



# Accidents happen.

Fortunately, we have a  
Certified Collision Repair Facility.

**How convenient.**



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# Overview and Benefits

Volkswagen Group of America provides the Volkswagen Certified Collision Repair Facility Program to dealer-affiliated and independent repair facilities sponsored by a Volkswagen dealership.

Our brochure outlines the benefits of the program and summarizes the collision repair facility selection process, as well as the standards, operations, training and equipment, and enrollment requirements.

This carefully planned, comprehensive program offers a clear path to excellent collision repair and increased customer satisfaction for dealerships, collision repair facilities and customers while promoting solid profits and reduced comebacks for collision repair facilities by using Volkswagen AG tested repair standards for "fix it right the first time" results.

## Benefits to Volkswagen Customers

- Convenience and Accessibility
- Eligible customers receive complimentary towing to your Volkswagen Certified Collision Repair Facility through Volkswagen Roadside Assistance
- High quality repairs - including the use of Genuine Volkswagen Parts - help to maximize repaired vehicle value
- Reduces cycle times (downtime) of vehicle repairs by following recommended processes

## Benefits to a Collision Repair Facility

- Distinction as an OEM affiliated facility
- Eligible customers receive complimentary towing to your Volkswagen Certified Collision Repair Facility through Volkswagen Roadside Assistance
- Use of Volkswagen and Volkswagen CCRF marketing materials
- Marketing to customers as a Volkswagen Certified Collision Repair Facility
- Repairs are completed in accordance with Volkswagen standards and specifications
- Easy access to Volkswagen OEM standards and recommended repair procedures
- Access to OEM-authorized, and I-CAR® accepted, technical training at the Volkswagen Collision Training at the Volkswagen Academy in Ashburn, VA
- Dedicated customer-facing website explaining the Volkswagen Certified Collision Repair Facility program features and benefits

## Benefits to Volkswagen Dealers

- Assurance that VWoA is forwarding their local Volkswagen customers to the a collision center of their choice and that those repairs are completed to Volkswagen specifications, including Genuine Volkswagen Parts, original Volkswagen fit and finish, and Fixed Right First Time
- Potential for increased Genuine Volkswagen Collision Parts sales
- Increased customer satisfaction and retention within the Volkswagen brand
- Increased opportunity to provide Volkswagen customers with a new Volkswagen model in the event of a total loss

# Enrollment and Implementation

The following steps are required of Volkswagen dealerships and repair facilities for enrollment in the Volkswagen CCRF Program:

1. A Volkswagen dealership identifies and nominates a collision center
  - a. The dealership gives the Volkswagen CCRF Nomination Form to their Wholesale Operations Field Specialist, Field Operations Manager, or emails it to [collision@vw.com](mailto:collision@vw.com)
2. Approved facilities review the full program requirements and confirm their decision to participate in the program
3. VWoA provides the facility with the Initial Application, Checklist, and Volkswagen Certified Collision Repair Facility contract for completion
4. Facility submits the Initial Application, Checklist, and contract to VWoA
5. The program coordinator provides a gap report of deficiencies to the facility and addresses any outstanding questions of compliance and program requirements
6. Facility begins the process of completing the program requirements and submitting proof of compliance to VWoA
7. After proof of all requirements is satisfied VWoA sends a letter or email of congratulations of completion to the facility
8. The facility is entered into the Volkswagen Roadside Assistance and LeasePlan
9. The facility receives a marketing kit and plaque from VWoA
10. Recertification is set for 1 (one) year from the original audit

# Requirements for Repair Facilities

## Operations

The following are requirements for repair facilities to become a Volkswagen Certified Collision Repair Facility:

### General Management

- Facility must utilize a VVoA approved paint supplier - approved paint supplier by definition is any paint system that has a technical approval from Volkswagen AG.
  - This includes DuPont Refinish, Standox, Spies Hecker, Akzo Nobel-Sikkens, Akzo Nobel-Lesonal, PPG, NEXA, BASF-Glasurit, Sherwin-Williams, and RM-Diamont.
- Facility must have a trained estimator employed and on-site during all business hours.
- Facility must have a receptionist on-site during all business hours.
- Facility must appoint someone who is responsible for resolving all customer complaints within 48 hours of receipt.

### Facility Requirements

- The facilities premises must be kept reasonably clean and be well maintained.
- The facility must have an on-site working media player and monitor for DVDs, CDs etc. in order to access and use training materials and other repair systems.
- The facility must agree to use the Volkswagen logo in accordance with strict Volkswagen marketing guidelines.
- The facility must agree to only use and display pre-approved materials which utilize the Authorized Trademarks (defined in "G. Marketing and Trademark Guidelines"), including, but not limited to interior/exterior signage, apparel, advertising, stationary, websites, billboards, etc.
- The facility must have a clean, well-lit vehicle customer delivery area (or delivered at dealer).
- The facility must have at least one work stall with a working hoist.
- The facility must have a dedicated paint mixing room with extraction available (air sinking speed should be 0.2 m/s (air change)).
- The facility must have a fully enclosed downdraft paint spray booth dedicated for painting.
- The facility must have a well-maintained service write-up desk and/or estimator workstation.
- The facility must have a vehicle wash area.
- Vehicles awaiting repair must be assigned to secure area away from customer facing or parking facilities.
- The facility must have undercover storage or appropriate protection used when the vehicle interior is exposed to the elements.
- The facility must be well lit.

### Financial and Insurance

- The facility must be a registered entity LLC, partnership, or incorporated.

- The facility must maintain minimum of \$1 million liability insurance – insures vehicle when driven by personnel (care and custody).
- The facility parts account must be current with dealer credit requirements.

### **Customer Relations**

- The facility has 3 options to obtain these results: insurance companies, third party provider, or do it yourself (VWoA can provide a template for this).
- Once certified, the facility must agree to submit monthly Customer Satisfaction Survey results to collision@vw.com on a monthly basis. VWoA prefers to receive Customer Satisfaction results only for VW brand, but will accept results for all brands.
- The facility must communicate the progress and status of repair to the customer to meet the customer's requirements and time frames.
- All customers must receive a detailed invoice of work completed as well as a thorough explanation of work.
- The facility Manager must be responsible for a solution and /or communication of solution to customer complaint(s) within twenty-four hours.
- Customer service representatives must be dressed appropriately in business or business casual attire relative to area.
- Facility must provide and explain the Volkswagen Parts Authorization Form to all customers with Volkswagen repairs. Facility must maintain signed copies of the Volkswagen Parts Authorization Form for all past Volkswagen repairs with the corresponding Repair Order.
- Facility Office Automation
- The facility must have at least one computer workstation with an internet connection for service technicians.
- Once certified, the facility must agree to have terminal access to the Volkswagen Technical Information System and strictly adhere to the technical information contained therein. ElsaPro (Dealerships only) and erWin® (Independents).
- The facility must have and maintain a dedicated business email address (not a personal email account).
- The facility must have an up to date electronic estimating system.
- The facility must have an after-hours voicemail or answering machine that gives the number for Volkswagen Roadside Assistance or other towing service.
- The facility must have a process for callers to leave a message.

### **Sales Process**

- Customers must be greeted and acknowledged upon entering the facility and offered assistance.
- Hours of operation must be clearly posted for customer convenience.
- The facility must capture and input full customer data into an electronic database.
- The facility must inform the customer of the estimate of repair, repair process and repair timeline.

### **Service Process**

- The facility must have a process in place to schedule repair appointments suitable to controlling the workload.
- All additional work required must be authorized by the customer before commencing the work.
- The facility must begin repair work on day of the appointment?
- The facility must offer shuttle service or an alternate form of transportation.
- The facility must track vehicle "come-backs"
- The facility must have a quality assurance process to ensure that it is done right the first time.
- The facility must have qualified staff available to test-drive the vehicle with customer, if requested.
- The repaired vehicles must be delivered cleaned, washed and all presets returned to the original positions.
- Vehicles must be visually inspected for condition/damage on arrival and customers are invited to participate in the walk around inspection.

### **General**

- Facility must use 100% new Volkswagen parts in the repair of Volkswagen vehicles owned by Volkswagen Credit, Inc., as stipulated in Volkswagen Credit, Inc. standard customer lease agreements.
- Facility must use a minimum of 90% new Volkswagen parts in dollar terms in the repair of Volkswagen vehicles. Note: VWoA will verify parts usage with repair facility estimate and repair order data.
- The facility may be required to utilize CollisionLink to purchase parts, which provides the dealer with more opportunities to convert non-OEM parts to Genuine Volkswagen Parts, as outlined below:
- Should the repair facility utilize the required 90% OEM parts, CollisionLink will not be a mandatory requirement. To confirm the use of 90% OEM parts a manual Repair Order Audit be conducted during the yearly assessment.
- Should it be found that the repair facility is not using 90% plus OEM parts, CollisionLink will become a mandatory requirement, or removal from the CCRF program will ensue.
- Facility must install third party software to pull collision estimate and repair order data for Volkswagen vehicles.
- The facility must be willing to participate in the Volkswagen "red order" expedited service when necessary.
- The facility must install the CARFAX Data Connector program which provides VWoA with Volkswagen Repair Order Data.
- The facility must agree to prominently display Volkswagen promotional materials supplied by the program (signage and plaques of being an authorized facility).

## Training Requirements

The facility must complete one of the two approaches available for the training requirement.

1. The facility must be on an I-CAR Gold Class® facility (as listed on <https://www.goldclass.com/locator/>) and including one fully trained Structural Steel Technician and one Refinish Technician.
2. The facility must have two Structural Steel Technicians and one Refinish Technician that meet the I-CAR training requirements listed below. The Structural Steel and Refinish Technician may be the same individual.

### **Required Courses for Training Option 2**

2 Structural Steel Technicians:

- Worker Protection (WKR01)
- Corrosion Protection (CPS01)
- Measuring (MEA01)
- Structural Straightening Steel (SSS01)
- Squeeze-Type Resistance Spot Welding (WCS04)
- Steel Uni-body Front and Rear Rails, Floors and Front Structure (SPS10)
- Steel Uni-body A, B, C and D-Pillars, and Rocker Panels (SPS11)
- Stationary Glass (GLA02)
- Steel GMA (MIG) Welding Qualification Test Prep (WCS03) or Structural Parts Steel Qualification Test Prep (SPS05)
- Advanced High Strength Steel Overview Materials (AHS01)
- Automotive Foams (FOM01)
- Steel Unitized Structures Technologies and Repair (SPS07)

1 Refinish Technician:

- Hazardous Materials, Personnel Safety, and Refinish Safety (WKR01)
- Corrosion Protection (CPS01)
- Refinish Material Application and Blending (REF08)

Note: If the Refinish Technician has completed paint supplier training from their current supplier and it is within the expiration date, then I-CAR classes are not needed. Paint supplier training must be an advanced course that covers color theory and blending techniques.



## **Tools and Equipment Requirements**

The facility must maintain an inventory of general workshop equipment along with the following requirements for a Downdraft Paint Spray booth, frame rack and alignment and inverter welder.

### **Downdraft Paint Spray Booth**

Facility must have a Downdraft Paint Spray booth that meets a minimum specification of:

- Equipment to be designed, constructed, and installed in accordance with the BOCA Building and Materials Codes, NFPA 33 and 70, OSHA and all applicable local, state, and federal codes
- Lighting to be an adequate minimum foot candles at center of booth and have upper and corner color-corrected fluorescent lamps (DPC discretion and approval)
- Air handling and heating requirements – Exhaust system to be capable of 125 ft/min measured at the face of the vehicle shell, and up to a minimum of 19,000 CFM. Heat supply system with direct-fired burners with a minimum 1.5 MTBU capacity

### **Inverter Welder**

The facility must have at least one of the five approved Inverter Welders, meeting Volkswagen AG hardware and software specifications/programs and purchased through an approved VWoA supplier:

- VAS 6535 – Elektron Resistance Inverter Spot Welder
- VAS 6545A – Wielander & Schill Resistance Inverter Spot Welder
- VAS 6530A – Techna Resistance Inverter Welder
- VAS 6530 – Techna Resistance Inverter Welder
- VAS 6755 – Car-O-liner Inverter Welder, either 208 and 460 Volt
- VAS 821101 – GYS Resistance Spot Welder

All welder orders must be placed through Snap-On Equipment Solutions. For additional product information or to place an order, email at [vwaudi@snapon.com](mailto:vwaudi@snapon.com) or call (800) 892-9650.

### **Frame Rack and Alignment System**

The Facility must have one of the three approved Bench Alignment Systems:

- SVN.05.3112 Sevenne Composition (includes Griffon or Griffon XL)
- VAS 6527 Car-O-Liner—Professional Measuring and Alignment System
- VAS 6528 Car-O-Liner—Professional Plus Measuring and Alignment System

The facility must have a current year certification (within 12 months), and upon annual recertification, a compliance certificate from the Bench manufacturer. A copy of the certificate must be given to the auditor.

If the shop has a Car-O-Liner System, the items below do not apply:

- MZ+ Set (2500.000)
- Straightening Bracket Set (2550.510)
- Supplement for Portal Gauge System (2550.810)
- Set of 6 Crossmembers (955.9602)

- Set of 22 MZ Towers and 4 Plates (MZ450.905)
- MZ Towers Storage Trolley (MZ450-905)
- Universal Side Body Base (9113.063)
- Multi-Functional Support (9121-523)
- 4-Ton Super Hydraulic Kit (SC40014)
- Pulling Flange (ATD.149)
- Kit for Flange ATD.149 (ATD.01.149)
- 2 Pulling Straps (SN99.00)
- Pulling Accessory, Automatic 50mm (ATD.165)
- Pulley Block (ATD.01.801)
- Double Holding Device (VAG 1438)
- Kit for Multiple Pulling (CSK15.111)
- Pulling Set (CAT.500)
- Trolley for Damaged Vehicles (ROLL.100)

Please refer to the VWoA Tools and Equipment Catalog at <https://vw.snapon.com/> for the most up-to-date pricing and availability.

## Requirements for Sponsoring Dealerships

The following are requirements for dealers sponsoring repair facilities in the Volkswagen CCRF program:

- Sponsoring Volkswagen dealerships are encouraged but not required to refer all Volkswagen models involved in a collision to their sponsored Volkswagen CCRF
- All sponsoring dealerships must install, actively monitor the price matching functionality, and communicate appropriately with repair facilities using the price matching feature of the CollisionLink software. Sponsoring dealerships must provide payment of CollisionLink software license fees
- Sponsoring Volkswagen dealerships are responsible for program fee collection from repair facilities. There is an initial fee for the first year of participation and a renewal fee for each subsequent year for each repair facility participating in the program. VWoA bills the sponsoring dealership parts account for the program fees. Dealers recover these fees from the repair facility.

## Program Fees

Volkswagen has instituted a program fee for repair facilities participating in the VW Certified Collision Repair Facility Program. Program fees include:

- VW marketing materials
- Use of the VW and CCRF logos with the right to market the facility as a Volkswagen Certified Collision Repair Facility
- On-going support
- On-site audits to confirm compliance with VW requirements

Fees do not include tools, equipment, or training and are assessed annually to the sponsoring dealership parts account.

# Frequently Asked Questions

## Why is Volkswagen establishing a network of body shops?

- To increase parts revenue, improve overall performance of the collision repair facility and improve customer satisfaction, while also providing Volkswagen customers with access to repair solutions that meet Volkswagen specifications.

## Will I be able to market my facility as a “VW CCRF?”

- Absolutely. Marketing materials are provided on the Volkswagen Certified Collision Repair Facility website and upon request to the program coordinator.

## How much new work will the program bring into my shop?

- Volkswagen of America’s collision repair strategy is to align a minimum of one collision repair facility with every dealership. Non-authorized collision repair facilities will not be recognized by VWoA and will not be recommended by our staff or services. Customers calling Volkswagen Roadside Assistance for collision repair will be referred to the nearest Volkswagen Certified Collision Repair Facility. Volkswagen Certified Collision Repair Facilities can use this affiliation to market their services to customers and insurers.

## What is my total initial investment?

- Upon evaluation of the Initial Application and Checklist by collision repair facility, the gap report is provided to the facility management to determine areas of the collision repair facility that require additional attention. This may ultimately require investment by the repair facility to become compliant with Volkswagen requirements.

## How long will my facility be authorized?

- Certification lasts 12 months. Re-certifying is required at the end of the 12 months.

## Who do I contact for more information?

If you have additional questions about the CCRF program please contact Meghann Forshey, CCRF Program Coordinator.

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