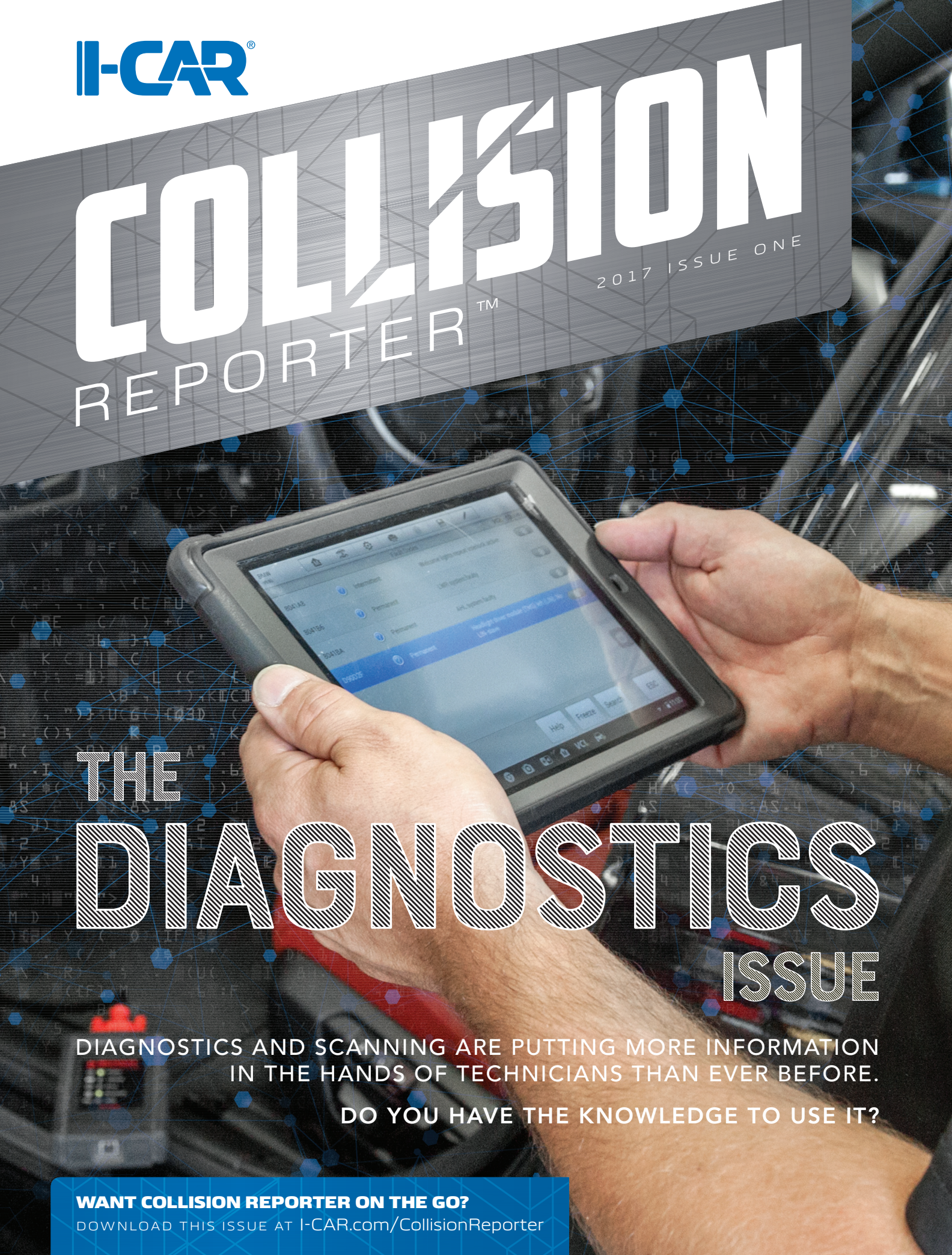
I-CAR®

COLLISION REPORTER™

2017 ISSUE ONE



THE DIAGNOSTICS ISSUE

DIAGNOSTICS AND SCANNING ARE PUTTING MORE INFORMATION IN THE HANDS OF TECHNICIANS THAN EVER BEFORE.

DO YOU HAVE THE KNOWLEDGE TO USE IT?

WANT COLLISION REPORTER ON THE GO?
DOWNLOAD THIS ISSUE AT I-CAR.com/CollisionReporter

INTRODUCING COLLISION REPORTER

HELPING YOU NAVIGATE THE RAPID CHANGES IMPACTING THE COLLISION REPAIR INDUSTRY AND YOUR BUSINESS



Letter from John Van Alstyne

I-CAR® CEO & President

Welcome to the inaugural issue of *Collision Reporter,* I-CAR's new quarterly publication to help you navigate the rapid changes happening in our industry today.

Within these pages you'll find valuable information that will help you gain better insight into the opportunities and challenges facing the collision repair industry. You'll also learn how others in the industry are leveraging education and knowledge to drive their businesses successfully into the future. And lastly, we hope to keep you abreast of what I-CAR is doing to equip the collision repair industry with the technical training, information and related services that contribute to complete, safe and quality repairs, and that also continues to optimize business performance, reduce risk, provide career development pathways, and advance industry professionalism.

There's no question our industry is at a crossroads. Upwards of 75 new vehicle models are introduced to the marketplace every year, each with an increasing level of technical change; vehicle architecture, construction methods, materials, components and systems. In other words, the Technical Tsunami is here, and every part of the collision repair ecosystem is seeing and will continue to see the impact. This surge in technical advancement isn't slowing down. In fact **over the next 10 years, we can expect to see more complexity, not less.**

New, lightweight materials requiring special repair techniques and electronics demanding not-before-required electrical and diagnostics know-how and skills are adding to an already complex environment. At the same time, global standards and trends are affecting the U.S. market more and more every day. With these rapid developments, however, comes great opportunity. Those in the industry who recognize the business opportunity and invest in their shop's education, infrastructure and equipment to meet the challenges will be the ones who succeed.

As you may be experiencing firsthand, **our industry has already been facing a skills gap.** In fact, research shows that an overwhelming percentage of the collision repair industry is not adequately trained to respond to these new trends. I-CAR is playing a pivotal role in helping to bridge this gap. Created by the industry for the benefit of the industry, we take our role seriously as the principal technical training, information and related services provider for our industry. **Our DNA is centered on doing repairs right.**

A few of our newest offerings reflect I-CAR's dedication to delivering relevant and accessible solutions to close the skills gap and prepare our industry to repair vehicles correctly, and thrive while doing so:

- Augmenting the requirements of the I-CAR Professional Development Program™, which serves as the required knowledge framework for our Platinum™ (technician) and Gold Class®



> The Technical Tsunami™ is here, and every part of the collision repair ecosystem is seeing and will continue to see the impact.
>
> John Van Alstyne
> *I-CAR CEO & President*

(shop) recognition programs; we have launched new courses that are essential to proper repair of today's latest vehicle technology. These include:

- **Hands-On Skills Development**™ courses such as MIG Brazing, Rivet Bonding, Plastic Repair and Squeeze-Type Resistance Spot Welding which address OEM specific repair needs.
- Our **Vehicle and Technology Specific Training**™ series launched in 2016 which offers vehicle specific and technology specific training; critical information to the execution of proper repairs as repairs have become vehicle and technology specific. We currently have over 35 courses available and more coming each year moving forward.

- Our website now features deep technical knowledge and support, we call this our **Repairability Technical Support Portal;** you'll find repair critical information, OEM information and links to OEM sites, and helpful reference and research tools such as the industry's first OEM Calibration Requirements Database and Search Tool.
- Industry forums (we call these **Repair Summits**) designed to facilitate important discussions between OEMs, repairers, insurers and suppliers about specific repairability issues in an effort to find common solutions and define relevant supporting actions that can be taken across the industry.

Know that we also staff a large team of instructors, now numbering over 400 across the U.S., plus we have an army of volunteers—more than 1,600—who are working to support our industry every day in local communities. Most of these instructors and volunteers have full-time jobs and families, yet still share their time and passion to help our industry achieve the latest and required level of training, for the benefit of our industry, and for the ultimate benefit of the consumer.

Even with these strong programs in place, **we know there's more to be done.** That's why *Collision Reporter* was born. We hope you use the publication to arm yourself with better awareness of the changes affecting the industry and find out what you can do to respond to those changes. We hope it also gives you a clear picture of how I-CAR is working to support you today and into the future.



John Van Alstyne
I-CAR CEO & President

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MAKING AN IMPACT

Diagnostics.

That very word can conjure up a full spectrum of reactions and emotions.

No need to duck and cover; we've got your back.

In fact, you'll find plenty of ways to begin or step-up your diagnostics game and more in this inaugural issue of *Collision Reporter*, a new quarterly magazine powered by I-CAR. Page by page, we're serving up everything you need to simplify your work in this dynamic, rapidly changing world of collision repair.

From quick, proven tips for driving referrals to-the-bay (page 17) to timely solutions for bridging the skills gap between the classroom and the shop floor (page 16), *Collision Reporter* is committed to steering you forward with expert advice.

In this issue, we also offer exclusive insights from the top thought leaders in our industry such as Aaron Schulenburg, executive director of the Society of Collision Repair Specialists. Amid this transformative time in the diagnostics conversation, Aaron shares "what keeps him up at night" and why a cultural shift is needed to jointly approach any advancements (page 6).

Then, in a unique, "virtual roundtable," we toss out the most pressing diagnostics questions of the day to Jake Rodenroth of Collision Diagnostic Services, Gerry Poirier of Farmers Insurance and Mike Anderson of Collision Advice Consulting, and glean three very different perspectives – the sum total forming a one-of-a-kind, 30,000 ft. view of the issue. The article, and a URL to the recorded Skype interviews featuring more Q&A, can be found on pages 10-13.

The first time you try anything new is always an adventure. The same is true for this new magazine; a full-throttle effort that has been months in the making. Designed especially for you and your specific collision repair industry needs, we hope you like what you find and share a link, or hard copy, with others. I'd also personally appreciate learning what stories, topics, issues, and industry experts we should consider featuring in future issues, as I-CAR is committed to making an impact.

Thanks for coming along for the ride,



Nick Notte
I-CAR Director, Business Development



National Scheduling

Transforming the Training Experience

If training is the answer to the industry's Technical Tsunami, then creating a stronger, more robust learning experience is a critical step in this solution.

National Scheduling is designed to do this and more, by providing the best possible live training course experience for everyone, explained Nick Notte, I-CAR Director, Business Development.

"Ongoing training and education are truly game-changers in moving shops from surviving to thriving in today's collision repair market," he said. "National Scheduling reflects a significant commitment to a fresh, relevant approach to recalibrating how training is delivered across the industry. It's about enhancing the quality of the overall training experience, from how courses are scheduled to the actual learning environment, ultimately benefitting students, instructors and shops."

One of the most visible changes students will notice is the actual classroom. Gone are the days of makeshift "classrooms" ranging from a restaurant's banquet room to a crowded office within a body shop.

With National Scheduling, students will take courses at one of more than 250 I-CAR-branded training locations across the country. The locations are home to established career and technical schools, and offer consistent, convenient destinations selected for their capacity to provide optimal learning environments.

> *"National Scheduling reflects a significant commitment to a fresh, relevant approach to recalibrating how training is delivered across the industry."*
>
> *Nick Notte,*
> *I-CAR Director,*
> *Business Development*

National Scheduling also takes the guesswork out of changing locations with course scheduling that offers a longer-view of course options, dates, times and locations.

"It's a win-win for everyone," said Notte. Instructors will have the resources, room, and storage for a richer training experience. Students reap the benefit of enhanced learning through delivery and environment. Shop owners can manage scheduling easily and more effectively, allowing them to plan technician training during seasonal downtimes, and/or around other staffing pressures."

Recently piloted in the Northwest region, National Scheduling will continue its 2017 roll-out, allowing ample time for each region to become familiar with the new training locations closest to their shops, as well as to plan and register for upcoming courses.

The new initiative has been in the making for many months, precipitated by a deep-dive assessment of I-CAR's training offerings model.

"We looked at everything from spikes in class cancellations to several courses being offered with only three students, and resolved to create a new model of learning delivery that would not only remove some of the barriers to training, but take the entire training experience to the next level," said Notte. "When 46% of live classes have less than three students, that definitely impacts the student/instructor experience. National Scheduling is a crucial step in a consistent delivery of courses that benefit all."

Added Bill Stage, I-CAR Director, Education Segment Development, "We're building the foundation for National Scheduling community by community, to make training available to as many technicians as possible."

Stage said he believes the new initiative also benefits the industry, with more consistency in repairs, industry-wide.

"This is a dynamic time in the industry, ripe for a new model of delivery in learning excellence," he said.

PUT ADVANCES INTO PRACTICE

with Collision Reporter



Aaron Schulenburg

Executive Director, Society of Collision Repair Specialists (SCRS)

New and emerging technologies are going to continue to challenge collision repair professionals in the near future. Take diagnostics, for instance. The reality is that diagnostics have been a critical part of the repair process since the 1990s, but are only now coming to the forefront of conversation in the collision repair industry. We need to lessen the lag time it takes for us as an industry to identify and adhere to the requirements vehicle technology shifts place on our industry. The good news is that we're doing it, but it's taking a joint effort among associations, manufacturers and organizations like I-CAR.

A great deal of shop owners and professionals are trying to catch up—from a technological standpoint—to the requirements of today's vehicles. So many are buried in their businesses and feel they don't have the time or resources to invest in staying on top of the latest advances. As an association leader, not being able to reach the folks that need the information and assistance the most is what keeps me up at night. The greatest challenge for associations is finding, or developing, mechanisms to reach outside of our own network and get in front of repair facilities to ensure that the full industry has an understanding and a plan to adapt as vehicle architecture and technology advance in ways that directly impact our ability to perform quality repairs.

In the past, businesses that operated as general practitioners were common. But today's vehicles and, certainly, tomorrow's vehicles have an increasing degree of complexity, and often require even more specialized skillsets from our technicians. With a growing list of highly advanced materials used to construct a vehicle's interior and exterior, and up to 1,000 potential Diagnostic Trouble Codes that could impact critical systems on well-equipped vehicles today, our industry is going to rely on accessibility of information, a clear understanding of necessary tools and equipment (which are often make and/or model specific) and a more advanced workforce that is willing and able to continually learn and refine more specialized skillsets. Properly diagnosing the problem, finding the solutions and then performing the necessary calibrations to restore functionality are essential today and are only going to become more complicated in the future. It's important to recognize that while vehicle functionality impacts performance and comfort, it



also impacts safety. Aside from the restoration of functionality, there are true liability concerns when it comes to best-in-class repairs, now more than ever.

For many shop owners and practitioners, making this commitment to looking to the future means making a cultural shift into a business that is dedicated to keeping pace with advancements, which requires an ongoing investment and allocation of resources. That's the first challenge. The second challenge is finding the resources and access to information that can keep your business abreast of the operational requirements of the repair.

Over the years, I-CAR has been instrumental in responding with the tools necessary to help connect technicians with that information. I-CAR's Repairability Technical Support (RTS) initiative is an excellent example, and was born directly out of responsiveness to industry needs. It provides the industry with an access point to technical knowledge required to perform complete, safe and quality repairs. The newly released OEM Calibration Search feature is another example of where I-CAR has placed priority on developing informational access that speaks to pressing industry challenges.

I-CAR's new *Collision Reporter* is a great extension of this type of work as well. It's bringing critical information to shops and practitioners in a way that can help them best tackle these newly developing challenges. I-CAR is among the best in the industry at providing this type of information. I hope shop owners and practitioners embrace the publication and use it to help them perform safer, more thorough repairs as well as substantiate the need for proper repairs.

Advocacy and information from groups like SCRS are important and vital to a healthy industry; and coupled with organizations like I-CAR focused on getting technical training and information into the hands of every technician, makes a really well-rounded group of resources for the collision repair market. When put to use, collision repair businesses should be well poised to tackle the highly sophisticated vehicles on America's roadways.

I-CAR IS A SUPPORTER OF

SCRS
REPAIRER DRIVEN



AN INDUSTRY FIRST

NEW OEM CALIBRATION PORTAL SERVES UP EFFICIENCY, ACCURACY FOR ADAS

As Advanced Driver Assistance Systems (ADAS) continue to populate today's new vehicles, collision repair professionals have been looking for an easier way to navigate the calibration requirements inherent in these increasingly complex systems.

Now, a groundbreaking information resource is providing the industry's first-ever solution.

I-CAR's OEM Calibration Requirements Search feature, available online through the I-CAR Repairability Technical Support (RTS) Portal, offers a vehicle-by-vehicle guide to ADAS calibration requirements for every 2016 make and model sold in the U.S.

Unveiled at SEMA in November 2016, the new information search feature describes calibration requirements for vehicles equipped with everything from adaptive cruise control to 360-degree cameras to lane departure warnings and more.

"It's definitely filling a void," said Jason Bartanen, I-CAR Director, Industry Technical Relations. "It's a huge time saver, especially during damage analysis/blueprinting when an estimator or auto physical damage appraiser can literally hop onto the RTS Portal and find what they need in seconds."

"An estimator/APDA could spend hours researching OEM information to determine if calibration/aiming is required following part replacement, or simple remove and install procedures," explained Bartanen. "They won't have to do that with this tool. In a matter of seconds, they'll be able to see which, if any, cameras/sensors require calibration and begin to develop their repair plan more effectively."

The search feature can also identify which parts and systems will set DTCs, illuminate MILs, require scan tools or other special equipment, and when calibrations are required.

Creating the new search feature was a labor of love, he said, reflecting months of data mining and consolidation with the end goal of saving collision repair technicians' valuable cycle time.



TOP OF MIND

Diagnostic Positioning Statements Gain Traction as Sought-After Resource

Editor's Note: What's on the minds of collision repair experts? 'Ask RTS' serves up an inside look at the timely and relevant questions, issues and topics creating a buzz within shops industry-wide.

In recent months, several OEMs have released positioning statements on diagnostics scanning, with more manufacturers following suit. As these statements have come to the forefront, so too has interest from throughout the field.

In fact, queries related to diagnostic positioning statements now account for approximately one of every 10 questions directed to the "Ask I-CAR" page of I-CAR's Repairability Technical Support (RTS) portal, an online resource designed to share the most common inquiries I-CAR's technical support team receives (rts.i-car.com/ask-i-car).

While sectioning guidelines dominate the bulk of the support team's queries, questions related to diagnostics – from when and how to navigate pre-and post-scans to which scanning tools to use – are on the rise, explained Jason Bartanen, I-CAR Director, Industry Technical Relations.

"The growing volume of questions on diagnostics, literally on a daily basis, truly mirrors the rapid surge in industry interest and conversation on this topic," said Bartanen.

With approximately 350 questions directed to Ask I-CAR each month, Bartanen said he is definitely noticing an uptick in overall diagnostics queries, as well as those related to specific vehicle manufacturers, makes and models.

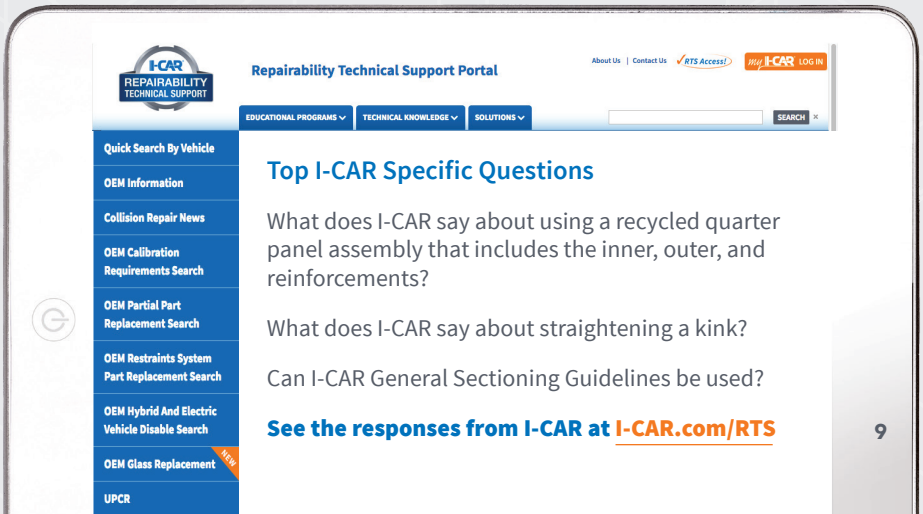
"As the diagnostics conversation continues to deepen and expand, we want to be there, on your side, every step of the way to bring about our goal of complete, safe, quality repairs," he said. "Ask RTS is one of the many tools in place to be that conduit to the front lines of collision repair."

"We've spent thousands of hours developing this tool, so estimators and APDAs don't have to do this research," he said. "Anything we can do to make their lives easier, by improving the efficiency and accuracy of damage assessments/estimates, we want to do."

As the tool continues to gain traction among RTS Portal subscribers, Bartanen's team is already looking ahead to enhancing it.

"We're drilling down and prioritizing feedback," he said. "If we're adding value and helping the industry in ways that enhance complete, safe and quality repairs, we're all for it."

Access the OEM Calibrations Requirements Search for yourself at ***I-CAR.com/RTS.***



DRIVING THE CONVERSATION

I-CAR continues to lead and drive the conversation on industy-wide topics, concerns, needs, solutions and advancements, including diagnostics.



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National APD Strategy Manager, ASE, I-CAR Platinum ProLevel® 3

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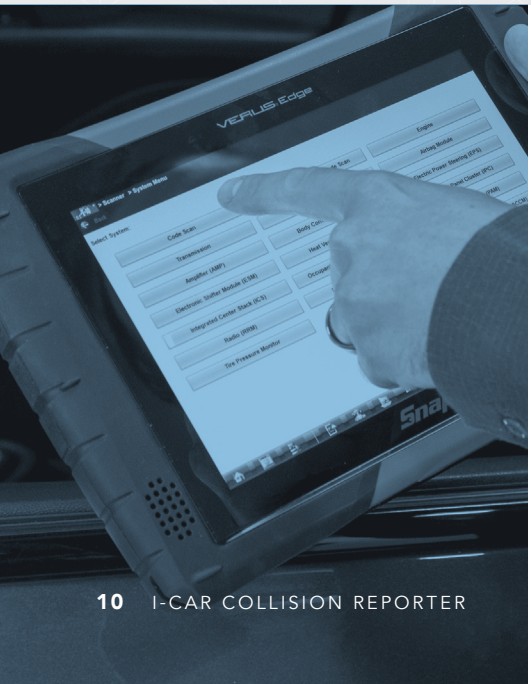


PANEL DISCUSSION

If there's one issue that's being bantered about at virtually every shop in the country, it's diagnostics.

In fact, diagnostics is considered to be one of the most pressing issues industry-wide, and gaining deeper traction with each passing day. I-CAR convened three of the most respected leaders in the collision repair industry to bring their knowledge and unique perspectives to *Collision Reporter* readers.

The following represents an edited highlight of our one-on-one Skype interviews; full recordings and transcripts can be found at *I-CAR.com/CollisionReporter,* along with their bios.

Never before has the industry buzz about diagnostics been louder. What's been the tipping point to accelerate the conversation?



I believe that having a panel discussion at NACE this past July [2016] where I facilitated a panel discussion with six OEM manufacturers and two insurers… I believe that really brought the topic of scanning to the forefront...with a very open dialogue, to debunk a lot of the myths. I think this was very helpful and it's been great that that video was posted on YouTube with over 22,000 views, so I think that coupled with the fact that the OEM manufacturers have released a lot of position statements stating the importance of this, I think has really brought this [diagnostics issue] to the forefront of the industry.



The tipping point came right around April, 2016 when the OEM position statements came out, and were followed by [more position statements] in June-July (2016). This is something new for the collision side; [the] mechanical side has been doing it for a long time. The biggest part are the visual indicators for determining whether the systems are damaged or not. In the past, visual indicators such as an airbag lamp or an ABS lamp came on. Now with multiple systems involved in the vehicle, you don't have all those lights anymore so the only way to properly find out is through scanning the vehicle.



I think there are changes on multiple fronts. I think our customers are changing; you're getting more millennials coming into the marketplace, and that generation is not intimidated by technology. In fact, they welcome it, so I think you're seeing a lot more consumer-facing electronics than we have ever before. The fuel economy and CAFE standards play another role: they're trying to make the engine systems and control systems as fuel efficient as possible and they're using technology to do so. There are lots of things changing not just on the diagnostics front but also on the metals side and the substrates that the vehicles are made of. So I think that this is only the beginning and that there's going to be a lot more heading towards us.

On a scale of 0 to 10, with 10 being the highest, rank the importance of pre- and post scanning.



I would say a 10++++.



Every situation is unique and the answer to this question will depend on the individual circumstance surrounding the collision of the vehicle. The answer could be a 10, really high on the scale, if you have a severe enough collision and there are a lot of safety systems involved or other systems that you may not have a visual indicator to signal there's an issue with the system. Or, it could be very little in the case of a scratch on the fender or a scratch on the hood where there would possibly be no reason to do a scan on the vehicle.



As a diagnostics guy, I would say it's probably an 11. I think that it's critical. When you're repair planning vehicles, whether you're measuring vehicles, scanning vehicles, or performing alignments, finding out the issues sooner rather than later always benefits the shop and the insurer in the long-run, so removing the variables in the repair plan is key.

PANEL DISCUSSION CONTINUED >

It's easy for repair shops to be overwhelmed with so many changes and recommendations related to diagnostics, and literally become paralyzed in not knowing where to turn/what to do first. Any quick tips or thoughts?



The first thing I would encourage you to do is [explore I-CAR's] resources on their website to educate collision repairers as to what needs to be done. Secondly, [check out] the OEM repair information; you learn how to navigate their OEM systems like Toyota, Chrysler, GM or Audi's OEM repair information. If you spend time to do the research, they [OEMs] absolutely have the information in the OEM repair procedures as to how to do these procedures. I would encourage shops to go to www.oemonestop.com. All of the OEMs have their position statements stating where their vehicles must be scanned before and after. In regards to the calibration processes that are required, reinitializations like on the pinch protection on a window or things of that nature, that's going to vary because the OEM information is not standardized. Meaning, where Audi places that [specification] in their OEM information may be different than Toyota, but again that's where if you can't find something, I-CAR has a great resource called "Ask I-CAR" on its website, that allows you to send a question in and the I-CAR team will get back to you in a timely manner. So better to be safe than sorry; reach out to I-CAR if you're unsure.



Some of the technologies may be new [and] might help the repair shops to approach these repairs. Once again, if they have to research data to find out what the possibilities are within [a] specific vehicle that would be the first step. Similar to sectioning a frame rail or any other major repair, research it, blueprint the vehicle out first, [and] determine what needs to be done to bring it back to pre-loss condition and then proceed from there.



Absolutely. You'll never memorize it all, you'll never be able to keep it all in your head and that's something as repairers we have to remember. I think I could walk into any body shop in the United States and say, "Here's a collision-damaged vehicle. What are the repair operations that need to happen on that car?" Most of the professionals that we encounter would say; "It needs a quarter panel and a rear-body panel and a trunk lid and a bumper cover." Great. Go research each one of those procedures and you'll find the diagnostics steps along the way.

What's the single most important message you want the industry to embrace right now about diagnostics?



I think right now a lot of the concern is from the insurer's standpoint and that's not meant [to be] mean-spirited it's just stating factually that there's a big concern about severity rising and the increase in severity. They have to pay to scan every car; what [will that] do to severity? As an industry, we have to ask ourselves, "What is the price of one life?" If we save someone's life by doing a safe and proper repair, you can't put a value on that. Number two; yes, you may spend 'x' amount of dollars to scan a vehicle, but if it keeps that vehicle from being in an accident then we've saved some money. And lastly I think that shops really need to understand again the huge difference in OEM scan tools versus after-market. Again, I have nothing against after-market companies. There's some very fine equipment made that works really well on the mechanical service side but when it comes to collision, we really need to make sure we're using the right tool that was designed by engineers for that specific vehicle. I would say we don't know what we don't know; some of the recalibrations don't require a scan tool…like one domestic vehicle says that if you have a bumper and it has a blind spot monitor located in it, you must drive the vehicle in a straight line

above 17 miles an hour for at least two miles. So in some cases these recalibrations may not require a scan tool but there's still things that need to be done. My top things would be: number one, make sure you research OEM repair procedures, number two, utilize OEM scan tools. At the end of the day while I understand severity is a concern, we need to understand that when a consumer comes to us, they're saying, "I trust you to put my vehicle back in a safe manner so my family will be safe," and what's the price of a life?



I think the industry as a whole has to be patient. There's a lot of folks working on this within the industry to develop procedures surrounding it. I would take us back a little bit to the unibody vehicle. When that came out, there were a lot of issues surrounding the repairability of that vehicle. However our great collision industry figured that out with new tooling, new procedures, new processes…to bring those cars back to pre-loss condition, and those are the cars we drive every day today so I think scanning will be the same way.



That it's here to stay. The sooner you develop an SOP or process within your repair center, the more successful with it you'll be. It will become a real pain point if it's something you choose to ignore or if you choose to act on it reactively. There are no silver bullets out there as far as tools go – that you can just point at the problem and expect it to repair itself. We really have to put our nose in the repair manuals, select the best solution for our business, make sure that we're performing safe and proper repairs.



MORE DIAGNOSTICS Q&A!

Visit I-CAR.com/CollisionReporter to view more questions and answers with our panel, as well as their bios.

WANT TO LEARN MORE?

I-CAR offers new courses designed to prepare technicians to gain a deeper knowledge and familiarity with diagnostics and scan tools.

ONE-HOUR ONLINE COURSES:

- Introduction to Diagnostics and Scan Tools (VT210E01)
- Vehicle Technology and Trends 2017 (VT017E01)
- Calibration of Front Facing Cameras and Front Radars (VT200E01)

FOUR-HOUR LIVE COURSE:

- Vehicle Trends and Diagnostics Overview (VT117L01)

For more information visit ***I-CAR.com.***



MIG BRAZING AND RIVET BONDING

HANDS-ON SKILLS DEVELOPMENT

The use of mixed materials grows with each new vehicle model year; high-strength steel, aluminum, carbon fiber, magnesium and more. Materials such as these introduce repair complexity, and the need for different repair techniques from those that technicians are most accustomed. In fact, OEMs are more frequently including the use of MIG brazing and rivet bonding in their repair procedures.

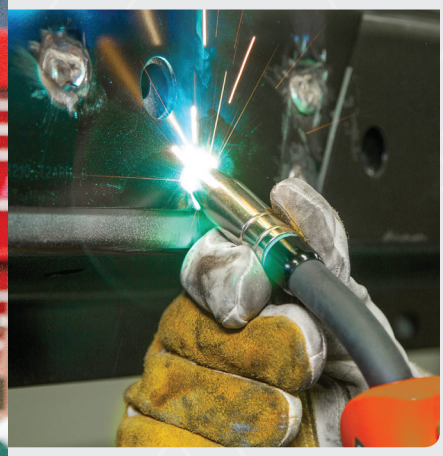
The irony is that there are very few practical ways for collision repair shops to train their technicians in these new techniques. Until now.

I-CAR's Hands-On Skills Development Program was designed to prepare technicians when it comes to techniques like MIG brazing and rivet bonding.

"When we developed these courses for MIG brazing and rivet bonding, we didn't see any others out there yet," says Adam Schutz, I-CAR Product Manager. "Still, more and more vehicle repairs now require these joining methods. We have many more hands-on courses planned and some are actively in development right now."

The value of I-CAR's program is that it is hands-on and in-shop, giving technicians the chance to learn in the context of the shop environment on the same equipment they actually use to repair vehicles, while collaborating with their peers as a team.







About MIG Brazing Hands-On Skill Development

As HSS/UHSS vehicles grow in popularity, collision repair technicians and shops need to be prepared in proper MIG brazing techniques. This course features an In-Shop Capability & Readiness Assessment along with hands-on practice and coaching. Participants get personal coaching and lots of practice to develop skills that produce quality, repeatable MIG brazing repairs.

About Rivet Bonding Hands-On Skill Development

Rivet bonding is most notable in its extensive use in the 2015 and later Ford F-150 models. Properly performing rivet bonding procedures requires the correct installation of various types of rivets and a well-planned, organized approach to ensure the rivets will be installed before the adhesive sets. This course includes in-shop instruction and hands-on practice, giving participants the opportunity to assemble a rivet-bonded prop kit to demonstrate their competence.

*For more information about these courses and I-CAR's two new courses, **Plastic Repair and Squeeze-Type Resistance Spot Welding**, visit I-CAR's Hands-On Skills Development web page,* ***I-CAR.com/HandsOn.***

MATERIAL TYPE BY REPAIR FREQUENCY

Material	Percent of Shops Performing at Least One Repair Per Week*
Advanced High-Strength Steels	94%
Aluminum	58%

**Averaged results from 2016 I-CAR customer surveys.*

A large percentage of shops are consistently repairing vehicles with mixed materials that may require a joining method other than traditional welding.

Why Hire a Recent Graduate with PLATINUM?

With the technician and skills gap in the auto repair industry widening every year, a focus on education and training is more important than ever.

Not all technicians are trained to today's standards.

137,000 Technicians

19,646 Platinum Trained

Trained Technician Shortage:
117,354

That's why, in 2010, I-CAR launched a comprehensive training framework, the Professional Development Program (PDP). It has quickly become the industry standard for collision repair training. Career and technical schools that partner with I-CAR to offer its PDP Education Edition (PDP-EE) play a major role in supplying the industry with well-trained, knowledgeable and highly employable entry-level collision repair professionals to bridge the skills gap.

"Nearly 60 percent of career and technical schools in the U.S. now offer the PDP-EE curriculum," says Bill Stage, I-CAR Director, Education Segment Development. "Students who complete the program graduate with a Platinum™ designation, which gives collision repair businesses an easy way to identify well-trained job candidates."

HOW STUDENTS ACHIEVE PLATINUM

In the PDP-EE, students spend 30 percent of their time in the classroom and 70 percent in the shop applying their knowledge. The PDP-EE curriculum package consists of three areas of concentration designed to give career and technical school students a solid base of collision repair training:

- **Intro to Collision Repair Series:** Topics include personal safety, parts terminology, repair terms, mechanical systems, and tools and equipment.
- **Non-Structural Technician – ProLevel 1:** Topics include bolted-on part replacement, movable glass, plastic and composite repair, and advanced high-strength steel overview.
- **Refinish Technician – ProLevel 1:** Topics include refinish safety, corrosion protection, trim and hardware, detailing, and hazardous waste storage and disposal.

Students that receive a passing grade and successfully complete the end-of-course exams are then awarded the I-CAR Platinum professional designation.

WHY PLATINUM IS IMPORTANT

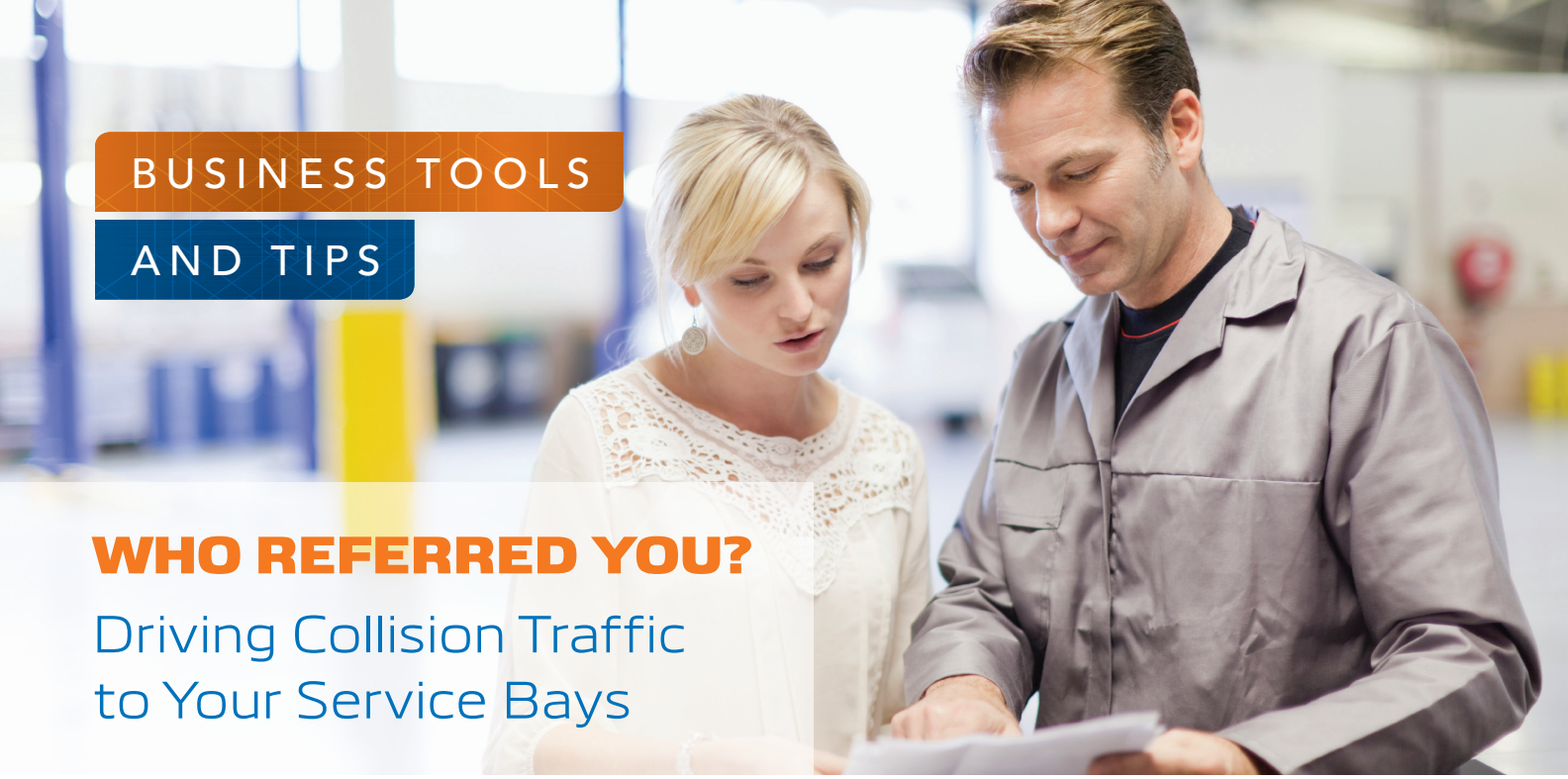
"When hiring, it can be difficult to identify individuals who have the right set of skills. When you see a recent graduate has achieved Platinum ProLevel 1 recognition status, you can rest assured that the individual has received the very same training that employed professionals receive," says Stage.

"It bridges the gap between the classroom and the shop floor," he adds. "Those with Platinum designation also have access to I-CAR technical information and support, which helps them stay ahead of today's rapid-fire changes in vehicle technology and empowers them for future success in the workplace."

More than 6,000 collision repair businesses nationwide hire I-CAR Platinum professionals. To find out more about how hiring Platinum designated professionals can benefit your business, visit *I-CAR.com/Platinum.*







WHO REFERRED YOU?

Driving Collision Traffic to Your Service Bays

Customer service is important to any business, and collision repair businesses are certainly no exception. Provide exceptional customer service and you'll not only gain repeat customers, but new customers as well. That's because now—more than ever—referrals are among the top reasons vehicle owners will take a chance on a new repair shop.

Recent I-CAR research reveals the top factor in choosing a collision repair center is a trustworthy reputation. That aspect outweighs price, convenience, speed and all other important factors. But, if the customer doesn't have experience with the shop firsthand, how is trust built? Primarily, it's from talking to friends or relatives. In fact, more than three out of every five people trust the opinion of friends and relatives more than insurance provider recommendations, ads or any other information when it comes to choosing where to take their vehicle for collision repairs.

THREE WAYS TO GAIN GREAT REFERRALS

"The shortest path for great referrals is paved by leaving a good impression on current customers. This includes going above and beyond simply making a complete, safe and quality repair and, quite simply, putting the interest of the customer first," says Stacey Wesselink, I-CAR Marketing Department Manager. Here are three simple ways to put this into practice:

1. Proactive "Diagnostics"

With technicians and repair methods such as blueprinting, 3D measuring, and the new scanning techniques and technologies discussed in this issue of *Collision Reporter*, you can be proactive and find problems that may affect the car's safety and reliability. You can use this information to do good repair planning and leverage it further through the following steps.

2. Consistent Communication

Customers crave connections. They want to be kept informed on the repair process, use a center that's easy and convenient, and has a friendly staff. Communicating early and often throughout the repair process can help strengthen your performance in these areas.

3. Commitment to Training and Certification

I-CAR's research shows that once customers learned that not all shops receive ongoing repair training, finding a shop with well-trained technicians became an important measurement of excellence among the repair centers customers considered and ultimately factored into the decision making process. Visible and frequent promotion of a shop's commitment to training and other certifications lets potential customers know you take their repairs and safety seriously.

Focus on these areas and see for yourself: Are your customers so happy that they're spreading the word? In our next issue, we'll get social and talk about the sites and apps to use that will get people talking about your shop, which can help generate even more referrals for your business.



NEW TRAINING APPROACH ADDRESSES SHOP NEEDS LIKE NEVER BEFORE

Innovative In-Shop Knowledge Assessments a Major Shift for Industry

Owners and managers can now strengthen their shop's business potential with a powerful new ally. I-CAR's In-Shop Knowledge Assessments is a first-ever, comprehensive and personalized approach to evaluating the existing talent of any shop's technicians by bringing I-CAR's training experts directly to a shop's doors.

In-Shop Knowledge Assessments begin by identifying technician training that has been completed. Then an I-CAR assessor will evaluate the knowledge that exists across the entire shop, and will follow up with a formal training plan to fill any identified knowledge gaps. With this new program, training recommendations can be made in real time, eliminating the need for redundant, non-value-added training.

Assessments can now equip shop owners and managers with the confidence of knowing their technical staff's ProLevel 1 knowledge for each I-CAR role, provide a post-assessment training plan, and offer many other benefits, including:

- An in-shop approach that allows for face-to-face discussions and confirmation, reducing student testing concerns due to language barriers, providing better outcomes.
- Technicians gaining greater confidence in their skills, and becoming more receptive to future training.
- Significant reduction in technician travel time/related costs, as assessment eliminates training redundancies.
- Shop owner counsel regarding succession planning, as well as awareness of potential liabilities faced by the shop based on assessment results.

According to Krista Flanagan, I-CAR Product Manager, In-Shop Knowledge Assessments represents a major shift in how shops approach training.

"In the past, existing knowledge was not proactively acknowledged, and technicians were required to complete all courses within the Professional Development Program framework for their role," said Flanagan.

"The industry asked us to address this issue, and I-CAR listened intently. In-Shop Knowledge Assessments is an innovative way to give credit for existing knowledge and make it easier to engage with I-CAR. By evaluating an entire



shop's technical knowledge in a few days with minimal interruptions, shops save time and gain productivity. This allows a shop to leap ahead toward training to fill knowledge gaps and then achieve Gold Class," Flanagan stated.

What's more, In-Shop Knowledge Assessments now offers shops a viable and efficient avenue to be better positioned for network qualification, as the number of OEMs and insurers adding I-CAR Gold Class as a network requirement is growing.

Registration and scheduling are now underway, including payment plans to ensure accessibility for all. For more information, please contact I-CAR Customer Care at face2face@i-car.com or 844.505.9557.

WHAT'S NEW AT I-CAR

NEW TRAINING OPTIONS

VEHICLE & TECHNOLOGY SPECIFIC TRAINING PACKAGES

I-CAR offers over 30 Vehicle & Technology Specific courses! Now, these courses can be purchased individually, or by selecting one of the five new course packages available.

Course packages make it easy to get the training you need with just one click.

Learn more at *I-CAR.com/VehicleTechnology*

NEW COURSES COMING SOON

I-CAR works closely with technicians and others in the industry to gather feedback on the training and skills needed to repair today's vehicles. Be on the lookout for these new live and hands-on courses that will be launching the middle of 2017!

IN-SHOP

PLASTIC REPAIR HANDS-ON SKILLS DEVELOPMENT

SQUEEZE-TYPE RESISTANCE SPOT WELDING HANDS-ON SKILLS DEVELOPMENT

LIVE CLASSROOM

THE ART AND SCIENCE OF ESTIMATING

SPOTLIGHT

The Repairability Technical Support Portal has been named the #2 resource for technical information and has reached a 10,000 call milestone through Ask I-CAR! **I-CAR.com/RTS**

GOOD NEWS GOLD CLASS SHOPS!

Did you know that several OEMs are looking to expand their collision repair networks and Gold Class can help a shop qualify? If you're a Gold Class shop and want to reach more customers, learn more about these collision repair networks that you may qualify for.

Honda ProFirst – *www.profirst.honda.com*

GM CT6 Network – *www.genuinegmparts.com/for-professionals/cadillac-aluminum-repair-network*

Assured Performance Network – *www.assuredperformance.net*

To learn about all the network programs available to Gold Class shops, go to I-CAR.com.

I-CAR is helping the industry connect and thrive!



GOLD CLASS® I-CAR

All Gold Class and Road to Gold shops will receive a printed copy of *Collision Reporter* each quarter.

TRAINING SOLUTIONS FOR THE ENTIRE INTER-INDUSTRY

I-CAR®



The I-CAR® training portfolio supplies you with the skills and knowledge to not only survive but thrive in the current Technical Tsunami™ facing the industry.

From the Introduction to Collision Repair Series to the Repairability Technical Support Portal and everything in between, I-CAR's wide selection of online, virtual, live and in-shop training will increase your knowledge, improve your KPIs and promote career development.

I-CAR TRAINING CAN HELP GROW YOUR BUSINESS AND KEEP CONSUMERS SAFE WITH COMPLETE, SAFE AND QUALITY REPAIRS.

LEARN MORE AT I-CAR.COM

I-CAR INTRO SERIES 101 INTRO TO COLLISION REPAIR
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I-CAR IN-SHOP KNOWLEDGE ASSESSMENT
I-CAR PROFESSIONAL DEVELOPMENT PROGRAM PDP
I-CAR WELDING TRAINING & CERTIFICATION
I-CAR HANDS-ON SKILLS DEVELOPMENT
I-CAR VEHICLE AND TECHNOLOGY SPECIFIC TRAINING
I-CAR REPAIRABILITY TECHNICAL SUPPORT

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