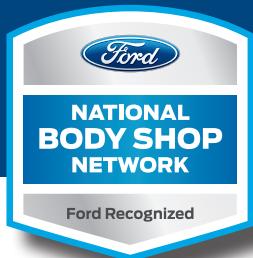


# FORD NATIONAL BODY SHOP NETWORK



TOOLS



EQUIPMENT



TRAINING



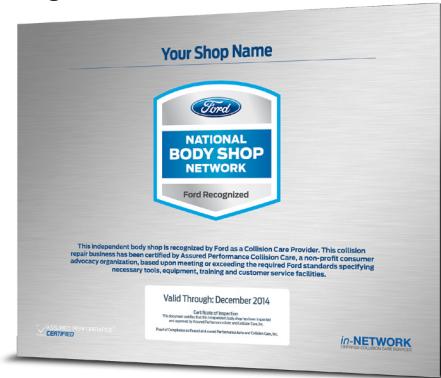
FACILITIES



## FORD CERTIFIED-RECOGNIZED COLLISION CARE PROVIDERS

To face accelerating technological change, Ford owners are more aware than ever of the importance of having the right collision repair performed to restore their vehicle back to manufacturer specifications. And, the best way to ensure the vehicle's fit, finish, durability, value, and safety is to have the repairs made with the right parts by Collision Repair Providers that have invested in the right tools, equipment, and training.

The Ford National Body Shop Network provides owners this destination. As part of the Ford National Body Shop Network, we seek to identify and promote those Collision Repair Providers capable of properly repairing Ford and Lincoln vehicles to manufacturer specifications. It also puts your Collision repair business in a league of its own with the exclusive credentials and distinction of being Ford Certified-Recognized.



## WHAT'S NEW?

Ford and Assured Performance are working together to continuously improve the network. Recent enhancements include:

- ✓ Improved Ford Consumer Marketing emphasizing the National Body Shop Network
- ✓ Technical Training - A technical proficiency assessment will be used to ensure courses are required only for skill gaps
- ✓ Ford Collision Incentive Opportunities exclusive to the National Body Shop Network
- ✓ Business Improvement Program
- ✓ Ford enrolled body shops get a 10% discount on I-CAR® Classes

## PROGRAM BENEFITS

### Ford Owner Marketing

Your Certified Collision Repair Business will be marketed as a preferred location by Ford Motor Company to its consumers for collision repairs. This includes:

- ✓ Digital Display
- ✓ Online Videos
- ✓ 1:1 Owner Communications

### Ford Collision Consumer Education

Ford's consumer education marketing highlights the importance of using OEM parts and a Ford Certified-Recognized collision repair location.

## Get the Right Collision Repairs.

Whether you take your damaged vehicle to a dealership or an independent collision shop for repairs, take the time to find the right one.

### Online Shop Locators & Appointment Requests

Benefit from being listed on multiple locators including:

- ✓ Ford's Consumer Collision Repair Locator
- ✓ Assured Performance's Consumer & Insurance Certified Shop Locators
- ✓ Ford's & Assured Performance's Consumer Collision Care Smartphone Apps

### Collision Care Marketing Tools

Access to a suite of Collision Care marketing materials to differentiate Certified Body Shops from local competition, including press releases and Official Ford Signage.

## HOW TO ENROLL

Below is the process for Ford sponsored independent body shops to become Recognized by Ford:

### 1. Visit [GetFordCertified.com](http://GetFordCertified.com)

- ✓ Login to the site with your existing credentials

### 2. Enroll & Register

- ✓ Select the Ford enrollment option
- ✓ Review and agree to the Terms and Conditions

### 3. Pay Marketing Investment

- ✓ Agree to the payment terms and provide payment

### 4. Verify Requirements Met

- ✓ Provide proof for meeting Ford Aluminum Requirements

### 5. Schedule an On-site Inspection-Assessment

## FORD ALUMINUM REQUIREMENTS\*

- Work Separation System
- Designated hand tools
- 220v Pulse MIG welder
- Dent Extraction System
- Specialized aluminum SPR gun
- Wet mix dust extraction system
- Technical training:
  - FOR06 - 2015 Ford F-150 Structural Repair Training
  - WCA05 - Aluminum GMA (MIG) Welding Certification

\*In addition to the Assured Performance general Certification requirements

Visit [www.CertifyMyShop.com](http://www.CertifyMyShop.com) to view the full certification requirements.

