

FORD NATIONAL BODY SHOP NETWORK



TOOLS



EQUIPMENT



TRAINING



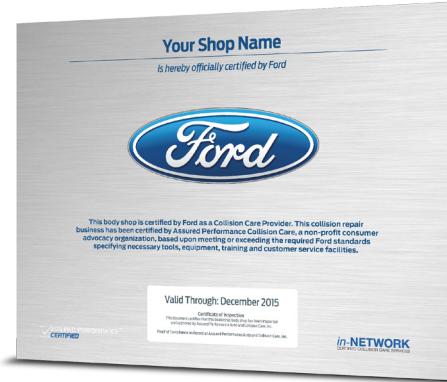
FACILITIES



FORD CERTIFIED 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 in order 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 Certified Collision Repair Providers who 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 identify and promote only those Certified Collision Repair Providers capable of properly repairing Ford and Lincoln vehicles to manufacturer specifications. It also puts your Certified Collision Repair Shop in a league of its own with the exclusive credentials and the distinction of being Ford Certified.



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
- ✓ Improved Dealer Business Development Support
- ✓ Special Ford Dealer Pricing

PROGRAM BENEFITS

Ford Owner Marketing

Your Certified Collision Repair Business will be marketed as a preferred repair provider by Ford Motor Company to its consumers. 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 Collision Repair location.

Online Shop Locators & Appointment Requests

Benefit from being listed on multiple locators including:

- ✓ Ford's Consumer & Owner Certified Shop Locators
- ✓ 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 Collision Repair Business from local competition, including press releases and Official Ford Certification signage.

HOW TO ENROLL

Below is the process for Ford and Lincoln dealerships to become Certified by Ford:

1. Visit www.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. Agree to the terms and provide payment

4. Verify Requirements Met

- ✓ Provide proof for meeting Ford Aluminum Requirements

5. Schedule an On-site Inspection-Assessment

I-CAR® GOLD CLASS®

The gold class recognition is the highest role-relevant training achievement recognized by the Collision Repair Industry.

- ✓ Only 10% of Collision Shops meet requirements
- ✓ Only training programs reviewed and approved by Ford Motor Company
- ✓ Insurance and industry recognized
- ✓ Improves cycle time with shop efficiencies
- ✓ Shop improvements equal a return on your investment
- ✓ Constant expansion of technical knowledge ensures that shops are providing the most appropriate & holistic solutions for customers
- ✓ Most up to date training in collision repair
- ✓ Ford enrolled body shops get a 10% discount on I-CAR® Classes



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
 - WCA03

* In addition to the Assured Performance general Certification requirements

Visit www.certifymyshop.com to view the full certification requirements.