

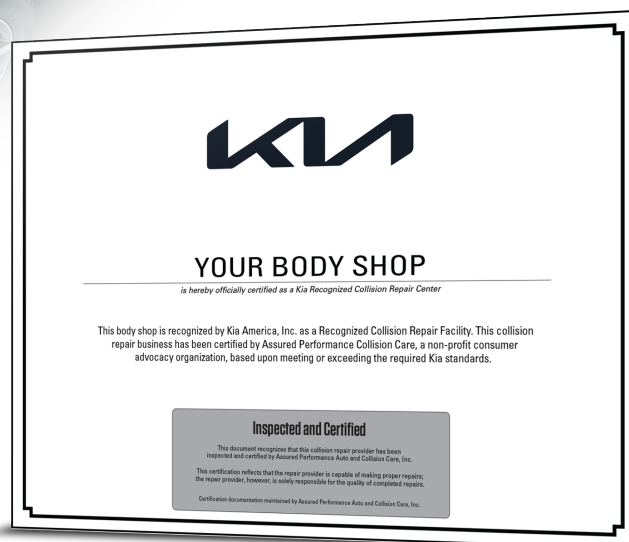
# Recognized Collision Repair Center

**Take Advantage. Become an Advantage.  
Get Kia Recognized.**



## Get Kia Recognized and Gain These Competitive Advantages:

- Shop Marketing Material – Point of Purchase and signage differentiates Recognized Collision Repair Centers from local competition.
- Leveraging the exclusive Kia Recognized status to promote and market your center.
- Official Recognition by other OEMs leverages the same requirements and Recognized process, saving you thousands.
- Business improvement process and feedback to ensure your center continues to have what it takes to properly repair the new generation of Kia vehicles.



**MAKE SURE THAT KIA CUSTOMERS KNOW THAT YOU ARE  
A KIA RECOGNIZED COLLISION REPAIR CENTER**

The Kia Recognized Collision Repair Center Network is looking for quality collision repair centers focused on providing a superior repair experience with quality parts to ensure that the value and safety of our owners' vehicles are maintained. To make certain that the next generation of vehicles are properly repaired, Kia and other leading automakers are doing their part to ensure that body shops have the right tools, equipment, training, and facilities. You're in a league of your own when you receive your Kia Recognition, and it can open up additional opportunities for your business.

**PROGRAM OBJECTIVE:**

*"The program's objective is to identify and promote body shops that have the right tools, equipment, training and facilities necessary to repair vehicles back to manufacturer specifications. This program is critical to help ensure the vehicle fit, finish, durability, value and safety."*

## Kia Has Teamed with Assured Performance

Kia is leveraging the Assured Performance Certification services to enable both dealerships and qualifying independent collision repair centers to become Recognized by Kia and other leading automakers, all participating in one efficient joint-effort program.

The joint-effort approach Kia and Assured Performance share eliminates redundant costs and duplication between programs. You are able to receive multiple Recognitions under one umbrella for one special consolidated annual fee with one inspection-audit process.



This creates exponential impact from the combined influence of several of the largest automakers in the world.

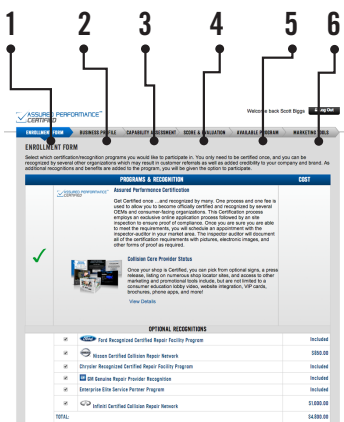
There is nothing else like it – not even close!

- Recognition is based on the OEM-specified requirements necessary to properly repair current model vehicles.
- The program is open to all shops that can make the grade.

## How Does a Center Become Recognized by Kia

### Turnkey Approach

Below is the step-by-step process that Kia dealerships and independent collision repair centers go through to become Recognized.



## 1. Enrollment – Registration

Review and agree to 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 collision repair center's capabilities against the list of Recognition requirements and standards. This allows you to create a business development plan.

#### 4. Score & Evaluation

Receive a score that illustrates any deficiencies in becoming Recognized. 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 collision repair center and ensure proof of compliance with photos and documentation.

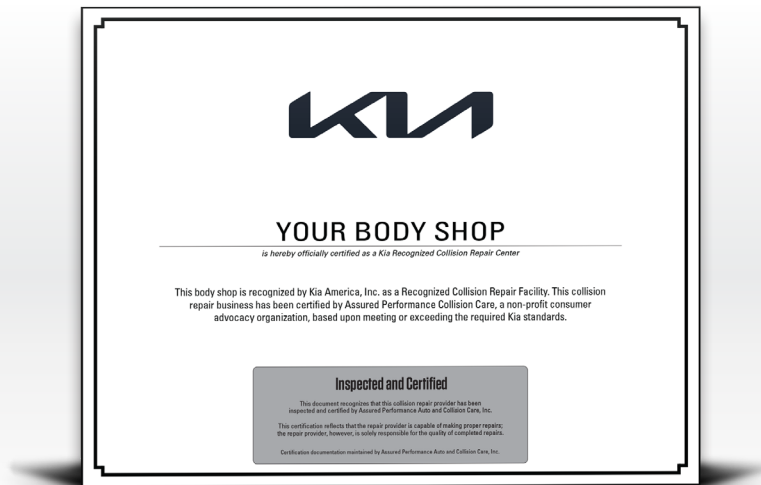
## 6. Marketing & Promotion

To ensure your center gains value from Recognition, various marketing and promotional tools are available. Centers must upload images and logos to personalize the optional marketing materials.

## What are the Benefits?

- **Official Signage**

Official Kia Recognized and Assured Performance Collision Care Provider signage.



- **Turbo-Charge Your Marketing**

Use the official Kia Recognized credentials on your website and in your center's marketing.

- **Consumer Advocacy**

Listing on consumer-facing Assured Performance Collision Care Provider (consumer advocate) center locators.

- **Business Evaluation and Improvement**

Our Business Improvement Program allows the shop to evaluate their operations compared to the Recognition requirements as well as hundreds of key "best practices" in the industry. You get a complete detailed plan of action, budget, suggested strategies, and a financial planning and budgeting tool (pro forma) with comparison with other top centers.

- **Don't Let Your Customers Get Steered Away**

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

- **Consumer Awareness and Public Relations**

Press Release communication to your local media.

- **RepairDOC Procedure Usage & Compliance**

Limit liability exposure and assist your shop's technicians in properly documenting OEM Repair Procedures, ensuring compliancy for each repair.

- **Collision Care Marketing Tools**

Access to VIP Collision Care marketing tools to help you leverage your exclusive Hyundai Recognized status in promoting and marketing your center. You will have access to brochures and center marketing collateral to help draw more customers to your center doors, close sales and raise your CSI. The arsenal of materials and signs differentiates Recognized Centers from local competition.

- **Multiple OEM Recognition**

Multi-line collision repair centers may also be eligible for official Recognition by other OEMs that leverage the same requirements & Recognition process, saving you thousands.

## What is the Value of Recognition?

### National Blanket of Recognized Collision Repair Centers

Currently, less than 10% of collision repair centers have the proper tools, equipment, training, and center modifications required to properly repair the vehicles on the road today. Having a Kia Recognized Collision Repair Center in every community creates a national blanket of collision repair centers that are consumer-focused and able to deliver an exceptional experience.

Being a part of the Kia Recognized Collision Repair Center Network helps you distinguish yourself and highlight that you have the necessary tools, equipment, training and center to properly repair Kia vehicles to manufacturer specifications from collision repair centers that do not.



## WHAT IS THE NEW CERTIFIED REPAIR PROVIDER BUSINESS MODEL?

The word is out, and drivers know that yesterday's body shop is not tomorrow's leader in safety or quality. Drivers want convenience and ease and are eager to book an online appointment with a manufacturer-certified collision repair provider. Today's driver won't trust their advanced vehicles with a general repair facility. Next-level customer service means the best repair possible. The only way to keep up with the demand from manufacturers, insurers, and drivers is by leveraging the integrity of certification.



## BENEFITS OF ENROLLING WITH ASSURED PERFORMANCE

### ONLINE & SMART PHONE LOCATORS:

Drivers are looking for local Certified Repair Providers through their smartphone and online. As a sought-after Certified Repair Provider and a member of our leading Certified Repair Capable Network, your business will be promoted through innovative and successful social media campaigns, manufacturer locator apps, and on our nonprofit organization's own Auto Body Locator.

### INCREASED QUALITY CONTROL:

As an official Certified Repair Provider you will dramatically improve your quality control process. Your properly trained technicians will be able to view the manufacturer's repair procedures from their RepairDOC technician's smart app and document every aspect of the repair — including quality parts use, safety scans and calibrations, use of approved paint systems, and more! This means no more "do-overs" that result in a pure loss of time & money.

### SHOPOps PROCESS MANAGEMENT:

ShopOps makes it easy to ensure that your shop meets and maintains all requirements for Certification and other referral programs, including our Certified Network, a Value-added Group, or a DRP Network. You can view requirements or upload documentation and proof of compliance. ShopOps also gives you access to dataMANAGER, Training Manager, Business Improvement tools, Contact Manager, and RepairDOC Certified Repair documentation.

### ON DEMAND MARKETING:

Create a marketing plan for the year or the next five. While word of mouth and a good standing in your community can bring customers in the door, to keep them coming back for more, a detailed marketing strategy is essential. You'll be able to generate a Press Release or download ready-to-use social media posts, flyers, trifold brochures, and postcard mailers. We know what your customers want and have created an online strategy using digital marketing materials that can help to get you to the first page on search engines and place your business in the news.

### OEM CERTIFIED LOGOS & SIGNAGE:

Your Certified Collision Repair Business will receive OEM Recognized-Certified Signage as well as an Assured Performance Certified Collision Care sign to display in your lobby. The logos & signage increases consumer confidence in your collision repair business and can be used on your web sites, estimates, marketing brochures and more.

# 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 customer transportation
- ☐ 5. Customer 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 customer parking area that is well-lit
- ☐ 13. A clean & well-maintained customer reception, waiting and estimating area with convenient customer restrooms
- ☐ 14. Adequately illuminated work areas for repairing, refinishing and detailing vehicles including inside of spraybooth
- ☐ 15. A data privacy policy, available to your customers, that outlines the protections provided for their personally identifiable information (PII)

### TECHNICAL TRAINING REQUIREMENTS

- ☐ 1. Provide proof of on-going technical training, specific to new automobile years, makes, and models for all technical staff that meet the current Assured Performance Network technical training requirements and maintains ongoing technical training by compliance to any one of the following functionally equivalent forms:
  - 1) Assured Performance Training & Skills Matrix
  - 2) I-CAR Gold Class
- ☐ 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

### 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

### 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

#### 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](http://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.

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## Assured Performance Certification Specialized OEM Requirements:

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### 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
  8. 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

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