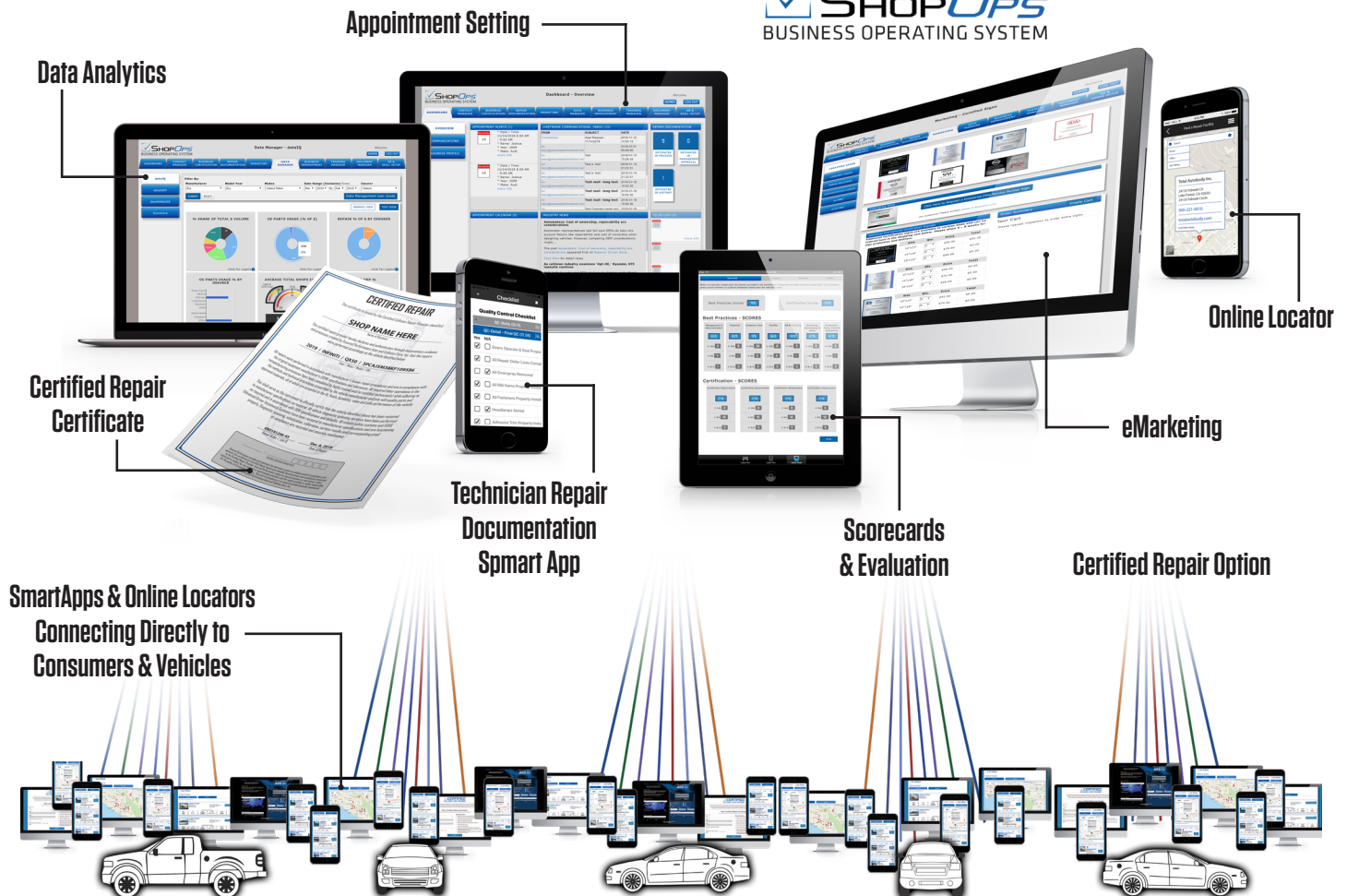


**Unlock your Business Potential with the power of OEM Certification & delivering a “Certified Repair”!**

- ✓ Repair documentation system & Certified Repair Option
- ✓ Appointment setting from consumer apps
- ✓ Listings on consumer & insurer facing locators
- ✓ The following are features of ShopOps and an integral part of certification:
- ✓ Leverage OEM brands & credentials
- ✓ Turbo charge your marketing
- ✓ Build consumer credibility ... Consumers prefer Certified Shops 3 to 1
- ✓ Gain a competitive advantage
- ✓ Attract, hire, & retain the best employees
- ✓ Increase the value of your business



**...join the most advanced capable and efficient network in the world!**

# WHY GET CERTIFIED?

Get Certified and get business. Get Certified and put your business in a league of its own. Get Certified and ensure your business is part of the future.

Certification is all the rage and for good reason. Now, you have the ultimate means to separate your best-in-class business from mediocre cut-rate shops. You also have a growing resource for business referrals – the Vehicle Manufacturers (OEM) and consumers using shop locators and Smart Apps. On the horizon, your shop will have the unique and exclusive ability to offer and deliver a “Certified Repair” Option, the ultimate in repair quality, customer service, and a means to mitigate your liability and exposure.

Assured Performance is the industry's official Certifying body and a non-profit consumer advocacy organization that provides independent, third-party Certification and exclusive administration and management for several of the leading OEMs and other entities. Assured Performance has created a unique and exclusive market strategy allowing you to get “Certified once and officially recognized by many.” Assured Performance is the exclusive certifying entity for several of the top Automakers in the world such as Nissan, INFINITI, Fiat Chrysler Automobiles (FCA), Hyundai, Kia and several more to be announced. Our manufacturers represent over 65% of the vehicles in operation on the road today.

We've made the process far simpler and far less costly. The exclusive Assured Performance approach to OE Manufacturer Certification eliminates redundancy and unnecessary costs making this an affordable investment for any smart collision repair business. You get the Certification credentials of several OEMs through one single onsite audit and validation process, and a single add-on fee structure, saving you thousands while delivering exponential impact.

Assured Performance goes above and beyond to provide your business with the state of the art tools and support to ensure your business is and remains “best in class,” highly efficient, profitable and growing. As an integral part of your Assured Performance Certification, you receive OEM signage, marketing tools, business improvement assessment and planning, and ShopOps, a business operating system filled with critical tools you need to operate as a “Certified Repair Provider.” Now, Assured Performance is proud to introduce the “Certified Repair Option.”

Assured Performance has developed a unique business model that offers the industry a single certification process, infrastructure and fee structure that includes several OEMs and a wide range of business development programs – all from one source and in one low-cost package.

## Certification & Assured Performance Benefits

Listed below are some of the many benefits of becoming Assured Performance OEM Certified. These benefits start with multiple OEM certification credentials and they never really end. Assured Performance is your trusted partner for life and is dedicated to your success.

### ✓ Certified Signage for Multiple Manufactures in one program

- Your Certified Collision Repair Business will receive OEM Recognized-Certified Signage as well as an Assured Performance Certified Collision Care sign to display in your lobby
- The signage increases consumer confidence in your collision repair business



### ✓ eLOBBY

- Now, you can control the message and the consumer's experience throughout the time they are in your waiting room area. This exclusive tool allows you to have a in-house TV station playing your waiting room video, OEM messages, your commercials, before and after shots, and your official OEM and Certification signage, and more electronically on your flat screen monitor in your reception or waiting room area. It's all fed automatically from ShopOps and through the web ...its turnkey and super easy to use.

### ✓ OEM Approved Certification Logo Use and Badges

- To be used on your web sites, estimates, marketing brochures and more. Differentiate your business to consumers by using the approved OEM logos and badges in all of your marketing (websites, brochures, social media sites and in all advertising)



### ✓ Promoted by OEMs in Consumer Awareness Campaigns

- Connecting OEM customers with Certified Collision Care Providers with email blasts to over 4 million customers, YouTube videos, websites, free towing and roadside assistance



### ✓ SmartApps & On-line Shop Locators with appointment setting

- Listing on multiple online OEM shop locators, linked directly from the OEMs websites and connects consumers to your landing page
- Assured Performance and OEM branded Smart Apps provide a solution to assist consumers at the time of an accident and throughout the repair process

### ✓ Insurance-facing Advanced Repair Capable Auto Body Locator

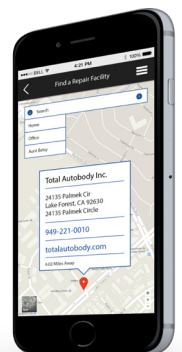
- Your shop will be listed on the Insurance Company Advanced Repair Capable (ARC) Auto Body Locator
- This unique Insurer-facing Auto Body Locator lets insurers search for Certified Repairers by vehicle VIN, make or model

### ✓ Insurance & Dealer Targeted Wholesale Marketing Brochures

- Professionally designed brochures help market your OEM credentials to insurers and dealers

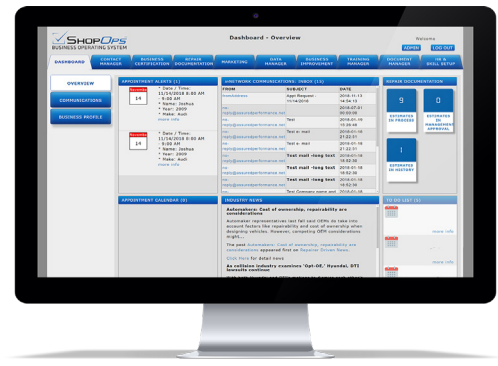
### ✓ ShopOps, BUSINESS OPERATING SYSTEM

see next section for full ShopOps details



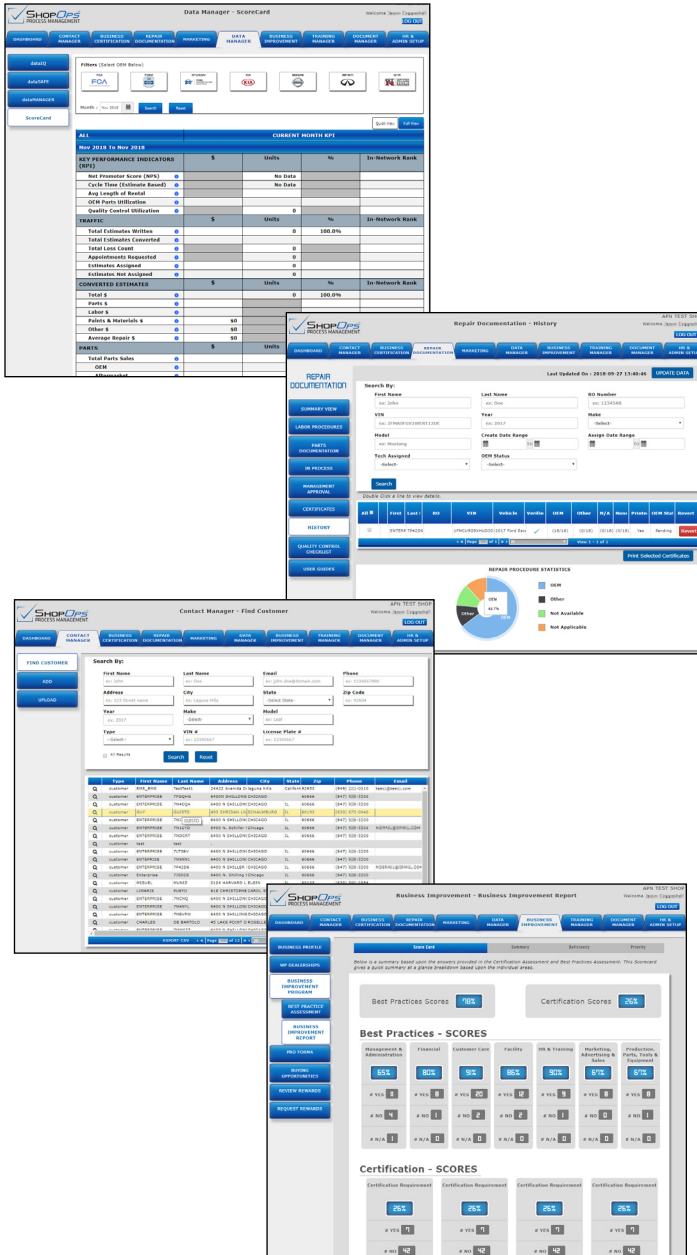


*ShopOps is not a traditional body shop management or estimating system. ShopOps was designed as a suite of business tools to enable certified shops to operate under far different processes including interfacing with consumers as well as the future “connected-vehicle.” ShopOps is an exclusive web-based system that enables the Certified Repair Providers to comply with numerous OEM and Insurer requirements and perform at the highest performance levels.*



## THE KEY COMPONENTS OF ShopOps

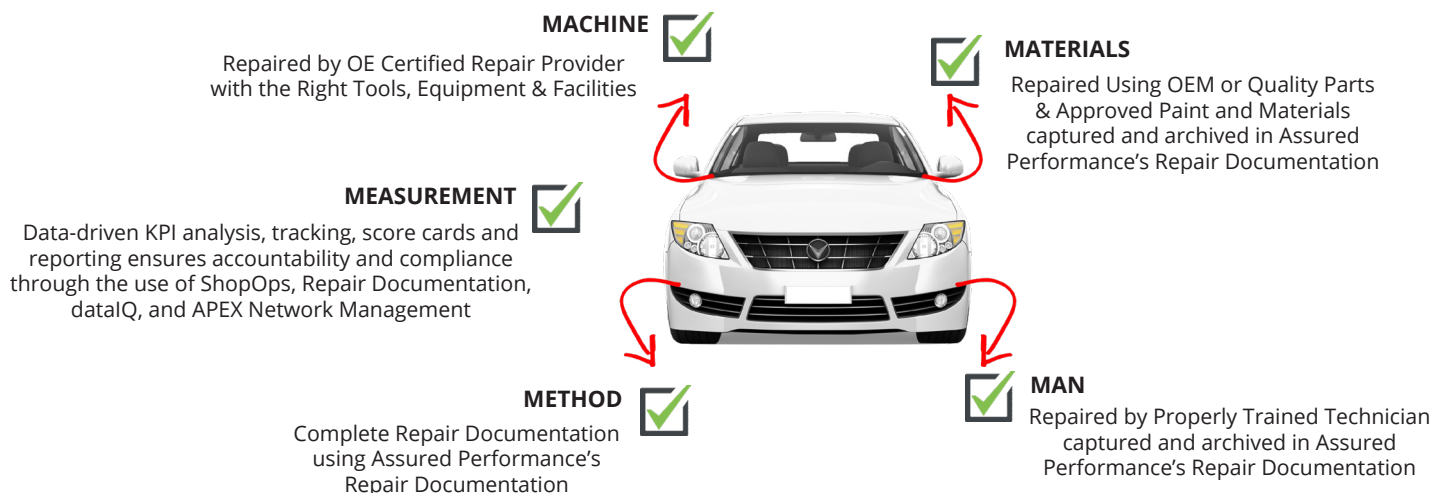
- ✓ **Appointment Settings – Contact Manger (CRM)** – Now your shop has the ability to receive and process appointments made by consumers through the numerous shop locators, smart apps and the future connected cars. The system also facilitates direct communications, and customer retention initiatives, CSI as well as updates and images that a consumer can elect to receive throughout the repair process.
- ✓ **Repair Documentation System & Certified Repair Option** This feature is based upon increasing your repair quality and decreasing your liability exposure (especially critical considering the John Eagle case). This exclusive benefit provides your Certified repair business with a turnkey “repair documentation system” and record storage enabling efficient electronic proof of how the vehicle was repaired, by whom and with what. It keeps visual proof of what OEM Repair Procedures your technician used, and even the results of scans performed. This exclusive program includes a Smart App interface for technicians to electronically document their work product.
- ✓ **Skills Inventory & HR Manager** – Skills inventory is a powerful features that maintains all of the shop’s technical training and knowledge records supplied from on-site knowledge and skills assessments performed and your training records for I-CAR and other entities. Now, all of your technician’s capabilities let you ensure you have the skills your need to perform proper repairs. This innovative solution tied to “Repair Documentation” ensures that the repair is performed by a qualified technician. The HR feature also provides you with tracking and control over your most valuable asset – Your people!
- ✓ **dataIQ & KPI Scorecards and Benchmarking** – Listed under **DATAMANAGER**, this robust feature a shop has a KPI self-management data dashboard with comparative benchmarking and automated scorecard reporting including shop rating and ranking allows for in-depth data analytics. You can rate and rank your business and monitor and manage the performance of your business.
- ✓ **Training Management** – This feature provides a training content management and training resource system for centralized listing and management of available training and schedules.
- ✓ **Business Improvement** – A business performance module assists the shop to maintain compliance and leverage best practices and improvement planning and provides financial planning and analytics. It also is the foundation for you to ensure your shop meets and maintains all requirements for certification and other referral program requirements.
- ✓ **Document Manager** – This feature is a central repository and document manager for all of the various procedures, checklist, forms, job descriptions and other documents you accumulate as a business. It puts all fo the right documents at you and your staff’s finger tips ... it ensures the right people are using the right version of the right document. You are able to maintain access to all of the critical docs required by OEMs, insurers, and vendors in an on-demand web-based portal with cloud storage. Critical documents are fed automatically to your ShopOps by the various entities through their APEX system connected to your ShopOps system.



*ShopOps is the answer to how repairers will be linked in the future. It also contains the critical ability for shops to deliver a “Certified Repair” or operate without the traditional line-itemized estimates.*



# A "CERTIFIED REPAIR OPTION" ...BY CERTIFIED REPAIR PROVIDERS

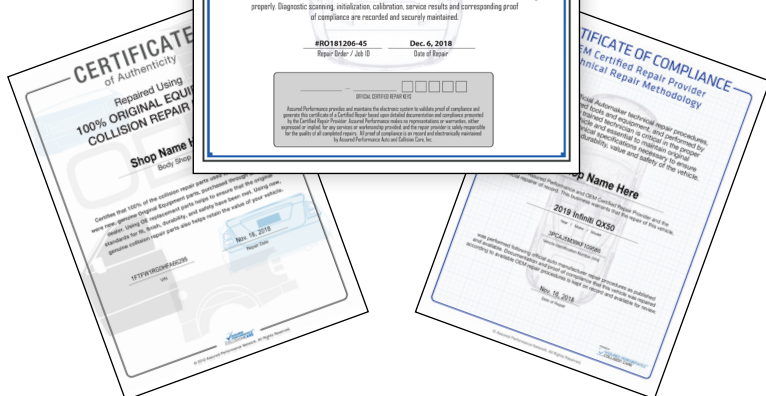
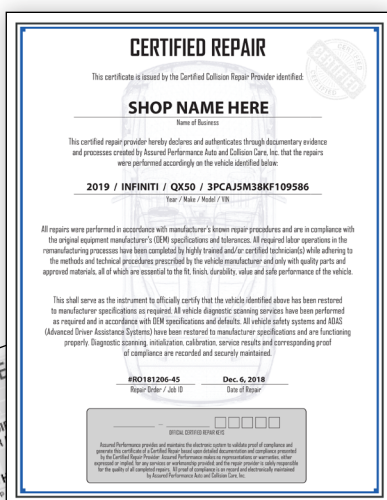


## THE ULTIMATE "OUTPUT" ⇨ "CERTIFIED REPAIR"

*Assured Performance has developed critical tools, services and IT solutions to address all five elements and ensure the repair providers are able to maintain proof of compliance. Imagine the possibilities... This opens the door for new ways to do business.*

**Now you have a "Certified Repair Option" (CRO)!**

*The "Certified Repair Option" is a powerful quality assurance solution created by Assured Performance and is now available to nearly 3,000 Certified Repair Providers. The program is based on the 5 principles of total quality management to ensure the ultimate repair quality output has been achieved.*



## CONTACT ASSURED PERFORMANCE:

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(949) 266-8417 - fax

## Quality Management Process - 5Ms

- ✓ **Machine (equipment, technology)** – All Certified Repair Providers are inspected and validated for possession and use of tools, equipment and adequate facilities to meet OEM Certification requirements for the repair business. This is the fundamental OEM business Certification.
- ✓ **Method (process)** – Documented proof that the technicians followed OEM repair procedures where available. All Assured Performance Certified shops are now provided with a special program to enable efficient electronic documentation that includes a Smart App for technician use.
- ✓ **Material** – Documented proof of the use of OEM or approved parts, paint and materials in the actual repair and refinish.
- ✓ **Man** – Proof that the technician assigned to perform the repair has adequate training and capability for the specific vehicle and repair methods to be followed. Certified shops are able to use Repair Documentation and ShopOps "Skills Inventory" system to easily and efficiently provide proof.
- ✓ **Measurement** – Data-driven KPI analysis, tracking, score cards and reporting ensures accountability and compliance. All reporting maintains the highest level of integrity and validity and is automated and efficient through the use of ShopOps, Repair Documentation, dataIQ Scorekeeping, and APEX Network Management.