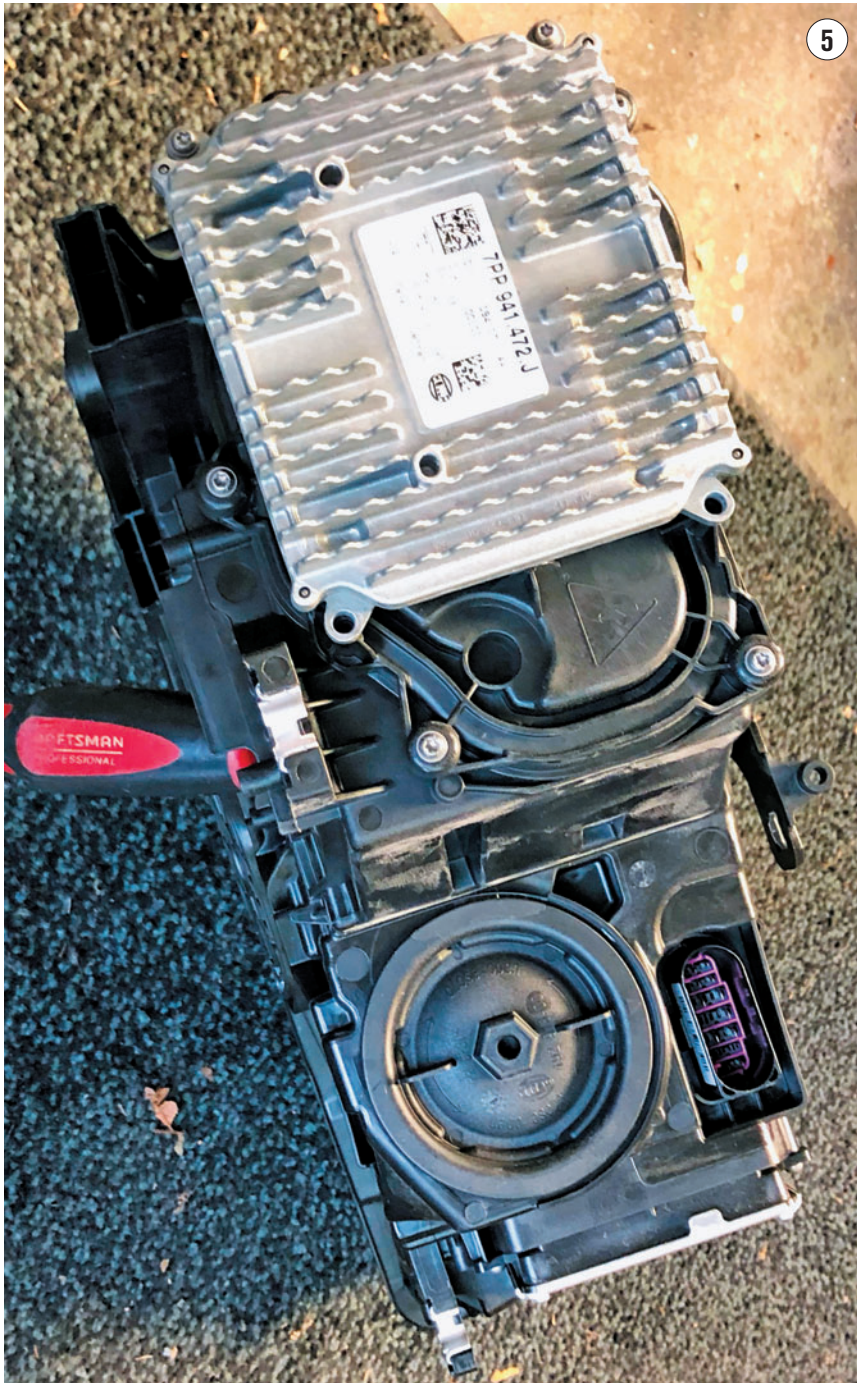
new headlight and plugged the new headlight into the vehicle. The headlight worked fine with no problems, but there was just an error message on the instrument cluster (Figure 2). I proceeded to place my scan tool on the vehicle and do a complete scan of the system prior to calibrating the headlights just to make sure there were no underlying issues with the headlight system. I was surprised to see a Code C116601 stored as an active code in the main headlight control module (Figure 3). This code referred to a cooling fan internal to the new headlight assembly. Could this headlight be defective? I verified a wiring diagram to see if there was an external wiring issue that fed the headlight fan (Figure 4). You could see that the fan was directly controlled by the LED #1 Module.

There were actually four modules in this headlight assembly. One was for the

MaxiSys VEHICLE DIAGNOSTIC REPORT		AUTEL
90 - Pretensioner Front Right	0	Pass
BA - Assembly Mounting	0	Pass
1. 09 - Central Electrics — (1)		
1.1. 03455	Function limitation due to received malfunction value-fbd	Active/Static
2. 19 - Gateway — (1)		
2.1. U104900	Optical data bus	Open circuit
		Passive/Sporadic
3. 55 - Headlight Regulation — (1)		
3.1. C116601	Left headlamp fan	Electrical error
		Active/Static
4. 5F - Information Control Unit 1 — (2)		
4.1. 02067	Optical data bus unauthorized awakening request-fbd	Passive/Sporadic




Metrix Beam that is mounted externally on the headlight housing with large cooling fins because the Metrix Beam Power Module controls up to 12 individual LEDs that provide light that is brighter than xenon lighting and these modules run very hot. The other three were for separate LED lamps used in the headlight's assembly for signal lights and daytime running lights and were smaller in size with only one being installed on the exterior housing. The shop had no choice



but to pull the headlight for further inspection of the cooling fan.

Once the headlight was pulled from the vehicle, you could see the large Metrix Beam Control Module mounted on the back side of the headlight assembly and a smaller LED module mounted on the inner side (Figure 5). These were the only modules that were transferred from

the original headlight, but the other two LED modules were within the headlight and came with the headlight assembly. We did not want to avoid warranty on a new headlight, but we had no choice, so we carefully opened up the headlight back cover mount under the Metrix Beam Power Module for further inspection (Figure 6). We opened up the old head-




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ADAS MODULE IDENTIFICATION
ICOM PINPOINTS MODULES REQUIRING ADAS CALIBRATION



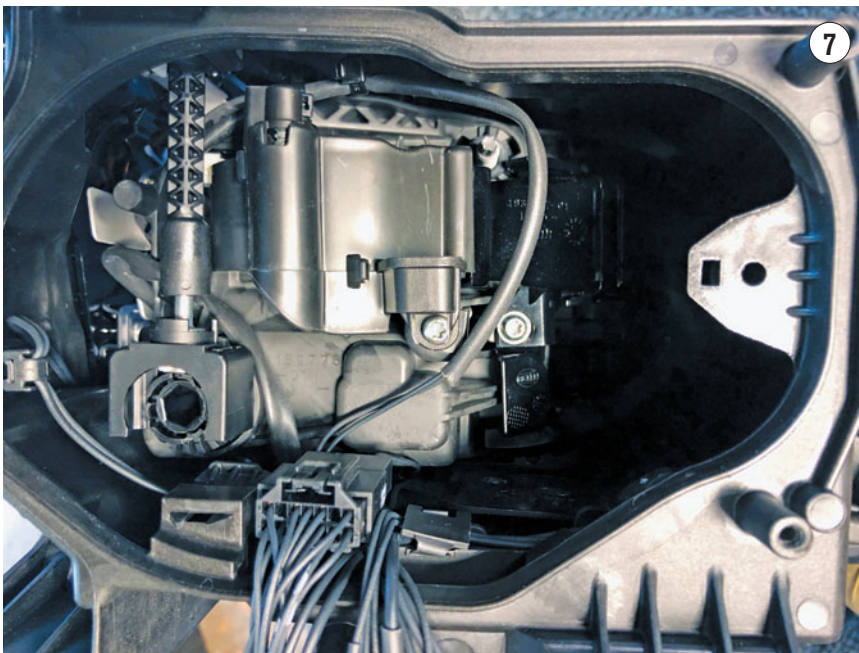
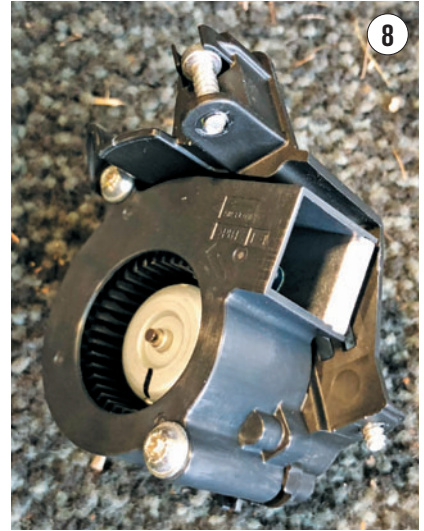
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light control system and cleared out the entire vehicle of any error codes stored in memory. All the error messages on the dash were extinguished and there were no more codes in history. I just can't believe that a manufacturer would leave out a \$20-\$30 cooling fan on a very expensive headlight that must run in the \$2,000-\$3,000 range. There should have been some type of warning sticker on the headlight cover to alert the installer that the fan was not installed directly under the removable cover. Luckily, the vehicle never left the shop with the error light on the dash, and the shop owner addressed the concern immediately without releasing the car to the owner to satisfy the cycle time of repairs. These headlights run very hot with all the electrical demands within them, and I could easily see an internal module prematurely failing from excessive heat load from a missing cooling fan. I hope this article enhances what you know and didn't know about headlight systems on the market today. 📧

light as well so we could compare the headlights for anything that was different.

We noticed that the old headlight had a fan mounted directly below the removed back cover (Figure 7), but the new headlight assembly had a fan missing in action. There was a large void where the fan should have been. When we called the dealer, they told us that the new headlight was not supplied with a headlight fan motor and it was sold separately. We had to remove the fan from the old headlight (Figure 8) and place it

into the new headlight assembly. If the body shop had thrown away any parts from this car it could have held up the job. This is one reason why it is critical to hold onto ALL parts associated with a vehicle until the repair job is completed and out the door, because you never know when you may need to dig back into the pile. This avoids any dumpster diving on your part.

We next proceeded to put the headlight assembly back together and into the vehicle. I then calibrated the head-



JOHN ANELLO owns Auto Tech on Wheels in northern New Jersey, which is a mobile diagnostic service for 1,700 shops, providing technical assistance and remote programming. He is

also a nationally known trainer.

atowscopeit@aol.com

SUN COLLISION REPAIR INFORMATION IS COMPLETE OFFERING

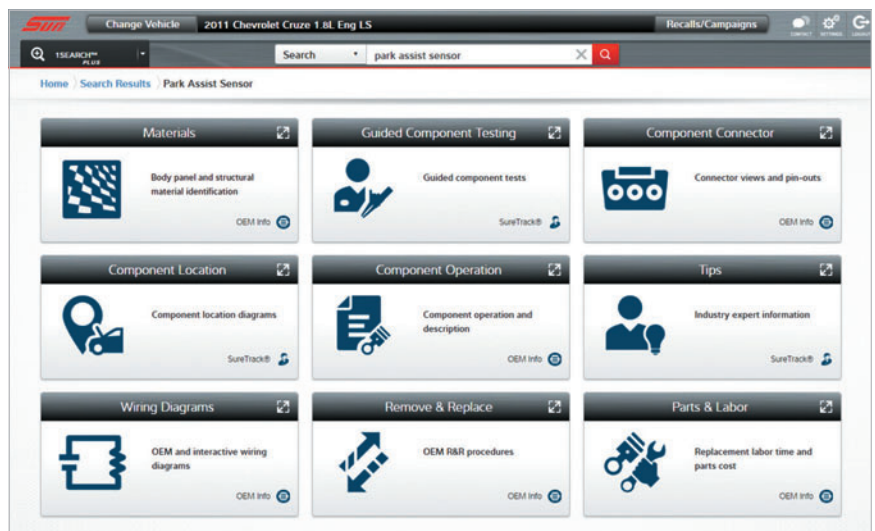
CLOUD-BASED RESOURCE PUTS OEM COLLISION AND MECHANICAL REPAIR INFORMATION INTO TECHNICIANS' HANDS

JAY SICHT // Contributing Editor

The amount of information needed to understand and repair today's vehicles can be overwhelming. SUN hopes to make that a little easier for the collision repair technician. SUN, a brand of Snap-on, Inc., introduced its cloud-based SUN Collision Repair Information at the recent SEMA Show to provide maximum technician efficiency in accessing both mechanical and collision repair information in multiple modules.

"Although collision repair estimating platforms offer repair information, the procedures are brief and designed to assist the estimator, not the technician," said SUN Collision Sales Manager Kiran Wagh. SUN Collision Repair Information's editorial team gathers OEM repair information and presents detailed, step-by-step information.

"Our goal is to help technicians limit the time they spend on the computer searching for information," Wagh said. So repair information is designed to be easier to find. Different OEMs may have a different name for the same part or may have their repair information. But SUN tags such parts generically, so a search for an Audi "quarter panel" will still return



SUN COLLISION REPAIR INFORMATION'S 1Search Plus allows a technician to quickly search for OEM procedures and related information.

the correct result, even though Audi calls it a "side panel."

Manufacturers are also not uniform in where they list their parts and procedures, Wagh noted.

"They otherwise have to learn different navigation. One OEM might put its outside-view camera in 'Accessories,' and one might put it under 'Safety Features.' We wanted to have a consistent format. When a technician is going into our program, he or she is able to get all the information really nicely outlined and in a consistent form. So whether they're

looking at an Audi, a Jeep or a Toyota, the experience is the same."

Collision repair information begins with 2007 model year vehicle and includes some 2020 vehicles, while mechanical and electrical repair information dates back to 1960 vehicles.

In addition to looking up by year, make and model, a technician can look up repair information by VIN or the license plate number and state, which decodes to the VIN. Lookups for the most recent 30 vehicles are retained in memory. Clicking on a previously viewed

vehicle will first bring up the repair area most recently accessed.

SUN offers flexibility in how the information is accessed

The same information can be accessed a number of ways. One technician may be most comfortable searching through the traditional online repair manual format. But another technician may be less used to that arrangement or more accustomed, in the age of Google, to typing in a search bar. For the latter, SUN offers its ISearch Plus module, with the search bar at the top and center. Here, the technician can enter the code, component, or symptom. Modules below the search bar include, but are not limited to TSBs, component operation and applicable electrical wiring diagrams.

So, for example, typing in “hood” in the search bar for a 2015 Chevy Silverado will show there are two technical service bulletins (TSBs): one for hood flutter over uneven surfaces, and another cautioning about drilling into high-strength steel. The wiring diagram shows the simple wiring circuit for the hood-ajar switch. All search results, including wiring diagrams, can be zoomed in and printed. The repair information is licensed to up to five company users and is mobile-friendly. (Of course, some procedures, including the aforementioned wiring diagrams, are best viewed on a PC monitor.)

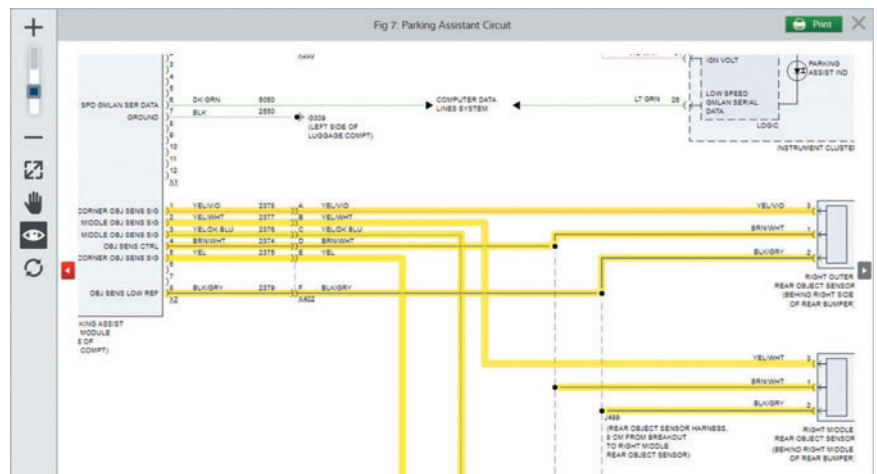
ADAS procedures identified and spelled out

With more than 93 percent of new vehicles offering at least one advanced driver-assistance system (ADAS), it's now essential to be able to identify how a vehicle is so equipped, how each system works and how to recalibrate it. Enter the Driver Assist ADAS function.

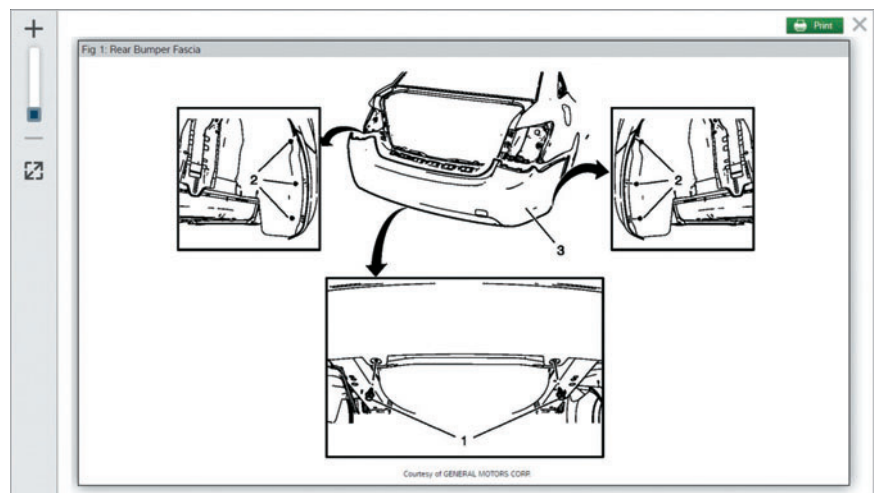
“We have provided a quick link so with one click, technicians have a quick graphical layout of all ADAS systems that are installed in this vehicle,” Wagh said. “It also gives you a nice formatted way to

Components	Jobs Possibly Requiring Calibration	Special Tools (e.g., Calibration Targets) Required?	Scan Tool Needed?
blind spot monitoring indicator	-	-	-
blind spot monitoring system	calibrate blind spot sensor	Y	-
blind spot sensor	replace blind spot sensor	Y	-
cruise control actuator	-	-	-
cruise control module	-	-	-
cruise control systems	replace forward looking radar sensor	-	Y
forward looking radar sensor	replace forward looking radar sensor	Y	Y
lane recognition systems	-	-	-
outside view camera	calibrate outside view camera	Y	Y
outside view camera system	replace outside view camera	Y	Y
outside view camera system	calibrate outside view camera	Y	Y
park assist buzzer	-	-	-
park assist indicator	-	-	-
park assist sensor	replace park assist sensor	Y	Y
park assist switch/button	-	-	-
parking aid module	-	-	-

THE DRIVER ASSIST ADAS FUNCTION SHOWS the various features that may be on the repaired vehicle and what the calibration tools and procedures may be.



COMPLETE OEM-PROVIDED WIRING DIAGRAMS are included.



OEM COLLISION REPAIR PROCEDURES are available for vehicles 2007-up.

show which jobs require calibration, and if calibration is required, do you need any calibration tools or scan tools?”

As an example, for an outside-view camera, SUN repair information shows the OEM repair operations and labor

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times needed to remove and replace the camera.

"Then if I click on the after-repair information, it will give me any post-repair testing and validation I need to do for this particular vehicle."

Feature identifies materials and their repair procedures

Although you can tell aluminum from steel with a magnet, how do you know what's mild steel and what is one of the high-strength steel alloys? Wagh said SUN Collision Repair helps identify those materials, along with various plastics. It shows where adhesives are to be applied, the OEM-recommended adhesive, and fasteners such as rivets and flow drill screws. Even simpler tasks, such as where to find a paint code label, can be found using the 1Search Plus feature.


Mechanical repair and maintenance add value

For a technician scratching his or her head over the answer to an elusive problem, there are several options. Diagnostic trouble codes (DTCs) or symptoms can be searched within 1Search Plus. And Suretrack is a repository for answers containing real-world fixes, as well as a forum where questions can be asked

from technicians within Snap-on's Suretrack community.

"If you've used other Snap-on products, you might have seen this before. This is a community of technicians who access the Snap-on Suretrack community with their scan tools or some of the other online platforms," Wagh said. "If a technician is working on something and is unable to find the information, they can go here and type in a question, which goes out to the community. Sometimes you get responses in 20 minutes and you see what somebody else has done when that same issue came up."

The maintenance module includes OEM maintenance schedules, a value-added feature for those facilities that may do other services not related to a collision.

Wagh added that sales of the new SUN Collision Repair Information are currently handled by a dedicated sales force, which can also be contacted to schedule product demonstrations, at www.suncollision.com. 

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JAY SICHT has worked in a number of roles in the automotive aftermarket for more than 25 years. Based in Columbia, Mo., he has covered all industry segments of the business as a writer and editor for 15 of those years. jaysicht@gmail.com

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Autel's hands-on approach to ADAS

There are close to 60 million vehicles with some type of Advanced Driver Awareness System (ADAS) on the road today. This dramatic rise has greatly accelerated the need for technicians, especially those in collision repair, to learn how to calibrate ADAS-input devices such as cameras and radar after they have been replaced or reinstalled.

Camera-dependent systems such as Lane Departure Warning (LDW) and Around View Monitoring (AVM) and radar-based systems such as Forward Collision Warning (FCW), Automatic Emergency Braking (AEB) and Adaptive Cruise Control (ACC) are just a few of the systems becoming standard equipment on lower-priced vehicles. In May 2018, backup cameras became a federally mandated feature on new vehicles, and twenty major automakers committed to including FCW and city-speed AEB as standard equipment on their vehicles effective September 2022. Vehicles with these systems are found to have fifty percent fewer front-to-rear crashes when compared with cars without the systems. Still, it is not a collision-free world, and special attention is needed when servicing these vehicles.

Autel, a leading developer of automotive diagnostic scan tools, produces two ADAS calibration systems: a standard frame and a mobile frame system that enable technicians to efficiently calibrate cameras, Lidar, night vision cameras and radar systems that send data to these increasing popular safety systems. Autel's calibration systems include patterns, targets, radar and night vision calibration tools and are used with the MaxiSYS ADAS software.

Autel's systems are designed for differ-

ent users. Autel's first generation ADAS calibration frame system is designed for collision, windshield replacement and alignment shops that can dedicate space within their shop for calibrations, while the MA600 calibration frame system is designed for mobile technicians. This portable, folding system can be taken to other shops to perform calibrations. While each system aligns the vehicle with the frame differently, the essence of the calibration process is the same.

In addition to communicating with the ADAS modules and initiating calibration, Autel's ADAS software itself acts as a training guide for setup of each calibration, with detailed illustrations for proper frame positioning and instructional videos enabling the technician to perform every step in the calibration process. The tablet displays the basic vehicle requirements to ensure consistent vehicle height such as parking on a level ground, ensuring fuel and fluids are filled, and that the vehicle carries no additional cargo. Each procedure screen lists the tools needed including the correct vehicle-specific target or pattern part number. The tablet displays exact OE-specific measurements and easy-to-follow instructions.

The tablet will prompt the technician to perform needed actions, including an all-systems Pre-Scan to ensure all the systems on the vehicle are checked for functionality regardless of the site and the severity of the collision. The Pre-Scan acts to verify the presence and status of any ADAS module. After repairs and calibrations, the technician is prompted to run a Post-Scan to document for the insurance company and the end-user all that was done.

Autel has an in-depth and ever-growing video library dedicated to instructing



users in the use of both calibration systems and associated tools and to perform all the types of ADAS calibrations they can do including front collision, around-view monitoring, rear collision cameras, night vision systems and radar on domestic, Asian and European vehicle lines.

Autel is also proud to be a I-CAR Supporting partner and to have its ADAS calibration system taught by its instructors. I-CAR is a renowned, non-profit collision industry knowledgebase and teaching organization that provides collision repair training to more than 14,000 individual businesses and more than 91,300 students annually.

Come late spring, Autel will be rolling out calendar-wide, full-day, hands-on ADAS training classes in garage venues throughout North America. ADAS classes will also be available at Autel's New York-based headquarters.

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Knowledge is power

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

Live virtual training

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

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

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

eLearning

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

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

Learning and development centers

For customers who prefer to learn in a state-of-the-art facility with little distraction, Axalta offers one- and two-day courses in its 9 Learning and Development Centers in North America.

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

Customers who complete a series of courses online and in person can earn a Master Certification in Refinish from Axalta, earned exclusively at Axalta's Customer Experience Center in Concord, N.C. The Master Certification is the highest certification Axalta offers and is awarded to those who display master refinish skills and knowledge. Recipients of this award receive special recognition on the wall of fame inside the Customer Experience Center.

Refinish Performance Management (RPM) courses

For non-technical shop roles, Axalta of-



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

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

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

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



What to look for before purchasing a paint spray booth

Learning the key features up front are critical to the performance and longevity of your system.

Not all spray booths are alike. Due diligence in knowing the difference is key to purchasing the system that not only fulfills all of your needs, but will survive the longevity of usage you demand.

This list will guide you on what Blowtherm USA considers the KEY COMPONENTS to look for in your next spray booth, prep station or mix room:

- Insulated AMU comes “standard” = No heat loss, low DB Rating (very quiet)
- Light wiring harness = Lower installation and electrician costs
- Control panel = Easy to understand *and* operate with multiple setpoints for spray, flash and bake cycles, for both waterbase and high solid paints.
- Umbilical cord plugs and play from burner to control panel = (again) Reduces installation time and electrician wiring cost
- Parts hangers = Easy parts off painting
- Brass bushings on door hinges = Longest lasting hardware in the industry
- Direct drive motors with steel turbo high static fan wheels = No belts or pulleys to maintain for consistent and maximum air flow.
- Wide (4-Wing) vehicle entry doors = Helps eliminate turning radius issues with larger vehicles
- Tinted door glass = Helps to color correct outside light (and classy!)
- LED lighting “standard” = Long lasting and high energy efficiency



- Recycle cure in Prep Stations = Legally recirculate with a direct-fired burner
- Pull through burner system = Lower NOX and CO2 emissions without cold spots
- Precision manufacturing = No tech screws or welding for assembly
- Pre-burner filtration = Extends the life of the plenum filters up 45% and the life of the burner by at least 10 years
- Intake filtration = Protects fans, zero maintenance & helps ensure cleaner paint jobs
- Post filtration = Protects exhaust fans, zero maintenance
- Hip lights = Angled to perfection in combination with vertical wall lights to eliminate shadows associated with horizontal wall lights
- Prep Stations capable of “Zoned Air Speed”
- Air Speed and Zoned Air speed = 100% clean air during flash and bake! Will not contaminate finish (associated with fans or blowers). Reduces buffing expense.
- Multiple mix room fans = Mix rooms

should be supplied with a minimum of 2 fans, 1 intake and 1 exhaust, including control panel

- Galvanized metal = Booths manufactured with galvanized pre-coat white coil steel fabrication come with a “standard” 10-year rust through warranty. Can you say that about your spray booth?
- “Standard” pit balancing dampers = Downdraft double prep stations need pit balancing dampers (with controls) to maintain even air flow in both stalls.

Bottom line: *“The bitterness of poor quality remains long after the sweetness of low price is forgotten.” ~ Benjamin Franklin*

For more education on spray and paint booth systems, contact sales@blowtherm-usa.com or visit our website at <https://www.blowtherm-usa.com>.



CCC ELEVATE helps you work smarter, not harder

Tens of thousands of repair facilities rely on CCC to run their business and power operations. But many of these repair facilities don't know that they can look to CCC to help set and achieve business goals with the help of CCC's consultancy service — ELEVATE.

Are your cycle times and costs rising and your profit margins shrinking? Are you looking to expand your network of business? Are you trying to grow same store sales? These are all common business challenges faced by repair facilities.

The ELEVATE team provides a customized consultative approach to address how CCC's products and services can help respond to the needs unique to each repair facility's business. Working with the facility to develop a thorough understanding of operations, ELEVATE Advisors identify gaps with a deep dive

into the performance metrics of a facility's management system. With collective years of experience in the industry, the advisors recommend available options within CCC's products and services to streamline processes to help reduce cycle time, drive customer satisfaction, and support short- and long-term business goals.

Integrating these process improvements into each location's use of software, the ELEVATE Advisors then work with the facility on documenting the facility's new approach. Updating SOPs on a regular basis is important for repair facilities to continue to run well. ELEVATE also works with the facility on an onboarding plan for new staff designed to provide ALL team members with a clear understanding of expectations and processes, which in turn helps repair facilities continue to deliver high-quality

service customers expect.

Over 200 shops have relied on dedicated ELEVATE Advisors to help leverage CCC's products and services in their strategy and operational improvements. Kelly Grossenbaugh, director of ELEVATE Services remarked, "Using our collective insights into repair facility operations, best practices for maximizing technology, and onboarding processes to better define your employees' roles and responsibilities, CCC's ELEVATE Services team was designed to help solve the challenges your business faces."

Drive more business. Drive more efficiency. Drive more quality and customer satisfaction. Don't just work harder to try to get ahead. Work smarter with CCC ELEVATE.

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Same vision, a new era

As it enters its fifth decade, I-CAR, the Inter-Industry Conference on Auto Collision Repair, remains steadfast to its vision that every person in the collision repair industry has the information, knowledge and skills required to perform complete, safe and quality repairs for the ultimate benefit of the consumer. To continue to provide relevant training in a rapidly changing industry, updated curriculum is needed. I-CAR recently updated its infrastructure including a complete curriculum refresh to address the rising skills bar and emerging vehicle technology.

Collaboration spurred by technology

These days collaboration may seem like an unreachable ideal, but in the collision repair industry, technology has made collaboration a necessity. In 1979, it was the arrival of the unibody—with no instructions on how to repair it after a collision—that unified the Inter-Industry and gave rise to I-CAR.

Jump forward to today's "computers on wheels." Even a minor fender bender may require recalibration of radar, ultrasonic sensors, cameras and other sophisticated systems used for ADAS. Collision repair technicians also have to know how to work with new materials, such as advanced, lightweight metals and alloys. Having vehicle-specific knowledge has become more critical, as vehicle makers make more than 100 model changes annually. I-CAR training and information resources help technicians keep up with all these advancements.

Training paths set by a Professional Development Program™ (PDP)

I-CAR continually improves upon its training solutions for the collision repair industry. A notable development was the 2010 introduction of the Professional Development Program. This training program gives collision repair technicians and insurance Auto Physical Damage Appraisers a distinct training path tailored to their specific role. Structured with three ProLevels®, followed by annual training requirements, the Professional Development Program sets collision repair professionals on an ongoing learning journey that continues throughout their entire career. Businesses that invest in training benefit from improved business performance, enhanced employee development and reduced risks.

Last year, I-CAR further refined the training program by publishing an Automotive Collision Repair Industry Knowledge and Skills Protocol providing detailed descriptions of required knowledge and skills for eight collision repair roles. This pro-



ocol contributes to a consistency and considers the future of collision repair, contributing to the industry's objective of complete, safe and quality repairs.

The Professional Development Program provides a foundation for I-CAR's recognition programs: Gold Class® for businesses, Platinum™ for individuals. Growth of these programs has been steady, and in 2020, the Gold Class recognition program reaches its 30th anniversary. There are currently over 8,300 Gold Class recognized shops, an all-time high for the industry.

Vehicle and Technology Specific Training™ (VTST)

I-CAR's VTST courses provide the required knowledge to understand and repair vehicles equipped with ADAS. Other I-CAR courses and protocols provide insights into diagnostic scanning, how to identify which systems are on the vehicle and an understanding of the OEM information that is needed to make repair or replacement decisions. In addition, I-CAR's comprehensive online source for collision repair knowledge, Repairability Technical Support® (RTS), links collision repair professionals with resources to help you find the correct OEM repair information.

I-CAR's mission is unwavering but stay tuned for more developments as it continually improves to fulfill the training needs of students in the collision repair industry.





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Who is OPUS | IVS?

Intelligent Vehicle Support (IVS) is a division of **Opus Group AB (publ)**, combining Autologic and Drew Technologies on a mission to help independent shops and technicians repair complex vehicle technology.

Autologic built a legacy in complex European vehicle diagnostics by introducing a revolutionary scan tool that gave shops coding and programming capabilities only OEM's had at the time. From that original platform their connected diagnostic support has expanded to now include Asian and Domestic vehicles.



Drew Technologies,

globally known for the development of OEM-factory authorized tools used at dealerships, also dominates the aftermarket in J2534 flash diagnostic products. With their innovative products, independent repair shops now have the same capabilities as OEMs.

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Scheduling your new team member for New Employee Training ensures that they will learn the basics of search and compare and how to achieve smarter purchase decisions. After the sessions, students can start using the PartsTrader application with confidence in building quote requests and selecting parts that optimize the benefits for the shop.

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in the platform that saves the shop time and money.

• Refresher Training

Refresher Training is perfect for users who've been using the PartsTrader platform for a while but may want to ensure they are taking advantage of the latest features that help them purchase parts quickly, efficiently and effectively.

How PartsTrader works

Using the PartsTrader platform allows users to search and compare collision parts offers from multiple suppliers, allowing them to make smart decisions when purchasing collision parts. Using estimate data, repairers send their parts needs data to multiple suppliers including OEM, aftermarket and recyclers, requesting the suppliers' best combination of price, delivery and part quality. Because everything is based off the estimate and all suppliers receive the same information, data accuracy is high, leading to a significant reduction in wrong part shipments and returns.

To learn more about PartsTrader Training, call PartsTrader Customer Care at 855.932.7278 or drop us an email at support@partstrader.us.com.

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PPG Certification Training. A proven path for continuous process improvement.

It's fair to say that even though your shop's refinish system and SOPs may seem to work well today, there is always room for improvement. Product innovations, new processes and equipment hit the market all the time — and if your paint technicians are not trained to take advantage of them, there's a risk of losing business to competitive shops that are.

Technicians using PPG refinish systems can stay on top of their craft by renewing their certification status every two years through the PPG Technician Certification Training program. As a key component of PPG's commitment to keep painters up-to-date with the latest products and application techniques, the benefits of re-certification cannot be overemphasized — especially given the number of sophisticated OEM colors being introduced every year. Beyond hands-on learning, re-certification classes held at PPG's training centers also offer a great opportunity for painters to exchange ideas with their peers in



pursuit of honing their craft and improving productivity.

Return on investment

Granted, it's not always easy for a collision center to give a technician time off to attend offsite training. However, it's been proven that, after returning from training, it's common for a technician to see immediate, measurable improvements in labor hours and cycle times — as well as a reduction in re-work. So, the investment in training can be well worth it.



Easy sign-up

Technicians can register for certification classes in the training section of the PPG refinish website. There, they also can check their current certification status by choosing Transcripts.

Five levels of certification

Often-overlooked when achieving certification status is the pride that technicians gain from being acknowledged and accredited by a third-party. So, to help recognize the professionalism of our painters, PPG offers five levels of certification: Blue, Bronze, Silver, Gold and Master Certified Technician, which the latter can be achieved in eight years. The courses can also qualify for I-CAR credits.



SOP VIDEOS ONLINE

Refinish technicians now have 24/7 access to short videos demonstrating recommended standard operating procedures for PPG solvent and waterborne systems. Ranging from initial cleaning and surface prep to blending procedures, the videos can be accessed by selecting Tech Tips in the training section of ppgrefinish.com.

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

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

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

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

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

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

The i4s spot welder was designed to directly address the biggest challenges to welding modern high-strength steels. In order to create the strongest weld possible, the i4s uses a unique system to regulate the true energy delivered to the weld, ensuring smooth and consistent nugget growth preventing brittle areas around the nugget from too much heat.



i4s - Smart Spot Welder



- OEM Certified
- Reporting Via WiFi
- Faster Cycle Times
- Futureproof
- Increase Profits
- Real-Time Training

Imagine having only one lane to drive in on the freeway and sticking to it the whole time regardless of traffic, accidents, hazards, etc. Now, imagine if you could switch lanes when you start to notice traffic buildup or an object in the road, getting you home faster and safely. The i4s Adaptive Auto Welding measures and adjusts energy delivered throughout the weld, ensuring smooth and consistent nugget growth. These active measurements prevent applying too much heat to the sensitive high-strength steels. If other welders

are "SMART," then this one is GENIUS!

Pro Spot revamps the C-X arm

Pro Spot, the original inventor of the C-X Style Arm, has revamped theirs in power and ease. The NEW C2X Arm performs quality Full Force weld in Auto Mode, and attaches and removes easily with their Quick-Connect feature.

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SATA's RPS cups speed up productivity and improve color matching

SATA RPS Multipurpose Cups save not only time, but paint and cleaning materials, too. The SATA RPS Rapid Preparation System has a unique venting system that plays into the efficiency of the overall SATA system. The system allows a constant and even flow-rate, for constant color match, and constant film build from a full cup down to the last drop. No costly ounces of left over unused material in an RPS cup. Mix only what you need, and spray it to the last drop.

The cups can be used for mixing, spraying and, when the job is complete, storage. For SATA spray gun users there's no need to buy additional mixing cups or cans — and the cups require no adapters. They mount directly to SATA spray guns.

RPS cup benefits

1. Bendable — The RPS cups also have the built-in flexibility of the cup lid “neck” which allows painters to tilt the cups forward or side to side to spray at many different angles, on parts, rocker panels, and bumper covers. This flexibility assists in making the RPS a great solution for more difficult paint jobs. Excluding the 0.3 L minijet version.

2. Clean — With SATA RPS, removing the cup from the spray gun becomes a clean and safe process. When the paint job is finished, squeeze the RPS cup and close the vent cap to create a vacuum inside. Now turn the spray gun upside down and pull the trigger to empty the



material passage ensuring easy gun cleaning and a tidy workplace.

3. Safe — Occasionally during the paint process the material cup may accidentally knock into the vehicle or panel stand. Due to the robust threaded connection between the cup and the lid, any chance of the cup becoming detached is avoided, as is the chance to spill paint.

4. Refillable — Refilling paint during the application process is sometimes necessary. The design of the cup allows the simple and clean topping off and the easy exchange of the material filter, if required.

To try the cost effective SATA RPS cups in your shop, ask your local SATA dealer for samples or for a demonstration. Go to www.satausa.com or call 800-533-8016.

Dan-Am is the Exclusive Independent Distributor of SATA Products in the U.S. and Puerto Rico.

TESTIMONIAL: J & J BODY SHOP - ROSEVILLE, CALIF.

Do you use SATA RPS as a multipurpose cup and how?

I usually save the paint in the cup until the car leaves the shop. I might only have two or three ounces left. I keep that because sometimes the customer requests a touch up or if someone scratches the car.

Where do you see the advantages to this system?

The advantage of the RPS cups is that it's only one step. Just grab the cup and put paint in it, no liner, ring, none of that. The RPS cup is always clean, I don't like to paint with a dirty cup.



J & J BODY SHOP PAINTER Gabriel Herrera with his favorite gun, the Aviator

Which size do you prefer to use?

I use the 0.3L and the 0.9L cups the most. We do big jobs most of the time.



German Engineering

Spanesi's professional training solutions

Vehicle construction technology continues to change at an increasingly faster rate, which in turn, drives changes to vehicle repair methods within collision repair facilities. Collision repair facilities are continuously trying to stay current with modern vehicle repair techniques and this places a significant burden on already constrained shop resources.

Spanesi Americas is devoting more and more resources to meet distributors' and clients' training requirements. Spanesi's business strategy includes providing training initiatives in three core areas: Clients (Customers / End-Users), distributors and internal Spanesi team members.

In each core area, Spanesi Americas provides multiple opportunities for training. Spanesi holds multiple training sessions each month at its corporate training center, distributor training centers and in-shop locations. This strategy ensures that the training required to properly install, maintain and operate Spanesi tools and equipment is delivered. Spanesi's training goal is to ensure that the vehicle technician can perform a repair back to OEM standards using Spanesi's OEM approved products.

Touch measuring system

At the time of sale, the Spanesi Touch electronic measuring system is not only delivered and installed at the shop, but Spanesi provides initial in-shop training. This includes training for measuring vehicles on the floor, on a 2-post lift, or on a frame rack or a straightening bench.

After becoming familiar with the Touch, it's recommended that shop technicians attend the comprehensive Spanesi 2-day Touch training courses. The

course is offered at the Spanesi Americas Training Center and Spanesi distributor training centers. This course provides technicians basic, as well as, learning the more advanced functions of the Touch electronic measuring system.

Winstar universal jig (fixtures)

The continual evolution of vehicle construction methods and materials has increased OEM requirements to use a jigs and fixture systems to repair today's vehicles. As with the Touch, Spanesi offers training on our award winning Spanesi Winstar jig system when it is delivered and installed in a collision repair facility. The Winstar Jig system can be used with the Spanesi 106, 106EXT or Pista benches and provides an opportunity to jig up to 14 locations. A smaller jig system is also provided with the Multi-bench Package 6. Spanesi jigs can be used for anchoring, pulling, holding and parts alignment.

Spanesi offers a 1-day Jig training course at its training center and distributor training centers. During this course, the technician is thoroughly instructed jig system setup, use and advanced functions of the jigs, including the upper-body system.

Welders

With the variety of materials being used today (mild steel, advanced high-strength steels and aluminum), there are also different welding requirements needed to perform proper repairs. With its squeeze type resistance spot welder (STRSW), Spanesi provides in-shop training at the point of sale. This focuses on the operation and programming of the welder and the proper setup application of the arms and electrodes included with the welder. Spanesi's MIG/MAG



welder training encompasses setup, programming and proper welding techniques using this synergic welder.

Training Center Growth

Spanesi Americas Training Center is located in Naperville, Illinois and is the primary location for clients to receive training on all the Spanesi products including the Touch electronic measuring system, benches, jigs, welders, spray booths, prep decks, or any of the product Spanesi provides in its complete 360° Degree Solution offerings.

With Spanesi's growth in North America, the demands for training have also grown. Through its distributors, Spanesi is expanding the number of training centers that are in place. We have locations in Bellingham, MA; Wixom, MI; Lincoln Park, NJ; Toronto, ON; and Tyler, TX.

Spanesi believes that by providing best-in-class training solutions to its clients, Spanesi customers will continue to obtain the largest return on investment (ROI) possible on their equipment purchases.



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COLLISION PRODUCT GUIDE

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For the first time ever, SATA has developed a process that allows our customers to order their own personalized and individually designed one-off spray gun. Whether it's a family photo, your pet, a sport or artwork, the future has arrived at SATA. The design process is simple — go to www.sata.com/cdg and start the online configurator. Start out by choosing between a SATAjet 5000 B or an X 5500, Standard or DIGITAL spray gun, then select the nozzle size, HVLP or RP technology — according to your requirements. Then let your creativity flow!

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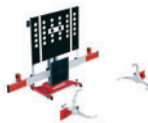
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X-431 ADAS PRO

The LAUNCH X-431 ADAS Pro calibration tool is designed to ensure driving safety and comfort by handling the calibration of ADAS camera and radar systems. The automatic calibration frame and the multiple target boards are provided for servicing comprehensive car lines with rapid and accurate calibration. The ADAS software offers an easy-to-follow process that guides the technician step by step throughout the procedures. The bi-directional X-431 Throttle scanner with OE-level coverage and full diagnostic function ensure a satisfying experience for both diagnostics and calibrations.

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DOUBLE PULSE MIG

The Pro Spot SP-5.3 SMART Double Pulse MIG welder is a 3-phase welder with microprocessor controls that provides excellent welding performance on any materials and any thickness, regardless of weld time. The Pro Spot SP-5.3 MIG/MAG Welder was recently approved by VW/Audi globally. The welder passed rigorous tests for aluminum, CuSi (Silicon Bronze) and steel.

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Taking your negotiations to the next level

Success is based on the communication skill level of your employees

In collision repair, negotiations are common. The success of the negotiation is dependent on the level of communication used. Listening to employees communicate and negotiate claims can shed valuable light on their skills and provide insight on where to provide training. Skill levels in negotiation can be separated into three basic levels: emotional, estimating system and OEM procedure based.

The first and most basic skill set used in negotiations is emotion. Negotiations executed with feelings, presented as facts, rarely go well. The communication is rooted in emotion and can leave one or both parties reacting in an emotional manner. Each person has a built-in belief system. When opinions are presented as fact in the form of “I feel” or “I think” or “industry standard” statements, conflicts arise due to the application of two different belief systems from the negotiating parties. The result is generally a true/false response between opposing parties. Both believe they are right, and the other party is wrong. When this happens, it is difficult for a negotiation to move forward. It leads to conflict, slows resolution and decreases the likelihood of achieving the outcome desired in the negotiation.

The second level of negotiation is based on estimating system guide pages. This medium-level skill used in negotiating repairs is more effective than the first. The foundation of premises and arguments are based on the p-pages of the estimating databases. This can be more effective, as it relies on printed facts. However, this approach is generally supported by lower-level skills based in emotion. At this skill level, estimators can identify and communicate what isn't included in the database times and show on the vehicle what is needed for the repair. However, this approach often leaves room for emotional objections to be inserted into the conversation and derail effective communication. An example of database-referenced negotiation skills would be denib and polish. The estimator can show in the guide pages where it is not included in labor times and can show an appraiser on the vehicle what panels need to be denibbed and polished. The appraiser



LISTEN TO EMPLOYEES COMMUNICATE AND NEGOTIATE CLAIMS TO SHED LIGHT ON THEIR SKILLS AND PROVIDE INSIGHT ON WHERE TO TRAIN THEM.

can counter with “we don't pay for that” or “we don't see that in the market.” These are level one beliefs, not facts, and will differ greatly between parties, encouraging conflict and slowing progress. Training an estimator to the second level of negotiation skills makes them a better estimator, due to a thorough understanding and application of p-page logic, but it still leaves room for improvement.

The third, and highest, level of negotiation is based on OEM procedures. At this level, all negotiations are rooted in the procedure required for a specific part on the estimate and the related systems of the vehicle that are affected by the operation being performed, encompassing all initializations, calibrations and non-reusable parts required. The information presented during negotiations is rooted in both what the manufacturer states is necessary to repair the vehicle and what the database says is not included in the labor times. This uses the highest level of logical thinking, requires great discipline and eliminates room for emotion, as it is rooted in fact and supported by written documentation. The estimator must first complete thorough OEM research

for each estimate line item. Then he or she must document the estimate using line remarks referencing both OEM information and estimating guide pages to build the case for why it is required. And finally, when presenting the argument, the estimator must remain committed to negotiating at the highest skill level, focused solely on what the OEM procedure states. When an objection is raised using emotion, the estimator must take action to redirect the negotiation back to the third level again. Training estimators to execute at this level requires extensive training in estimating, OEM research methods, critical thinking, logic and the ability to control emotional responses during negotiations. The journey to train an employee to operate at this high level can take time, but the investment is worth the climb. 📖

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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