



# The Value of Certification

## SUBARU CERTIFICATION ADVANTAGES

- Marketing Materials to differentiate Certified Collision Centres from local competition.
- Leverage the exclusive Subaru Certified status to promote and market your facility.



- Official Recognition by multiple OEMs leverages the same certification process, saving you time and money.
- Business development process and feedback to ensure your facility continues to have what it takes to properly repair the new generation of Subaru vehicles.
- Listing on the online shop locator, directing consumers and insurers to your Collision Repair Facility.
- Official Subaru Certified signage and certified logo to display.



# Subaru and Certified Collision Care



Subaru Canada, Inc. partnered with Certified Collision Care to launch, administer and manage the Subaru Certified Collision Centre Program. The program will identify, certify, and promote dealer-owned and independent facilities as collision centres of choice, to Subaru drivers across Canada.

The unique joint-effort approach that Subaru Canada and Certified Collision Care share eliminates redundant costs and duplication between programs. Certifications by multiple entities is now cost effective and highly rewarding.

Instead of paying again and again for each OEM certification, you can receive multiple Certifications under one umbrella for one special consolidated annual fee with one inspection-audit process. Through this exclusive combined program, you also get exponential credibility from several of the largest automakers in the world, adding to your brand equity and reputation. Subaru Canada has joined others in the Certification program to save you money and avoid waste and inefficiency, while creating exponential impact from the combined influence of several of the largest Automakers in the world.

## ***There is nothing else like it - not even close!***

- Certification is based on the OEM-specified requirements necessary to properly repair current model vehicles.
- Gain multiple OEM Certifications through the Certified Collision Care joint-effort approach.
- Certified Collision Care saves time and money by eliminating redundant costs and duplication between OEM Certification programs.
- The program is open to all collision repair businesses that meet the requirements and gain sponsorship from their Subaru dealer.

### **PROGRAM OBJECTIVE:**

*The purpose of the Subaru Certified program is to promote the correct, complete and safe repair of Subaru vehicles and to provide support to those collision centres that have demonstrated a commitment to a high level of customer care and satisfaction.*

*Becoming a Subaru Certified Collision Centre provides many advantages, including marketing tools, customer referrals, and the opportunity to differentiate your business increasing customer confidence. It shows you are committed to a complete and correct repair and committed to your customer's subsequent safety.*

## Why Subaru Certified Collision Care?

Subaru is committed to customer safety. They recognize that how a Subaru vehicle is repaired, can have a substantial impact on its final appearance, its performance, and most importantly, on its structural integrity and the onboard technologies that are designed to help keep consumers safe. The Subaru Certified Collision Centre program is designed to address the rapidly evolving collision repair industry and repair technology and ensure collision centres can safely and properly repair Subaru vehicles. A Subaru Certified Collision Centre must have the proper training, repair procedures, tools and equipment necessary to restore Subaru vehicles to original factory specifications.

**IS YOUR FACILITY READY TO MEET THE EVOLUTION OF COLLISION REPAIR,  
AND TAKE THE STEPS TO BECOME SUBARU CERTIFIED?**

## How a Shop Becomes Subaru Certified



### **Turnkey Approach**

Below is the step-by-step process that Subaru dealerships and independent body shops go through to become Certified.



### **3. Business Capability Assessment**

Assess the centre's capabilities against the list of Certification requirements and standards. This allows you to create a business development plan.



### **4. Score & Evaluation**

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



### **5. On-Site Inspection-Audit**

Schedule an on-site inspection-audit. The inspector will tour your centre and ensure proof of compliance with photos and documentation.

# The Benefits of Certified Collision Care



## Shop Locator

Listing on multiple body shop locators, with a personalized micro-site and link to your shop's website.



## Turbo-Charge Your Marketing

Use the official Subaru Certified credentials on your website and in your centre's marketing.



## Don't Let Your Customers Get Steered Away

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



## Business Evaluation and Development

Business development planning process allowing the centre to evaluate their operations compared to the Certification requirements as well as hundreds of the key best practices in the industry.



## Consumer Advocacy

Listing on consumer-facing Certified Collision Care (consumer advocate) shop locators making it easy for both consumers and insurers to find your Certified centre.



## Certified Collision Care Marketing Tools

Access to VIP Certified Collision Care marketing tools to help you leverage your exclusive Subaru Certified status in promoting and marketing your centre. The arsenal of materials and signs differentiates Certified centres from the local competition.



## Consumer Awareness and Public Relations

Press release communications to your local media.

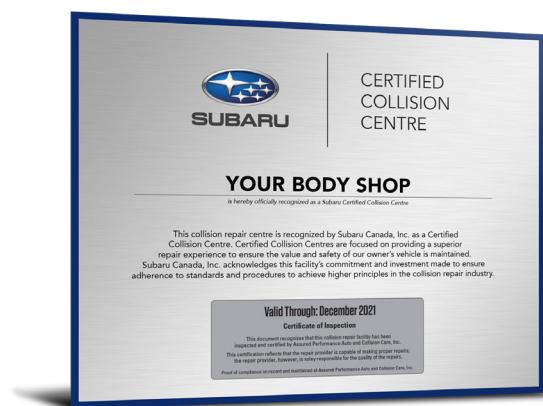


## Multiple OEM Recognition

Collision centres may also be eligible for official Recognition by other OEMs that leverage the same requirements and Certification process, saving you thousands.

## Official Signage

Official Subaru Certified Collision Centre and Certified Collision Care signage.



## The Value of Subaru Certification

With thousands of collision repair facilities in Canada, how is the customer able to make the right choice? How can a consumer tell the difference and pick one that has the right tools, equipment, training and facilities? Customers are asking the automobile manufacturer to help them find the collision centres that meet their repair standards. Certification credentials create that distinction and provide consumers with peace of mind.

**Ensuring the vehicle's  
Fit, Finish, Durability, Value, & Safety**

## NATIONAL NETWORK OF COLLISION CENTRES

The Subaru Certified Collision Centre program promotes certified collision repair facilities to Subaru drivers and insurers. The program will ensure there is a Certified Collision Care Provider in every community, creating a national blanket of certified centres that are consumer-focused and able to deliver an exceptional collision repair experience. The Subaru Certified program will help ensure that Subaru customers can choose to have their vehicle repaired at a Certified Collision Repair Centre that meets Subaru requirements anywhere in Canada.

## General Business Requirements

- Be in business for a minimum of (5) years, or possess verifiable credit rating and service history
- Provide proof of Garage Keepers Liability insurance with a minimum of \$1M (CAD) policy limit
- Provide customers with a Limited Lifetime Warranty
- Subscribe to an electronic p-page logic estimating system
- Be in compliance with all Local, Provincial and Nationally legislated operating requirements including worker protection and hazardous waste disposal
- Measure customer satisfaction through a third-party service provider and report results monthly
- Utilize a preferred rental car provider or provide complimentary customer transportation
- Clean vehicle interiors and exteriors before delivery to customer
- Have a well-maintained customer parking area that is well-lit
- Have a professional, well-maintained customer reception, waiting, and restroom areas

## General Technical Repair Capability

- Meet the current Certified Collision Care technical training requirements and maintains ongoing technical training by compliance to any one of the following functionally equivalent forms:
  - 1) Assured Performance Training & Skills Matrix
  - 2) I-CAR Gold Class
- Proof of Steel GMA (MIG/MAG) Welding Certification from recognized industry source, current (not expired) Certificate
- Proof of Training or Certification in Silicon Bronze MIG Brazing from a recognized industry source
- Facility must employ Provincially registered (licensed) collision repair technicians at all times, meeting all Provincial requirements
- Subscribe to current OEM repair procedures and have the ability to provide documented proof of compliance
- Utilize a frame rack or dedicated/universal fixture bench with hydraulic equipment capable of making simultaneous, multiple body and/or structural pulls as necessary. A floor rail or rack mounted four (4) point anchoring system capable of holding a vehicle stationary is acceptable, however anchoring with floor pots is not acceptable
- Utilize an electronic three-dimensional vehicle measuring system for structural diagnostics, correction, and documentation.
- Maintain a current data subscription for the measuring system being utilized
- Provide proof of technical training to operate the measuring system being utilized
- Utilize an R134a and R1234yf refrigerant (or current) recovery/ recycling system or proof of a qualified sublet provider
- Have the ability to conduct and verify four-wheel alignment either in-house or through a sublet provider
- Have the ability to remove, replace, and reinstall steering and suspension components, as well as engine and drive train units
- Have a spray booth with forced drying capabilities
- Utilize an OEM approved refinishing system
- Provide proof of product training for the refinishing system being utilized
- Pressure-feed corrosion protection material application equipment with wand attachments for applying anti-corrosion materials inside body cavities with a 360-degree spray pattern.
- Perform pre and post repair vehicle diagnostic scans on all vehicles as required by the vehicle manufacturer and retain proof of ALL post repair diagnostic scan results and calibrations performed as required by vehicle manufacturer (in-house or through a qualified sublet)
- 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

- 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
- 220v (208-240) GMAW MIG/MAG Welder for Steel with 180 Amp or greater output
- Have a dent removal/pulling system for steel panels that contains a stud welder, stud pins and washers, wiggle wire, and pulling attachments
- 220v (208-240) Silicon Bronze GMAW for MIG Brazing Pulse capable MIG with Synergic Adjustment & non-pulse setting with minimum 200 Amp output capability

## Suggested Additional Best Practices

- A designated welding fume extraction system
- Have an above ground lift with a lift capability of at least 7,000 lbs

## Subaru Specialized Requirements

- Sponsorship by a Subaru dealership
- Computer Workstations with internet connection for technicians
- Body & Frame straightening bench with 7000 lb lifting capacity or wheeled and capable of fitting under a two-post lift, 4-holding points minimum. Capable of straightening the body to factory specification. Fixturing capable.
- Welding Wire YGW-13 - ER 70s-6
- Two post lift with 7000 lb capacity
- Squeeze-type resistance spot welder (STRSW) with >8,000amp >459 KG (1,011 lbf) 450 DaN clamp force (inverter)
- Parts Carts must be utilized for all repairs. No storage of parts permitted inside customer vehicles.
- Subaru Scan tool, OR sublet scanning and diagnostics to dealer or qualified third party
- Subaru specialty tools: purchase link <https://subarucanada.service-solutions.com>

Part #	Item
61299CA000	Door regulator Holder, adjuster
61299CA010	Door regulator Holder, adjuster
SOA321105	BRZ window wrench
J-50972	Adjuster, torsion bar
J-51311	Subaru HEV Safety Kit
96-0124	Rear bumper radar align tool
87692AN01A	RAB sensor bracket
87692AN00A	RAB sensor removal tool

## GET SUBARU CERTIFIED

### Enroll Today!