

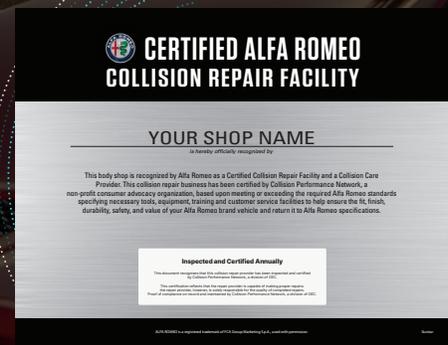


# GET ALFA ROMEO CERTIFIED



## The Value of Certification

- Certification increases your overall business value
- Recognizes you as the top 10% of the collision repair industry
- Certification credentials and signage build exponential credibility; improving reputation, increasing consumer confidence and CSI scores
- Enhances your marketing and strengthens B-2-B relationships through Certification and Consumer Awareness Campaigns
- Several marketing tools allow you to proactively direct customers to your body shop
- Enables you to stay ahead of changing technology in order to be able to properly and safely repair the next generation of vehicles
- Attract and retain the best employees (HR equity)
- Annual compliance ensures your shop is technically capable and able to meet OEM specified requirements



Make sure your shop is included in the shop locator tool for FCA vehicle owners and part of Alfa Romeo's aggressive consumer referral program.

## Get Certified by Alfa Romeo (an FCA company)

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

OEM Certification round out your business, generating a massive referral base of vehicle owners.

This new frontier for collision repair allows you to run your business focused on giving the customer a superior customer service experience and quality repair to OEM specifications.

If you desire to be a leader and believe your repair business can meet the requirements, act now to get Alfa Romeo Certified today.

### **PROGRAM OBJECTIVE:**

*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.*

# Alfa Romeo Has Teamed with Collision Performance Network

Alfa Romeo leverages the Collision Performance Network Certification program to enable both qualifying dealerships and independent body shops to become Certified by Alfa Romeo and Recognized by other leading Automakers.

The joint-effort approach Alfa Romeo and Collision Performance Network share eliminates redundant costs and duplication between programs. Certification-Recognition by multiple entities is now cost effective and highly rewarding. You are able to receive multiple Certification under one umbrella for a special consolidated annual fee and inspection-audit process. Through this exclusive combined

program, collision repair providers will receive exponential credibility from several of the largest OEMs in the world, adding to brand equity and reputation.

***There is nothing else like it - not even close!***

- Certification is based on the OEM-specified requirements necessary to properly repair current model vehicles.
- The program is open to all shops that can meet the requirements (independents may require dealer sponsorship for select manufacturers).

## How a Shop Becomes Certified by Alfa Romeo



### 6 Easy Steps: Our Turnkey Approach to Becoming Certified



#### 1. Enrollment

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



#### 2. Business Information

Enter required business details to access use of available marketing tools.



#### 3. Business Capability Assessment

Evaluate shop's capabilities against the list of certification requirements and standards in order to receive your business improvement plan.



#### 4. Score & Evaluation

Review and examine any potential deficiencies in becoming Certified.



#### 5. On-Site Inspection-Audit

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



#### 6. Marketing & Promotion

Access available marketing tools to maximize your ROI and overall business value.

## What are the Benefits?

### Shop Locators

Listing on multiple on-line OEM shop locators, linked directly from the OEMs websites and connecting consumers to your micro-site.



### Press Releases

Have your recent Certified status distributed to local media outlets to announce your business as the advanced-capable body shop in your community.



### Consumer Awareness

Alfa Romeo promotes Certified Collision Repair Providers to vehicle owners.



### RepairDOC Procedure Usage & Compliance

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



### Business Improvement Program (BIP)

An exclusive program designed to assist body shops in earning a "5 Star Status" by achieving top performance metrics in the business disciplines that matter most.



### dataManager

Safeguard your data and monitor your business performance with KPI reporting and benchmarking.



### Repair Procedures

Subscription to the Repair Procedures.

### Official Signage & Branding

Utilize Alfa Romeo approved signs, badges and logos in all marketing material and messaging to market your ability to repair advanced vehicle systems.



## FAQ - Additional Questions

### How do you get your independent body shop sponsored when necessary?

For some OEMs, independent body shops must have an official dealer sponsorship to become officially Certified. Collision Performance Network works with your wholesale parts retailer to coordinate the entire sponsorship process and ensure each step is efficient and painless. You can also go direct and ask your Wholesale Parts Manager to sponsor you. Collision Performance Network will ensure your retailer has all of the on-line access and information to sponsor your shop.

### Is there support if I have questions or need assistance?

Yes. Collision Performance Network will assign you an Account Manager. They can be reached at 949.221.0010.

### Can anyone get Certified if they pay a fee?

No, only body shops that have the right tools, equipment, training and facilities to properly repair a vehicle to manufacturer specifications can become Certified. For shops who do not qualify, Assured Performance has developed an exclusive Business Improvement Program to assist shops in becoming Certified over time.

# What it means to be Collision Performance Network Certified

## 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



## Benefits of enrolling with Collision Performance Network

### 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 a Collision Performance Network 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 websites, estimates, marketing brochures and more.

## Collision Operation Repair Essentials (C.O.R.E.) Requirements

### General business requirements

- In business for a minimum of (5) years or verifiable credit rating and service history
- Have current Garage Keepers liability insurance with a minimum of \$1 Million policy limit
- No felony convictions by ownership or management
- A preferred rental car provider or complimentary customer transportation
- Customer Satisfaction Rating (CSI) service that is measured by a third-party service provider
- A Limited Lifetime Warranty on completed repairs
- Current data subscription for three-dimensional measuring system
- A current subscription or use-access to OEM repair procedures for all applicable year, make, model vehicles to be repaired
- 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
- A data-driven estimating system with Collision Performance Network dataMANAGER connected for reporting
- A pre-delivery cleaning process for all vehicle interiors and exteriors
- An adequately maintained customer parking area that is well-lit
- A clean & well-maintained customer reception, waiting and estimating area with convenient customer restrooms
- Adequately illuminated work areas for repairing, refinishing and detailing vehicles including inside of spraybooth
- A data privacy policy, available to your customers, that outlines

the protections provided for their personally identifiable information (PII)

### Technical training requirements

- 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
- Proof of Steel GMA (MIG/MAG) Welding Certification from a recognized industry source, current (not expired) Certificate
- Proof of Training or Certification in Silicon Bronze MIG Brazing from recognized industry source, current (not expired) Certificate
- Certificate of EPA Section 609 compliance for refrigerant recovery
- Proof of training to operate the three-dimensional measuring equipment being utilized
- Proof of product training from the OEM approved paint manufacturer being utilized
- Provide proof of training on ADAS (Advanced Driver Assistance System) to demonstrate a general understanding of the purpose, operation, repair considerations, and parts
- 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)
- An electronic 3D measuring system for structural diagnostics, correction, and documentation

# Collision Operation Repair Essentials (C.O.R.E.) Requirements

- A frame rack or bench system capable of producing body and structural pulls
- 4 Point vehicle anchoring or fixturing capability for cars and light trucks
- 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
- 220v (208-240) GMAW MIG/MAG Welder for Steel with 180 Amp or greater output
- 220v (208-240) Silicon Bronze GMAW for MIG Brazing Pulse capable MIG w/ Synergic Adjustment & non-pulse setting with 200 Amp output capability
- R134a and R1234yf refrigerant recovery/recycling system or proof of qualified sublet A/C service provider
- Above ground lift with a lift capability of at least 7000 lbs
- Capability to perform and verify four-wheel alignment either in-house or through a sublet provider
- 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) 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)

- OEM approved refinishing system (paint mix room)
- A spray enclosure (paint booth) with forced drying capabilities
- 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

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

## Specialized OEM Requirements

### 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)

- A work separation system that isolates aluminum vehicles from vehicles undergoing steel repairs – separation can be a separate room or curtain system
- 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
- 220v (208-240) GMAW MIG Welder for Aluminum – Pulse capable MIG w/Synergic Adjustment
- A dent extraction system specifically designed for aluminum that contains an aluminum stud welder, heat gun, pyrometer, aluminum hammers, and dent extraction system
- An Immersion-Type, Wet Mix dust extraction system or pneumatic (air operated) vacuum system dedicated to aluminum dust
- Self-Piercing Rivet gun with mandrel that meets manufacturer requirements
- 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

### Alfa Romeo – All FCA Requirements plus:

- AMI Required Courses
  - Listening Skills (Alfa Romeo only)
  - Essential Telephone Skills (Alfa Romeo only)
- Platinum™ ProLevel 3 must be achieved by at least one (1) technician in each of the following collision repair roles:
  - Estimator
  - Non-Structural Technician
  - Steel Structural Technician
  - Refinish Technician

### FCA Requirements

- FCA Required Courses
  - FCA wiTECH Scan Tool Fundamentals\* (need proof of enrollment)
  - FCA wiTECH ECU Flashing\* (need proof of enrollment)
  - FCA Driver Assistance Systems for Chrysler, Dodge, Jeep, RAM, Alfa Romeo and FIAT Vehicles (need proof of enrollment)
  - FCA Marketing Your Certification

\*prerequisite for FCA Driver Assistance systems for Chrysler, Dodge, Jeep, RAM, Alfa Romeo and FIAT Vehicles.

### FCA Recommended Courses

- FCA Diagnostic Data Recording with wiTECH (“Flight Recording”)
- FCA Creating a Compelling Message when Marketing your Certification
- Jeep Grand Cherokee WP

\*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 [go.oconnection.com/collision-performance-network](http://go.oconnection.com/collision-performance-network) or with the auto manufacturer of record and are subject to change at any time. Collision Performance Network does not set prices, offer concessions or raise or lower prices charged for collision repair services in any manner.



Enroll Today! Call 949.221.0010 or visit  
[go.oconnection.com/collision-performance-network](http://go.oconnection.com/collision-performance-network)

