



GENESIS CERTIFIED COLLISION REPAIR CENTER

The Value of Certification

GENESIS CERTIFICATION ADVANTAGES

- Marketing Materials to differentiate Certified Collision Centers from local competition.
- Leverage the exclusive Genesis Certified status to promote and market your facility.
- Official Recognition by multiple OEMs leverages the same certification process, saving you time and money.
- Business development process and feedback to ensure your facility continues to have what it takes to properly repair the new generation of Genesis vehicles.
- Listing on the online shop locator, directing owners and insurers to your Collision Repair Facility.
- Official Genesis Certified signage and certified logo to display.



GENESIS MOTOR AMERICA AND ASSURED PERFORMANCE

Genesis has partnered with Assured Performance to launch, administer, and manage the Genesis Certified Repair Center Program. The program will identify, certify, and promote retailer-owned and independent facilities as collision centers of choice, to Genesis drivers nationwide.

Shops that become officially Genesis Certified will have access to Genesis' exciting new program assets and incentives.

The unique joint-effort approach that Genesis and Assured Performance share eliminates redundant costs and duplication between OEM Certification programs, making it cost-effective and highly rewarding.

Genesis has joined others in the Certification program to save you money, avoid waste and inefficiency, to create exponential impact from the combined influence of several of the largest Automakers in the world.

There is nothing else like it - not even close!

- Certification is based on the OEM-specified requirements to repair current model vehicles properly.
- Gain multiple OEM Certifications through the Assured Performance joint-effort approach.
- Assured Performance saves time and money by eliminating redundant costs and duplication between OEM Certification programs.
- The program is open to all U.S. collision repair businesses that meet all certification requirements and gain sponsorship from a Genesis retailer.

PROGRAM OBJECTIVE:

The purpose of the Genesis Certified program is to promote the correct, complete, and safe repair of Genesis vehicles, and to provide support to those collision centers that have demonstrated a commitment to an elevated level of owner care and satisfaction. Becoming a Genesis Certified Collision center provides many advantages, including repair procedure access, marketing tools, owner referrals, and the opportunity to differentiate your business, increasing owner confidence. By becoming Genesis Certified, you prove you are committed to providing accurate, comprehensive repairs, and dedicated to your owner's subsequent safety.

WHY GENESIS CERTIFIED COLLISION CARE?

Genesis is committed to owner safety. They understand that the way a Genesis vehicle is repaired can have a substantial impact on its final appearance, performance, and, most importantly its structural integrity, including the on-board technologies that are designed to keep consumers safe. The Genesis Certified Collision Repair Center program is designed to address the rapidly evolving collision repair industry and repair technology to ensure collision centers can safely and properly repair Genesis vehicles.

**IS YOUR FACILITY READY TO MEET THE EVOLUTION OF COLLISION REPAIR
AND TAKE THE STEPS TO BECOME GENESIS CERTIFIED?**

HOW A SHOP BECOMES GENESIS CERTIFIED



Turnkey Approach

Below is the step-by-step process that Genesis retailer and independent body shops go through to become Certified.



1. Enrollment - Registration

Review the terms and conditions of participation and select the enrollment option.



2. Business Information

Enter key business information critical for KPI comparisons, program review, and tracking.



3. Business Capability Assessment

Assess the center's capabilities against the list of Certification requirements and standards. This allows you to create a business development plan.



4. Score & Evaluation

Receive a score that illustrates any deficiencies in becoming Certified. It is part of the ongoing business development process.



5. On-Site Inspection-Audit

Schedule an on-site inspection-audit. The inspector will tour your center and ensure proof of compliance with photos and documentation.

THE BENEFITS OF ASSURED PERFORMANCE



Repair Procedures

Access to Genesis Tech Info is offered to Certified repair facilities through their ShopOps portal.



Turbo-Charge Your Marketing

Use the official Genesis Certified credentials on your website and in your center's marketing.



Don't Let Your Owners Get Steered Away

Online appointment setting and electronic dispatch to your center from the locator.



Business Evaluation and Development

The business development planning process allows the center to evaluate its operations compared to the Certification requirements and hundreds of the essential best practices in the industry.



Consumer Advocacy

Listing on consumer-facing shop locators makes it easy for consumers and insurers to find your Certified center.



Assured Performance Marketing Tools

Access to VIP Assured Performance marketing tools to help you leverage your exclusive Genesis Certified status in promoting and marketing your center. The arsenal of materials and signs differentiates Certified centers from the local competition.



Consumer Awareness and Public Relations

Press release communications to your local media.



Multiple OEM Recognition

Collision centers may also be eligible for official Recognition by other OEMs that leverage the same requirements and Certification process, saving you thousands.

Official Signage

Official Genesis Certified Repair Collision Center signage.



THE VALUE OF GENESIS CERTIFICATION

With thousands of collision repair facilities in the U.S., how is the owner able to make the right choice? How can a consumer tell the difference and select a shop that has the right tools, equipment, training and facilities? Owners are asking their automobile manufacturer to help them find the collision centers that meet their repair standards. Certification credentials create that distinction and provide consumers with peace of mind.

Genesis' NEW Certification program provides new and existing shops with the opportunity to elevate their collision repair status. Genesis Certification features enhanced benefits, higher consumer visibility, and more robust brand recognition to help you attract new owners and build your business! If you would like more information, please visit www.GetGenesisCertified.com, or call your Assured Performance account manager to assist in upgrading your shop to Genesis Certified!

Ensuring the vehicle's Fit, Finish, Durability, Value, & Safety

Assured Performance Certification C.O.R.E.* Requirements

*Collision Operation Repair Essentials:



GENERAL BUSINESS REQUIREMENTS

- ☐ 1. In business for a minimum of (5) years or verifiable credit rating and service history
- ☐ 2. Have current Garage Keepers liability insurance with a minimum of \$1 Million policy limit
- ☐ 3. No felony convictions by ownership or management
- ☐ 4. A preferred rental car provider or complimentary owner transportation
- ☐ 5. Owner Satisfaction Rating (CSI) service that is measured by a third-party service provider
- ☐ 6. A Limited Lifetime Warranty on completed repairs
- ☐ 7. Current data subscription for three-dimensional measuring system
- ☐ 8. A current subscription or use-access to OEM repair procedures for all applicable year, make, model vehicles to be repaired
- ☐ 9. The capability to provide complete repair documentation with corresponding proof of compliance to OEM repair procedures where applicable and all historical information is safeguarded electronically
- ☐ 10. A data-driven estimating system with Assured Performance dataMANAGER connected for reporting
- ☐ 11. A pre-delivery cleaning process for all vehicle interiors and exteriors
- ☐ 12. An adequately maintained owner parking area that is well-lit
- ☐ 13. A clean & well-maintained owner reception, waiting and estimating area with convenient owner restrooms
- ☐ 14. Adequately illuminated work areas for repairing, refinishing and detailing vehicles including inside of spraybooth
- ☐ 15. A data privacy policy, available to your owners, that outlines the protections provided for their personally identifiable information (PII)

TECHNICAL TRAINING REQUIREMENTS

- ☐ 1. Ensure continuous technical training for all technical staff by demonstrating compliance with I-CAR Gold Class Requirements, specifically focusing on the latest automotive years, makes, and models
- ☐ 2. Proof of Steel GMA (MIG/MAG) Welding Certification from a recognized industry source, current (not expired) Certificate
- ☐ 3. Proof of Training or Certification in Silicon Bronze MIG Brazing from recognized industry source, current (not expired) Certification
- ☐ 4. Certificate of EPA Section 609 compliance for refrigerant recovery
- ☐ 5. Proof of training to operate the three-dimensional measuring equipment being utilized
- ☐ 6. Proof of product training from the OEM approved paint manufacturer being utilized
- ☐ 7. Provide proof of training on ADAS (Advanced Driver Assistance System) to demonstrate a general understanding of the purpose, operation, repair considerations, and parts
- ☐ 8. Provide proof of training on EVs (Electric Vehicles) to demonstrate a general understanding of the system, safety, repair considerations, and parts

SUGGESTED ADDITIONAL BEST PRACTICES

- ☐ 1. A paint mil gauge for measuring paint thickness on plastic substrates
- ☐ 2. A paint mil gauge for ferrous and non-ferrous metal substrates
- ☐ 3. A welding station for making practice and test welds with vice and caliper for destructive testing

TOOL AND EQUIPMENT REQUIREMENTS

(These requirements are all subject to the year, make, and model of the vehicle being repaired)

- ☐ 1. An electronic 3D measuring system for structural diagnostics, correction, and documentation
- ☐ 2. A frame rack or bench system capable of producing body and structural pulls
- ☐ 3. 4 Point vehicle anchoring or fixturing capability for cars and light trucks
- ☐ 4. 220v 3-Phase, Inverter-Type Squeeze-type Resistance Spot Welder (or equivalent) capable of producing a minimum of 600 lbf (270 daN) of clamping force and 10,000 amps of current at the electrodes
- ☐ 5. 220v (208-240) GMAW MIG/MAG Welder for Steel with 180 Amp or greater output
- ☐ 6. 220v (208-240) Silicon Bronze GMAW for MIG Brazing Pulse capable MIG w/ Synergic Adjustment & non-pulse setting with 200 Amp output capability
- ☐ 7. R134a and R1234yf refrigerant recovery/recycling system or proof of qualified sublet A/C service provider
- ☐ 8. Above ground lift with a lift capability of at least 7000 lbs.
- ☐ 9. Capability to perform and verify four-wheel alignment either in-house or through a sublet provider
- ☐ 10. The capability to remove, replace, and reinstall steering and suspension components, as well as engine and drive train units (in-house or through a qualified sublet)
- ☐ 11. Perform pre and post repair diagnostic vehicle scans on all vehicles as required by the vehicle manufacturer and retain proof of ALL post repair diagnostic scan results and calibrations performed as required by vehicle manufacturer (in-house or through a qualified sublet)
- ☐ 12. OEM approved refinishing system (paint mix room)
- ☐ 13. A spray enclosure (paint booth) with forced drying capabilities
- ☐ 14. Pressure-feed corrosion protection material application equipment with wand attachments for applying anti-corrosion materials inside body cavities with a 360-degree spray pattern

TOOL & EQUIPMENT REQUIREMENTS – ALUMINUM & ADVANCED MATERIALS:

(The following are optional tools and equipment only required for specialized Certification programs for the repair of Aluminum and other Advanced Materials)

- ☐ 1. A work separation system that isolates aluminum vehicles from vehicles undergoing steel repairs – separation can be a separate room or curtain system
- ☐ 2. A designated set of hand/special tools specifically for aluminum vehicles to prevent from cross contamination with steel body vehicles. May be subject to specific manufacturer requirements
- ☐ 3. 220v (208-240) GMAW MIG Welder for Aluminum – Pulse capable MIG w/ Synergic Adjustment
- ☐ 4. A dent extraction system specifically designed for aluminum that contains an aluminum stud welder, heat gun, pyrometer, aluminum hammers, and dent extraction system
- ☐ 5. An Immersion-Type, Wet Mix dust extraction system or pneumatic (air operated) vacuum system dedicated to aluminum dust
- ☐ 6. Self-Piercing Rivet gun with mandrel that meets manufacturer requirements
- ☐ 7. Aluminum (MIG) Welding Certification from recognized source functionally equivalent or greater to I-CAR WCA03
- OR -
Aluminum Certification from recognized source functionally equivalent or greater to Ford, Audi, BMW, Mercedes, Porche, etc

GENESIS REQUIREMENTS

- ☐ 1. Shops must be sponsored by a Genesis Retailer
- ☐ 2. Shops must have at least 1 person complete each of the following online I-CAR courses:
 - Quality Is Your Business
 - Strengthening Your In-Process Quality Controls (prerequisite: Quality Is Your Business)

Disclaimer:

*All equipment, capabilities and training required must meet published Original Equipment Manufacturer (OEM) specifications for the year, make and model of the vehicle being repaired, these same requirements shall also apply to any sublet providers for operations performed. Current revisions of these requirements are available online at: www.AssuredPerformance.net or with the auto manufacturer of record and are subject to change at any time. Assured Performance does not set prices, offer concessions or raise or lower prices charged for collision repair services in any manner.