

GET INFINITI **CERTIFIED**



CERTIFIED COLLISION REPAIR NETWORK

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
- Infiniti Marketing proactively direct customers to Infiniti Certified body shops
- 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 Infiniti vehicle owners and part of Infiniti's aggressive consumer referral program (CRP).

Get Infiniti Certified

The Infiniti Certified Collision Repair Network is looking for quality collision repair providers focused on maintaining a superior repair experience, using the proper tools, equipment, training and facilities to ensure that Infiniti vehicles are repaired back to manufacturer specifications. The mission is to provide innovative services, delivering measurable value to all stakeholders for the purpose of driving owner loyalty and retention after a collision. You're in a league of your own when you receive your Infiniti Certification, and it can open up additional opportunities for your business.

Collectively, all of the OEM Certification-Recognition programs round out your business, generating a massive customer referral base for vehicle owners. Now you have the potential to break the chains of insurance DRP agreements overloaded with concessions and become part of the largest OEM backed, exclusive collision repair network.

This new frontier for collision repair allows you to run your business focused on giving the consumer a superior repair experience that ensures the safety and value of their vehicle.

If you desire to be a leader and believe your body shop can meet the requirements, act now and get Infiniti Certified today.

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."

Infiniti has Teamed with Assured Performance

Certified Once, Recognized by Many

Infiniti now leverages the Assured Performance Certification program to enable both dealerships and qualified independent collision repair providers to become Certified by Infiniti and Recognized by other leading manufacturers. The vision is to create partnerships supporting the complete vehicle repair lifecycle, alleviating stress, inspiring trust and instilling consumer confidence after a collision.

The joint-effort approach Infiniti and Assured Performance 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-Recognitions 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 OEM in the world, adding to brand equity and reputation.

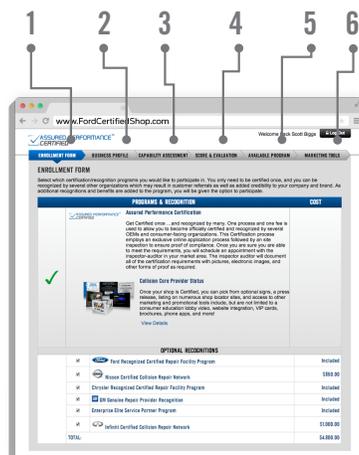
There is nothing else like it - not even close!

- Certification-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 (independents may require dealer sponsorship for select manufacturers).

How Does a Shop Become Certified by Infiniti?

Turnkey Approach

Below is a step-by-step process that Infiniti repair providers go through to become 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

The next step is to schedule an on-site inspection-audit. An 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.

Benefits of Infiniti Certification

-  **Shop Locators**
Listing on multiple online OEM shop locators, linked directly from the OEMs websites and connecting consumers to your micro-website. To preview, please go to: www.autobodylocator.com/infiniti.
-  **Smartphone Apps**
Assured Performance and OEM branded apps provide a solution to assist consumers at time of accident and throughout the repair process.
-  **Infiniti Direct Marketing**
Infiniti Collision will be marketing and educating Infiniti owners on a bi-monthly basis promoting the Infiniti Certified Network of Collision Repairers.
-  **Complimentary Towing**
This service is available when a customer calls 1-800-662-6200.
-  **dataManager**
Safeguard your data and monitor your business performance with KPI reporting and benchmarking.
-  **Technical Information Site**
Reduces cycle time and assists in more efficient repairs.
-  **Signage & OEM Branding**
Utilize Infiniti approved signs, badges and logos in all marketing material and messaging to market your ability to repair Nissan advanced vehicle systems.
-  **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.
-  **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.
-  **OE-QC Repair Procedure Usage & Compliance**
Limit liability exposure and assist your shop’s technicians in properly documenting OEM Repair Procedures, ensuring compliance for each repair.

FAQ - Additional Questions

How do you get your independent body shop sponsored where necessary?

For some OEMs, independent body shops must have an official dealer sponsorship to become officially Certified-Recognized. Assured Performance 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. Assured Performance will ensure your retailer has all of the online access and information to sponsor your shop.



Is there support if I have questions or need assistance?

Yes. Assured Performance will assign you an Account Manager. They can be reached at 949-221-0010.

Can anyone get Certified-Recognized if they pay the 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-Recognized.

For shops who do not qualify: Assured Performance has developed an exclusive Business Improvement Program to assist shops in becoming Certified-Recognized over time.

For the most current information go to GetInfinitiCertified.com

What is the Value of Certification?

With 35,000 body shops in the United States, how is the customer able to tell the good ones from the bad? How can a consumer tell the difference and pick one that has the right tools, equipment, training and facilities? The certification credentials create that distinction and provide consumers with peace of mind. By meeting these requirements, the Certified-Recognized repair providers can now demonstrate that they have what it takes to properly repair vehicles to manufacturer specifications.

Customers will be asking the OEMs to help them find repair providers that meet their standards. By Certifying shops, OEMs can refer customers with confidence knowing that Certified-Recognized shops make the grade. The sign on the wall and official credentials prove that your Certified shop is a step above the rest and in a league of your own.

Assured Performance Minimum Certification Requirements:

General Business Requirements

SHOPS MUST:

- 1. Be in business for a minimum of (5) years, or posses verifiable credit rating and service history
- 2. Provide proof of Garage Keepers Liability insurance with a minimum of \$1M policy limit
- 3. Provide customers with a Limited Lifetime Warranty
- 4. Subscribe to an electronic p-page logic estimating system
- 5. Be in compliance with all Local, State and Federal government regulatory requirements

Customer Service

SHOPS MUST:

- 1. Measure customer satisfaction through a third-party service provider
- 2. Utilize a preferred rental car provider or provide complimentary customer transportation
- 3. Clean vehicle interiors and exteriors before delivery to customer
- 4. Have a well-maintained customer parking area that is well-lit
- 5. Have a professional, well-maintained customer reception, waiting and restroom areas

General Technical Repair Capability

SHOPS MUST:

- 1. Meet I-CAR® Gold Class® or equivalent with proof of ongoing technical training (assessment required)
- 2. Subscribe to current OEM repair procedures and have the ability to provide documented proof of compliance
- 3. Utilize a frame rack or dedicated/universal fixture bench, with appropriate vehicle anchoring and pulling capabilities
- 4. Utilize an electronic three-dimensional vehicle measuring system
- 5. Maintain a current data subscription for the measuring system being utilized
- 6. Provide proof of technical training to operate the measuring system being utilized
- 7. Utilize an R134a refrigerant recovery/recycling system or proof of a qualified sublet provider
- 8. Have the ability to conduct and verify four-wheel alignment either in-house or through a sublet provider
- 9. Have the ability to remove, replace and reinstall steering and suspension components, as well as engine and drive train units
- 10. Have the ability to perform pre- and post-repair vehicle diagnostic scans and proof of calibrations
- 11. Have a spray booth with forced drying capabilities
- 12. Utilize an OEM approved refinishing system
- 13. Provide proof of product training for the refinishing system being utilized
- 14. Have an above ground lift with a lift capability of at least 7,000 lbs
- 15. Utilize pressure-feed, anti-corrosion compound and application equipment
- 16. Have a documented Quality Assurance/Quality Control system

ADVANCED MATERIAL REPAIR TECHNICAL CAPABILITIES

All of the following capabilities must meet the vehicle manufacturer's specifications according to year, make and model

Steel/Ferrous Material Technical Repair Capability (Required)

SHOPS MUST:

- 1. Have a 220 Volt, 3-Phase Inverter-Type (or functionally equivalent Hybrid)-Squeeze -type Resistance Spot Welder (STRSW) capable of producing a minimum of 600 lbf (270 daN) of clamping force and 10,000 amps of current at the electrodes
- 2. Have a 220-volt MIG/MAG welder for steel fusion
- 3. Have a dent removal/pulling system for steel panels that contains a stud welder, stud pins and washers, wiggle wire and pulling attachments
- 4. Have completed I-CAR® WCS03 - Steel GMA (MIG) Welding Certification
- 5. Have a MIG welder with silicon-bronze MIG brazing capabilities
- 6. Have proof of training in silicon bronze MIG brazing or completed I-CAR® BRZ02 - MIG brazing course

Composite Material Technical Repair Capability (Optional)

SHOPS MUST:

- 1. Have the required tools and equipment to repair advanced structural composites and/or carbon fiber components
- 2. Provide proof of training or certification in the repair of advanced structural composites or carbon fiber components
- 3. Have a Clean Room and air filtration and Evacuation Requirements (A work separation system that isolates specialized vehicle from cross contamination during the repair process.) Note: separation can be a separate room or curtain system
- 4. Provide credentials of any OEM Certification with advanced structural composites or carbon fiber construction

Aluminum Repair Requirements / Non-Ferrous (Required for FORD Certification)

SHOPS MUST:

- 1. Have a work separation system that isolates aluminum vehicles from vehicles undergoing steel repairs – separation can be a separate room or curtain system
- 2. Have a designated set of hand/special tools specifically for aluminum vehicles to prevent from cross contamination with steel body vehicles. The inventory must contain all required hand tools per Ford F-150 Collision Repair Program
- 3. Utilize a 220v Pulse MIG welder specifically for aluminum vehicles
- 4. Utilize a dent extraction system specifically designed for aluminum that contains an aluminum stud welder, heat gun, pyrometer, aluminum hammers and dent extraction system
- 5. A specialized aluminum SPR (Self Piercing Rivet) gun approved by the Ford Paint and Body Technical Center – currently only the Chief, Henrob and Pro Spot SPR riveters are approved
- 6. An Immersion-Type, Wet Mix dust extraction system or pneumatic (air operated) vacuum system dedicated to aluminum dust - The system can be portable or centrally installed system
- 7. I-CAR® FOR06 – 2015 Ford F-150 Structural Repair Training Course
- 8. I-CAR® WCA03 – Aluminum GMA (MIG) Welding Certification
- 9. I-CAR® F0007E01 - 2018 Expedition & Navigator Aluminum Body Repair (2 technicians must complete – web-based)

Suggested Additional Best Practices:

- 1. A designated welding fume extraction system
- 2. Frame Alignment Fixtures - A select number of qualifying frame alignment accessories are available for Chief, Car-O-Liner and others
- 3. Welding station or equivalent so all welding certified technicians can administer practice welds prior to welding new panel

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