

Publish Date: November 14, 2013 **Due Date (If Applicable):** N/A

Information: *EFC02579 Launch of the National Body Shop Program*

Target Dealer Group: All Ford & Lincoln Dealerships

Target Audience: All Dealer Principals, General Managers, Body Shop Managers

Target Dept(s): New Sales CPO/Used Sales Fleet Sales Finance Parts Service

ACTION REQUESTED

- FCSD requests your dealership's participation in the National Body Shop Program
- You have been identified as a Dealer that may want to participate in this Program because your dealership either:
 - (1) Operates your own Body Shop,
 - (2) Sublets collision repairs to an Independent Body Shop, or
 - (3) Is a Certified Professional Wholesaling Dealer (CPWD) who has Independent Body Shop "Wholesale Accounts – OEM Parts"
- The first stage of the national launch is to offer an invitation to all Dealers that have their own Body Shop to "Fast Start" their participation in the program
 - Dealer Body Shops can enroll now – click <http://www.certifymyshop.com/ford>
 - You will be directed to call Assured Performance at 949-221-0010 to activate your ID and Password

SUMMARY

- FCSD has successfully piloted a "New" National Body Shop program that will enable dealerships to reach Ford and Lincoln vehicle owners seeking collision repairs. With this initiative, we hope to reach or provide a solution for not only the 20% of our customers that come back to dealerships, but the 80% who have their vehicle collision repair needs performed at an Independent Body Shop.
- Over the next nine months, FCSD will build a competitive and sustainable National Body Shop (Collision Repair Center) Network, administrated by *Assured Performance*. Assured Performance is a Collision Industry Leading Company who is an OEM Parts advocate, insurer-recognized and a well-established industry and Collision Repair Center resource.

WHAT DOES SUCCESS LOOK LIKE?

- Provide Ford and Lincoln vehicle owners locations of "Certified" Dealer Body Shops and "Recognized" Independent Body Shops (sponsored by a Ford/Lincoln dealerships) via a Body Shop Locator
- Improve insurer and consumer confidence in Repair Quality Capabilities of the Certified or Recognized Body Shop, which is critical for proper and safe repairs of current and future model Ford and Lincoln vehicles
- Set collision repair business standards based on bona fide collision shop requirements including needed training, tools, equipment, and production capabilities
- Provide Ford and Lincoln Dealer Body Shops who meet program requirements "Certified" Body Shop status:
 - Alignment with a Collision Industry Leading Company; endorsed by Ford Motor Company
 - To provide Dealerships a "Certified" status to promote to Ford and Lincoln vehicle owners and their Insurance providers

- Preferred status in Ford/Lincoln Owner websites via a Body Shop Locator
- Yearly “Body Shop Certification” participation cost is \$2,950
- Provide Ford "Recognized" status to Independent Body Shops (meeting program requirements and approved by Assured Performance) that work on dealership customer vehicles and promote the benefits of OEM parts to their customers
- Provide CPWD's with a "relationship building" offering to “Recognized” Independent Body Shops (meeting program requirements and approved by Assured Performance) leading to expanded customer awareness related to the benefits of OEM parts

NATIONAL LAUNCH TIMING

- “Fast Start” option for all Ford and Lincoln “on-site” Body Shops begins now
 - Enroll Today with Assured Performance: <http://www.certifymyshop.com/ford>
 - You will be directed to call Assured Performance at 949-221-0010 to activate your ID and Password
- Market Area Launch Timing (Dealer Body Shops / Independent Body Shops)
 - Dealership Body Shops
 - Dealer who “sublets” collision repairs to an Independent Body Shop
 - Certified Professional Wholesaling Dealer (CPWD) who has Independent Body Shop “Wholesale Accounts – OEM Parts”

Market	Communication Timing
Southeast	November – December 2013
Great Lakes	January – February 2014
East	March – April 2014
West	May – June 2014
Central	July – August 2014

ALTERNATIVE “NON-CERTIFIED” DEALER BODY SHOP OPPORTUNITY

We realize there are Dealer Body Shop operations that are not seeking to participate in the Ford National Body Shop certification program. They may be looking for just a local marketing platform.

There is a company that may provide the services you are seeking. While your participation in their program will not count toward your dealers Body Shop “Certification”, this company offers collision industry expertise.

1. AutoWatch provides your body shop with a fully automated marketing playbook. Improves your current website traffic by utilizing texting and social media to cost effectively expand your collision center local marketing efforts.
 AutoWatch: <http://www.autowatch.com/ford/>

QUESTIONS:

Dealership Body Shops can learn more about the Ford “Certified” National Body Shop Program with Assured Performance at www.FordCertifiedShop.com

- Or call Assured Performance: 949-221-0010
- Melissa Lester: mveil@ford.com
- John Duffy: jduffy@ford.com