



# GET HYUNDAI RECOGNIZED



## Gain These Competitive Advantages:

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



**Make sure that Hyundai customers know that you are  
a Hyundai Recognized Collision Repair Center**

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# Get Recognized by Hyundai

The Hyundai Recognized Collision Repair Center Network is looking for quality collision repair centers focused on providing a superior repair experience with quality parts to ensure the value and safety of the owners' vehicle is maintained. To make certain that the next generation of vehicles are properly repaired, Hyundai 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 Hyundai 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."*

# Hyundai Has Teamed with Assured Performance

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

The joint-effort approach between the participating auto manufacturers like Hyundai and Assured Performance 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.

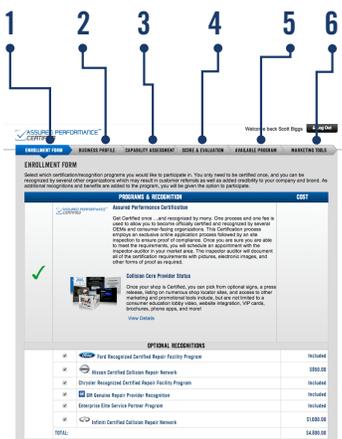
This creates exponential impact from the combined influence of several of the largest automakers in the world. There is nothing else like it - not even close!

- 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 Hyundai

## 1. Turnkey Approach

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



## 2. Enrollment - Registration

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

## 3. Business Information

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

## 4. 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.

## 5. Score & Evaluation

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

## 6. 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.

## 7. 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 Hyundai Recognized and Assured Performance Collision Care Provider signage.



- **Turbo-Charge Your Marketing**

Use the official Hyundai 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 Development**

Business development planning process allowing 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.

- **Consumer Awareness and Public Relations**

Press Release communication to your local media.

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

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

- **Collision Car 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 OEM's that leverage the same requirements and 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 Hyundai 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 Hyundai Recognized Collision Repair Center Network helps you distinguish yourself and highlight that you have the necessary tools, equipment, training and center to properly repair Hyundai vehicles to manufacturer specifications from collision repair centers that do not.

# Do you have what it takes to be Recognized?

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## Technical Capability

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- Y N**
1. I-CAR Gold Class
  2. A frame rack or bench, and vehicle anchoring/pulling equipment capable of producing body and structural pulls
  3. A three-dimensional measuring system, dedicated holding and fixturing system, or universal holding and fixturing system
  4. Current data subscription for measuring system or proof of required fixtures
  5. Proper proof of technical training to operate the measuring equipment being utilized
  6. 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
  7. A 220-volt MIG/MAG welder for steel fusion
  8. An R134a refrigerant recovery/recycling system or proof of qualified sublet A/C service provider
  9. Proof of EPA Section 609 refrigerant recovery compliance
  10. Ability to conduct and verify four-wheel alignment either in-house or through a sublet provider
  11. The ability to remove, replace, and reinstall steering and suspension components, as well as engine and drive train units
  12. The ability to service both active and passive restraint systems
  13. An electronic p-page logic estimating system
  14. A spray enclosure (paint booth) with forced drying capabilities
  15. An OEM approved refinishing system
  16. Proof of product training from an OEM approved paint manufacturer
  17. Current OEM repair procedure subscription and documented proof of compliance
  18. Above ground lift with a lift capability of at least 7000 lbs.
  19. Pressure-feed corrosion protection material application equipment with wand attachments for applying anti-corrosion materials inside body cavities with a 360 degree spray pattern

## Business Requirements

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- Y N**
20. Been in business for a minimum of (5) years, or possess verifiable credit rating and service history
  21. Current Garage Keepers Liability insurance with a minimum of \$1M policy limit
  22. Maintain a Customer Satisfaction Index (CSI) that is measured by a third-party service provider
  23. A preferred rental car provider or complimentary customer transportation
  24. A Limited Lifetime Warranty on completed repairs

## Customer Service

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25. Clean all vehicle interiors and exteriors before delivery to customer
  26. An adequately maintained customer parking area that is well-lit
  27. A well-maintained customer reception, waiting and estimating area, and conveniently located customer restrooms

## Regulatory Compliance

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28. Facility Compliance with all STATE Regulatory Agency Requirements (State EPA and OSHA, DHWM, DAPC, etc.)
  29. Facility in compliance with all LOCAL Regulatory Agency Requirements (EPA, OSHA, NFPA, etc.)
  30. Facility in compliance with all NATIONAL Regulatory Agency Requirements (EPA, OSHA, NESHAP, RCRA, etc.)

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