

# OEM Certification Program Comparison

	Assured Performance Joint Effort OEM Certification Program Participant													
<b>ADMIN &amp; PROGRAM FUNCTIONALITY</b>	Assured Performance	Nissan	Ford	FCA	Hyundai	Kia	Mazda	Audi	Honda	Porsche	BMW	Mercedes	Cadillac	Toyota
Unique OEM Certification Requirements	Optional	✓	✓					✗	✗	✗	✗	✗	✗	✗
Collaborative Repair Capability Tool, equipment, training Requirements & Industry Recognized Standards	☑	✓	✓	✓	✓	✓	tba							
OEM branded shop facing Online Registration-Application page for Q & A and signup	☑	✓	✓	✓	✓	✓	tba							
Online Admin "proof of compliance" review and approval system	☑	✓	✓	✓	✓	✓	tba							
National Inspector network	☑	✓	✓	✓	✓	✓	tba	o/i	o	c/i	o/i	o/i	o	
North America Coverage	☑	tba	tba	✓				o	i	c	o	o		
Onsite Inspection - proof of compliance Audit (annual) performed by trained inspector	☑	✓	✓	✓	✓	✓	tba	✗	o	✗	✗	✗		
Online Inspection-Audit reports and electronic proof of compliance	☑	✓	✓	✓	✓	✓	tba							
Use of onsite inspection App to ensure integrity	☑	✓	✓	✓	✓	✓	tba							
Network data reporting including coverage, performance and KPI	☑	✓	✓	✓	✓	✓	tba							
Shop data management and KPI monitoring and measuring	☑	✓	✓	✓	✓	✓	tba							
KPI Push Report Card and Newsletters for participating Authorized shops	☑	✓	✓		✓	✓	tba							
Specialize Features and Services for Dealership Body Shops	☑	✓	✓				tba							✗
External dedicated OEM support staff paid for through premium shop fees	☑	✓	tbd	tbd										
OEM Branded Insurance	Optional	✓					tba		✗					
<b>SHOP FEATURES &amp; BENEFITS</b>	Assured	Nissan	Ford	FCA	Hyundai	Kia	Mazda	Audi	Honda	Porsche	BMW	Mercedes	Cadillac	Toyota
Consumer marketing and promotional tools for certified status	☑	✓	✓	✓	✓	✓	tba		✗					
Micro-web site to ensure visibility to consumers	☑	✓	✓	✓	✓	✓	tba							
Optional use of Collision Care tools and OEM branded on-demand marketing tools	☑	✓	✓	✓	✓	✓	tba							
Listing on Consumer-facing online locators - OEM branding and specifications	☑	✓	✓	✓	✓	✓	tba		✗	✗	✗	✗	✗	
Listing on Consumer-facing Smart Phone Apps - OEM branding and specifications	☑	✓	✓	✓	✓	✓	tba							
Official Signage, logo use for use by the Authorized body shop - OEM branding and specifications	☑	✓	✓	✓	✓	✓	tba		✗					
Special technical training required as part of the program	☑		✗					✗	limited	✗	✗	✗		✗
Quality Assurance Program requiring OEM procedure compliance documentation	☑	✓	✓	✓	✓	✓	tba							
Rebate Reward program to provide shop incentives on conquest / competitive parts	☑	✓	✗	✓			tba						✗	tba
Wholesale Parts Dealer Sponsorship	☑	✓	✓				tba		limited					✗
Business Improvement Program	☑	tba	tba	tba	tba	tba	tba							✗
APEX (SOP) Management System	☑	tba	tba	tba	tba	tba	tba							
Telematics vehicle dispatch							tba						✗	
Ability to tie-back to sponsoring dealers with ConnectX and APEX	☑						tba							
Total Loss Replacement Program Capable	☑						tba							
On-demand Marketing Tools and Interface (\$ collection)	☑		✓				tba							
Free customer towing to Network		✓	✓	✓										
Work Reinspection Service - QC program									✗				✗	
Educational Webinar Library	☑	tba	tba	tba	tba	tba	tba							
<b>CONSUMER AWARENESS BENEFITS</b>	Assured	Nissan	Ford	FCA	Hyundai	Kia	Mazda	Audi	Honda	Porsche	BMW	Mercedes	Cadillac	Toyota
OEM branded consumer-facing online locators	Optional	✓	✓	✓	✓	✓	tba							
OEM branded consumer-facing Collision Care Smart Phone Apps	Optional	✓	✓	✓		✓	tba							
Consumer-facing OEM branded shop locator Smart App	☑	✓	✓	✓	✓	✓	tba		✗					
Collision Care cards and OEM branded direct mail letters and email notifications	☑	✓	✓	✓	✓	✓	tba							
Consumer-facing Web portal/site (CollisionCare.org)	☑	✓	✓	✓	✓	✓	tba							
OEM Consumer Education / Awareness Campaigns relative to Network	Optional	✓	✓	✓			tba							
<b>DEALER SPECIFIC FEATURES &amp; BENEFITS</b>	Assured	Nissan	Ford	FCA	Hyundai	Kia	Mazda	Audi	Honda	Porsche	BMW	Mercedes	Cadillac	Toyota
Dealer Body Shop Business Improvement Program	☑	✓	✓				tba							✗
Dealer Body Shop Assessments	☑	✓	✓				tba							
Wholesale Parts Dealer ConnectX (B2B CRM)	☑					✓	tba						✗	
Wholesale Parts Dealer Certification	☑		✓			✓	tba						tba	✗

Key: ☑ = Service or feature provided by Assured Performance. ✓ = Integral part of the Assured performance Certification Program o = Outsourced. o/i = internal staff and/or outsourced. ✗ = existing



# OEM Certification

*Program Feature Comparison*

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## SHOP CERTIFICATION

### VALUE

- ☑ Top 5% of elite group
- ☑ More competitive
- ☑ Promoted via numerous web based platforms
- ☑ Included in consumer awareness campaigns
- ☑ Resource to leverage for ONE VOICE to communicate concerns/issues/hot topics to insurers and OEMs
- ☑ Resources to evaluate and track your business

### BENEFITS

- ☑ Press release
- ☑ Certification sign
- ☑ Consumer & insurer shop locator
- ☑ Informed early on of new requirements for vehicle releases
- ☑ Equipment and tooling discounts
- ☑ Educational webinars
- ☑ GM and enterprise rebates
- ☑ Data/KPIs/benchmarking/shared best practices



- ✓ Press Release
- ✓ FCA Sign
- ✓ FCA Logo/Badge
- ✓ FCA Mobil App
- ✓ FCA Shop Locator
- ✓ Consumer Awareness
- ✓ Parts Rebate Program
- ✓ Free Towing



- ✓ Press Release
- ✓ Ford Sign
- ✓ Ford Logo/Badge
- ✓ Ford Mobile App
- ✓ Ford Shop Locator
- ✓ Consumer Awareness
- ✓ Free Towing
- ✓ Newsletter
- ✓ On Demand Marketing



- ✓ Press Release
- ✓ Nissan/Infiniti Sign
- ✓ Nissan Logo/Badge
- ✓ Infiniti Logo/Badge
- ✓ Nissan Mobil App
- ✓ Nissan/Infiniti Shop Locator
- ✓ Consumer Awareness
- ✓ Parts Rebate Program
- ✓ Free Towing
- ✓ On Demand Marketing



- ✓ Press Release
- ✓ Hyundai Sign
- ✓ Hyundai Logo/Badge
- ✓ Hyundai Shop Locator
- ✓ Consumer Awareness