



Collision Industry Information Assistance

Dear collision shop owner;;

Many of you are hearing different stories about the value of shop accreditation. Some programs bring potential OEM benefits and some are unsure.

Your association was the first to introduce collision shop accreditation as a membership pre-requisite in 1988. Subsequently we worked on the City of Toronto CRC collision repair accreditation program (220 shops), the CISCO efforts around the Ontario Collision Repair Standards Act, Ontario's salvage and inspection program (385 shops), and a security package that ensures shops and individuals meet specific standards on behalf of the car companies in Canada (173 shops). So that's now 29 years of accreditation experience.

Accreditation programs traditionally have challenges:

- some insurers work hard to not send cars to accredited shops fearing higher repair costs
- OEMs have valid suspicions that accredited shops are not looking up OEM repair data nor using OEM repair equipment or repair methods
- Insurers often believe that they are being charged for scanning services not provided or poorly provided
- shops purchase expensive equipment and find their investments generate poor returns as new customers do not materialize
- consumers are confused and often mis-directed

On the evening of Wed January 11, in Toronto, your trade association is inviting you for dinner and a presentation on ROADTRUST! We believe that this program is a viable and positive answer to many concerns about shop accreditation.

ROADTRUST! wants to ensure that customers, OEMs and insurers trust the competence, value and compliance skills of your shop.

ROADTRUST! highlights are:

Post repair scanning of vehicles using a ROADTRUST authorized scanning system is mandatory and uses OEM scanners. Insurers and customers and OEMs can receive copies.

“To represent the best interests of the industry, providing opportunities for growth for environmentally sound, profitable businesses, having trained professionals serving the public”

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All vehicles must be looked up for repair specifications and repair process data on a new national web site being introduced on January 16, 2017 in Canada.

Any recall or campaign data is offered to the customer

An electronic phone application is included in the program that will let your past 3 years of customers be able to automatically contact your shop immediately after a collision or any roadside incident if they choose to

Motorists will be able to just touch their phones to instantly be connected with the closest accredited shop

Motorists involved in an accident will get automatic phone notifications of what to do and an actual personal call from the accredited shop within 30 seconds

Shops will provide immediate response and tow services that will allow the motorist to be taken home and never needs to visit the shop unless they want to

The actual collision repair shop standards have not changed and they reflect all other programs and in fact match programs in another province and one national program.

Accreditation under ROADTRUST! generates additional business for your shop from existing and new customers who trust you and drives trust with insurers and OEMS

Please join us for dinner, a presentation, Q and A and an opportunity for you to have input into this program at 6:00 pm on Wednesday January 11, 2017 at the Best Kept Secret Banquet Centre, 6 Eugene St., Toronto, On M6B 3Z4

Yours sincerely,

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John Norris

Executive Director

CIIA/ HARA

1-866-309-4272 www.findavsp.ca

www.ciia.com www.autobodyhelp.ca www.vehiclesecurityprofessional.ca

24/7 Access to OEM websites for Keycodes, PINs or Immobilizer Resets

Administrator, CASIS Vehicle Security Professional