



Audi
Collision Repair

Audi Authorized Collision Repair Facility Program Manual—2016

Note: Not for consumer use. For internal use only.





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01. Overview and Benefits

Everyone stands to gain.

This carefully planned, comprehensive program offers a clear path to world-class collision repair and increased customer satisfaction for dealerships, collision repair facilities and customers alike. It promotes solid profits and reduced comebacks for collision repair facilities by using Audi tested repair regimens for “fix it right the first time” results.

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

Benefits to Audi Customers

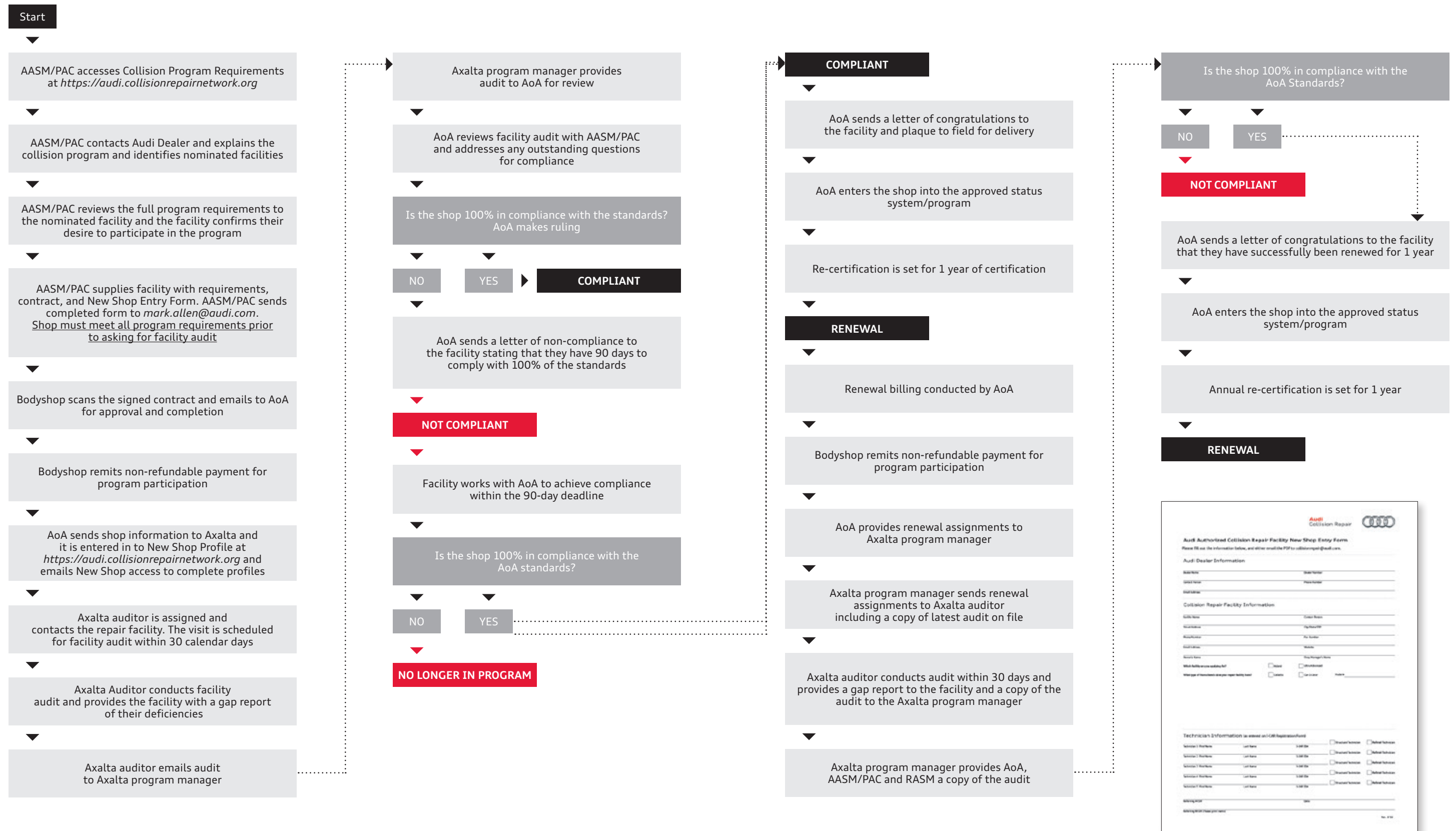
- ▶ Convenience
- ▶ One-stop shopping
- ▶ Eligible customers receive complimentary towing to your Audi Authorized Collision Repair facility via Audi Roadside Assistance
- ▶ Repair process and facility standardization help produce safe repairs
- ▶ First-quality repairs help maximize repaired vehicle value
 - ▶ OEM-authorized program assures the vehicle owner receives parts specified and approved by Audi
 - ▶ Audi approved parts meet technical performance standards
- ▶ Limited lifetime warranty for paint repairs through OEM suppliers¹
- ▶ Reduces cycle times (downtime) of vehicle repairs by following recommended processes

Benefits to a Collision Repair Facility

- ▶ Assurance of repairs to Audi standards and specifications
- ▶ OEM affiliation
- ▶ Eligible customers receive complimentary towing to your collision repair facility via Audi Roadside Assistance
- ▶ Prestige as an Audi Authorized Collision Repair Facility
- ▶ Marketing to customers as Audi Authorized Collision Repair Facility
- ▶ Audi affiliation can provide increased revenue
- ▶ Access to professional services through Audi business partners
- ▶ Fewer comebacks and better cycle times
- ▶ Productivity improvements
- ▶ Proven path toward better profitability
- ▶ Easy access to OEM standards and recommended repair procedures
- ▶ OEM-authorized training
- ▶ Technical training for Audi collision repairs
- ▶ Shared tool and equipment requirements across brands can lead to a better and faster return on investment

¹ Refer to individual paint suppliers for warranty details and information.

02. Enrollment and Implementation Processes



Enrollment form

03. Standards for Audi Authorized Collision Repair Facilities

General Management—Program

- ▶ The facility must use an Audi-approved paint brand that has technical approval from AUDI AG. Paint brands include Cromax, Standox, Spies Hecker, Glasurit and RM Diamont, Sikkens, Lesonal, PPG and Nexa Technologies
- ▶ The facility must refer all-aluminum vehicles to an Audi Authorized Ultra Advanced Lightweight Materials Collision Repair Facility for all non-cosmetic repairs

General Management—Personnel

- ▶ A trained estimator must be employed and on-site during all business hours
- ▶ A receptionist must be on-site during business hours
- ▶ The facility must have state-level-certified/-trained collision repair technicians at all times (minimum of two for body and one for paint)

Note: The Paint and Body Technician may be the same person

- ▶ The facility must appoint someone who is responsible for resolving all customer complaints within 24 hours of receipt

Facility

- ▶ The facility premises must be kept reasonably clean and be well-maintained
- ▶ The facility must have clean, well-supplied, well-lit, and clearly identified customer restrooms separate from shop personnel
- ▶ 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 use the Audi logo in accordance with strict Audi marketing guidelines
- ▶ The facility must agree to only use and display pre-approved materials that utilize the Audi logo, trademarks and references, including, but not limited to, interior/exterior signage, apparel, advertising, stationery, websites, billboards, etc.
- ▶ The facility must have a clean, well-lit vehicle customer delivery area, or repaired vehicles must be delivered to customers at the dealership



Facility (continued)

- ▶ 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 a secure area away from customer-facing or parking facilities
- ▶ The facility must have an undercover storage area, or appropriate protection must be used when the vehicle interior is exposed to the elements
- ▶ The facility must be well-lit

04. Operations

Financial and Insurance

- ▶ The facility must be a registered entity LLC, partnership incorporated
- ▶ The facility must maintain a minimum of \$1 million liability insurance—insures vehicle when driven by personnel (care and custody)
- ▶ The facility parts account must be current within dealer credit requirements

Customer Relations

- ▶ The facility must be enrolled in the Audi of America Performance Feedback CSI program and must use the Audi of America customized survey
- ▶ The facility must communicate the progress and status of the repair to customer at the customer's requirements and time frames
- ▶ All customers must receive a detailed invoice of work completed as well as a thorough explanation of the work
- ▶ The facility manager must be responsible for a solution and/or communication of solution to customer complaint(s) within 24 hours
- ▶ Audi Corporate customer complaints must be addressed within 48 hours to customer, corporate or corporate designee
- ▶ The customer service representatives must dress appropriately in business or business casual attire relative to the work area

Facility Office Automation

- ▶ The facility must have a minimum of one computer workstation with an Internet connection for service technicians
- ▶ The facility must have terminal access to the Audi Technical Information System (ELSA [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 answering machine or service with Audi Roadside Assistance number or other towing service
- ▶ The facility must have a process for callers to leave a message

Sales Process

- ▶ The customer must be greeted and acknowledged upon entering the facility and offered assistance
- ▶ The 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
- ▶ The shop technicians must be dressed in appropriate shop attire

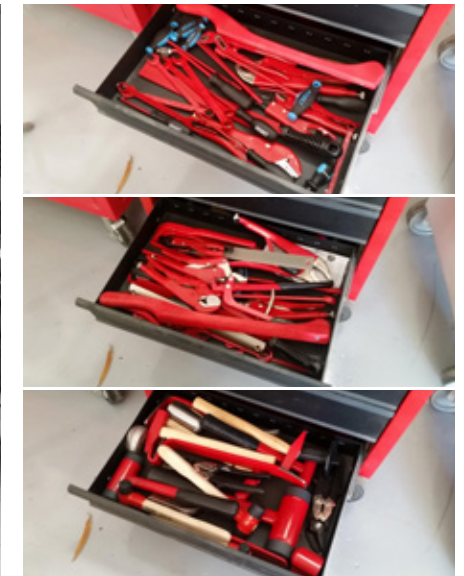
Service Process

- ▶ 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 commencement
- ▶ The facility must begin repair work on the day of the appointment
- ▶ The facility must offer shuttle service or an alternate form of transportation
- ▶ The facility must track vehicle “comebacks” and must have a quality assurance process to ensure that repairs are done right the first time

- ▶ The facility must have qualified staff available to test-drive the vehicle with the customer, if requested
- ▶ The repaired vehicles must be delivered clean, washed and with presets returned to their original positions
- ▶ The vehicles must be visually inspected for condition/damage upon arrival, and customers must be invited to participate in the walk-around inspection

General

- ▶ The facility must utilize Audi Genuine Parts purchased through the customer’s sponsoring dealer
- ▶ In case of back orders, Audi offers an option for expedited service with a surcharge (red orders). The facility should be aware of the process and be willing to support utilizing this process to reduce cycle time
- ▶ Once authorized, the facility must agree to prominently display Audi promotional materials supplied by the program (signage and plaques)



Marketing Guidelines

Independent Repair Facilities (IRF):

- ▶ Exterior Signage
 - ▶ An IRF cannot advertise that it is an Audi Authorized Collision Repair Facility on the exterior of the facility
 - ▶ Includes but not limited to banners, signage, folding signs, video signage, hard signage and billboards
 - ▶ The use of Audi intellectual property, including, but not limited to, the Audi four rings logo and Audi name, in the IRF name is prohibited
- ▶ Interior Signage
 - ▶ Audi Authorized Collision Repair Facility plaques must be on display on the inside of facility in a place of prominence
 - ▶ Examples include: the reception area, lobby, above cashier
 - ▶ The following temporary (non-permanent) internal signage may be allowed on a case-by-case basis: window clings, banners, video and desk frames. All items must be routed to [need name/title] for approval prior to production.

- ▶ Website and Online Promotion
 - ▶ IRFs are permitted to advertise as an Audi Approved Facility on their respective websites, with prior written approval from Audi of America.
 - ▶ IRFs must use the appropriate Audi logo and follow CI guidelines
 - ▶ Audi logo should appear in correlation to the certified location (for multi-location shops)
 - ▶ All other use of Audi intellectual property including but not limited to shop URLs, business names, social media account profiles, digital advertising, and search terms, is strictly prohibited.
- ▶ Business Cards
 - ▶ IRFs may use business cards that include the Audi logo only if they are ordered through the Audi collection
 - ▶ IRFs are prohibited from using business cards for locations other than the specific Audi Authorized Collision Repair Facility location(s)
- ▶ Clothing
 - ▶ IRF Technicians who have graduated from Audi Collision Training may wear the Audi-branded clothing provided at Training graduation (e.g., bibs, hat)
 - ▶ IRFs may purchase Audi clothing provided by Audi collection, which allows IRFs to customize attire to include body shop name
 - ▶ The use of Audi intellectual property, including, but not limited to, the Audi four rings logo and Audi name, on other clothing items is prohibited

Multiple Shop Operator (MSO) and Multi-Location Shops

- ▶ Must abide by all IRF guidelines
- ▶ Audi Authorized Collision Repair Facility status only applies to the location listed on the contract
 - ▶ Each location must receive training to be authorized

For Dealer Repair Facilities:

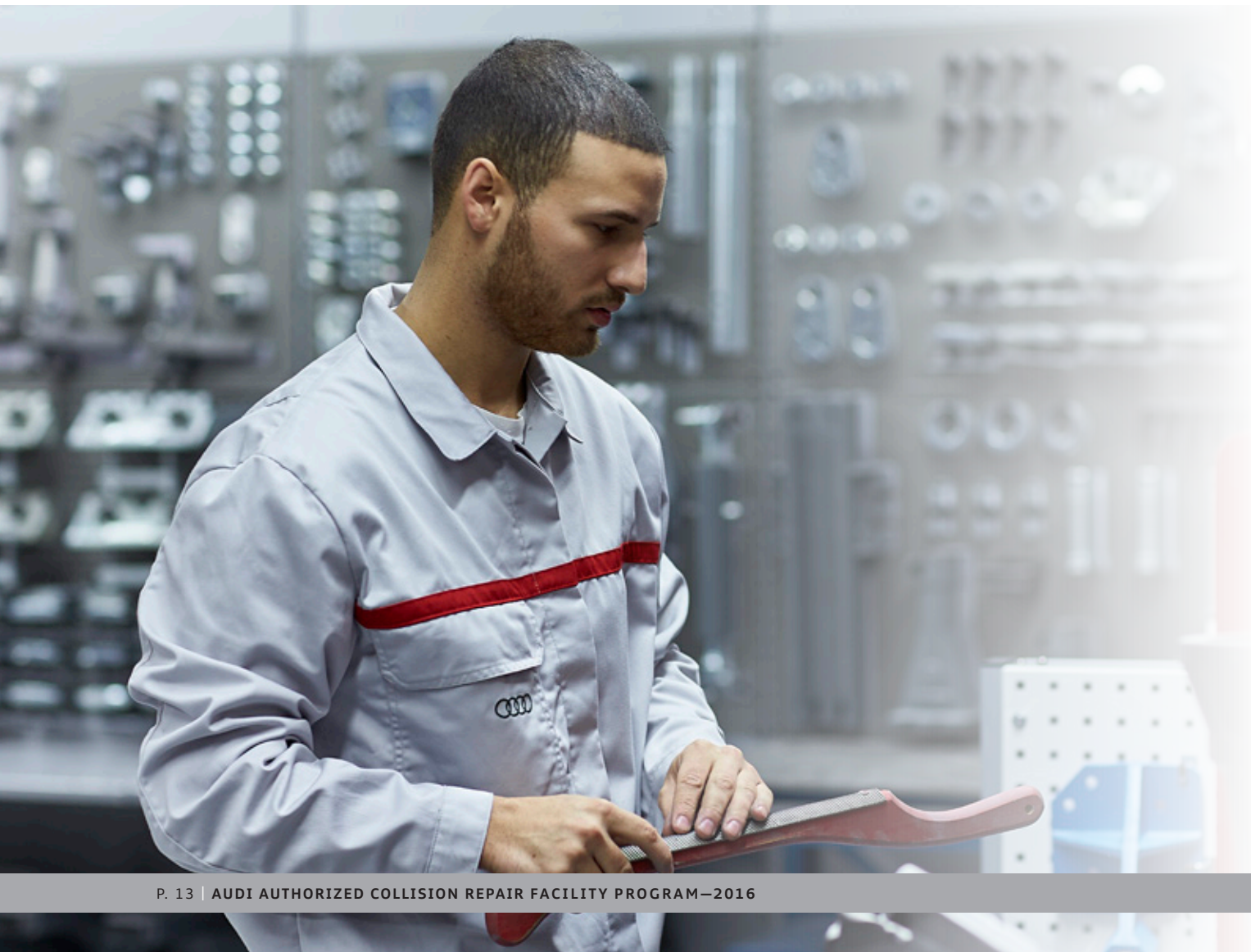
- ▶ Dealers may obtain marketing approval for exterior signage through Audi of America's Service Facility team

For Sponsoring Dealers:

- ▶ Dealers sponsoring an IRF may hyperlink the specific location of the sponsored IRF on their websites

For Equipment Distributors:

- ▶ Distributors are permitted to purchase select clothing items through the Audi collection



05. Training and Equipment Requirements

The facility must have two Body Technicians and one Refinish Technician who meet the I-CAR training requirements. The Body Technician and Refinish Technician may be the same person. All requirements must be completed within the effective dates of certification. Mixing of technicians to complete the requirements is not allowed.

Note: As new models are released, additional requirements will be added as needed and it will be mandatory for approved facilities to attend.

Structural Repair Body Technician

- ▶ Hazardous Materials, Personnel Safety and Refinish Safety (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 (SPS01) *or* Replacement of Steel Unitized Structures (SPS10)—SPS01 has been replaced by SPS10 (take as set with SPS11)
- ▶ Steel Uni-body A, B, C and D-Pillars, and Rocker Panels (SPS02) *or* Sectioning of Steel Unitized Structures (SPS11)—SPS02 has been replaced by SPS11 (take as set with SPS10)
- ▶ Stationary Glass (GLA02)
- ▶ *Either* Steel GMA (MIG) Welding Series (WCS03) *or* I-CAR Structural Parts Steel Welding Series (SPS05)
- ▶ I-CAR Aluminum GMA Mig Welding (WCA03)
- ▶ Advanced High-Strength Steel Overview Materials (AHS01) (Online Training Program)
- ▶ Automotive Foams (FOM01)
- ▶ Steel Unitized Structures Technologies and Repair (SPS07)
- ▶ Cosmetic Straightening Aluminum (STA01) *or* Aluminum Panel Replacement (APR01)—STA01 has been replaced by APR01

Audi Academy Collision Training Requirements

- ▶ **Audi Structural Repair – Course 214132**
For both Hybrid and Ultra Materials facilities, both structural repair technicians must attend Audi Academy Structural Repair Course 214132 and be certified at the facility at all times. Note: Audi Structural Repair Course 214132 replaced AUDIO1, but AUDIO1 technicians are considered compliant.
- ▶ **Audi Q7 Structural Repair – Course 223152**
For both Hybrid and Ultra Materials facilities, one structural repair technician must attend Audi Academy Q7 Structural Repair Course 223152 and be certified at the facility at all times. Note: This will be expanded to both technicians with class availability. Audi Structural Repair – Course 214132 is a pre-requisite for this course.
- ▶ **Audi Aluminum Welding and Structural Repair Certification – Course 213132 and Aluminum Welding Re-Certification – Course 221132**
For Ultra Materials facilities only, both structural repair technicians must attend Audi Academy Welding and Structural Repair Certification Course 223152 and be certified at the facility at all times. Note: Technicians must be re-certified every 2 years with Aluminum Welding Re-Certification Course 221132.

- ▶ **Audi TT Body and Structural Repair Certification– Course 227152**

For Ultra Materials facilities only, both structural repair technicians must attend Audi Academy TT Body and Structural Repair Certification Course 227152 and be certified at the facility at all times.

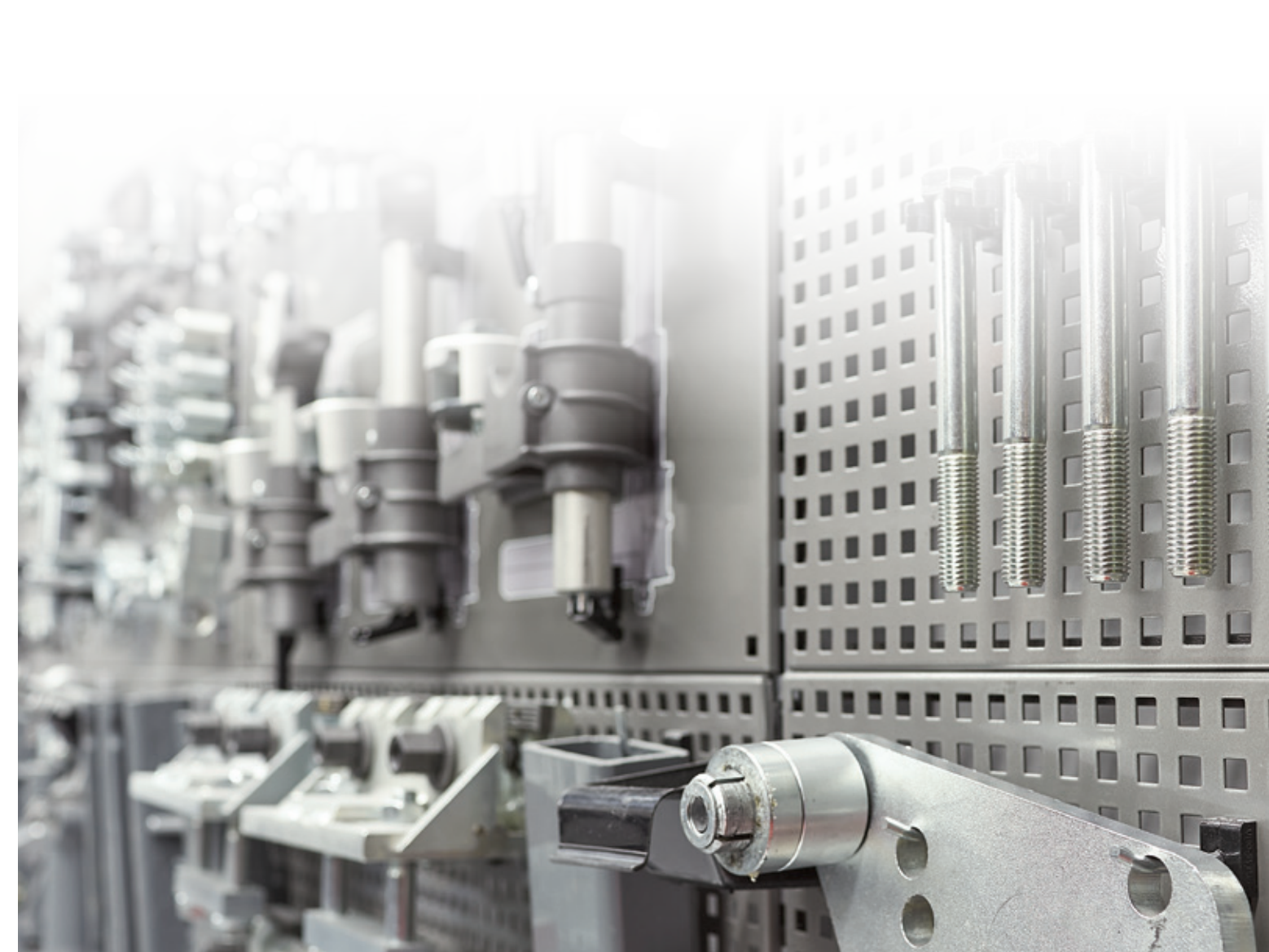
Refinish Technician Requirements

- ▶ Hazardous Materials, Personnel Safety and Refinish Safety (WKR01)¹
- ▶ Corrosion Protection (CPS01)¹
- ▶ Color Theory, Application, Tinting & Blending (REF03) (discontinued) *or* Refinishing Material Application and Blending (REF08e) and Color Theory, Mixing Toners and Tinting (REF09) (replacement)

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

Tools and Equipment

Note: Please refer to the 2016 Collision Self-Assessment and 2016 Collision Tool Catalog for a comprehensive list of all tools and equipment.



06. Frequently Asked Questions

- ▶ **Why is Audi 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 Audi customers with repair solutions that meet Audi specifications.
- ▶ **Will I be able to market my facility as an “Audi Authorized Collision Repair Facility?”**
 - ▶ Yes. Marketing materials are provided on the Audi Collision Repair Facility website.
- ▶ **How much new work will the program bring into my shop?**
 - ▶ Audi of America’s collision repair strategy is to align a minimum of one collision repair facility with every retailer. Non-authorized collision repair facilities will not be recognized by Audi of America, Inc., and will not be recommended by our field staff. Customers calling Audi Roadside Assistance for collision repair will be referred to the nearest Audi Authorized Collision Repair Facility. Audi Authorized Collision Repair Facilities can use this affiliation to market their services to customers and insurers.
- ▶ **Will Audi provide signage identifying my facility as an Audi Authorized Collision Repair Facility?**
 - ▶ On completion of the program requirements, Audi of America, Inc. will provide a plaque for you to proudly display along with other program signage for marketing to vehicle owners and insurance companies. If at any time you fall outside of the program requirements, Audi of America, Inc. reserves the right to ownership of the plaque and the plaque must be returned.
 - ▶ Audi Dealerships can use trademarks and corporate signage. Authorization does not permit independent collision repair facilities to use Audi trademarks or corporate signage. Authorized repair facilities will be mailed a certification document upon successful completion of required training and site evaluation.
 - ▶ Marketing materials are posted on the Audi Collision Repair Facility website for members to use in local advertising and inside facility displays. Audi will also be inserting information on the program in all new Audi vehicle glove compartments to ensure customers are aware of Audi Authorized Collision Repair Facilities.
- ▶ **Can I market my Audi Authorized Collision Repair Facility to other dealers (Jaguar, Mercedes, Land Rover, BMW, etc.)?**
 - ▶ Yes.



▶ **Why did Audi select Axalta Coating Systems as the facilitator for this program?**

- ▶ Audi of America, Inc. has contracted Axalta Coating Systems, our original equipment paint supplier, to assist in the certification and business improvement process of the collision repair facility. Our strategic alliance will ensure that our authorized collision repair facilities provide high-quality and reliable services that meet Audi standards.

▶ **What is my total initial investment?**

- ▶ Upon initial evaluation of the collision repair facility, a gap report will be provided to the facility management and Audi of America, Inc. to determine areas of the collision repair facility that require additional attention. This may ultimately require some investment by the repair facility to become compliant with Audi requirements.

▶ **Will I have to change my paint line?**

- ▶ No. Audi of America, Inc. has contracted Axalta Coating Systems, our original equipment paint supplier, to assist in the certification process of the collision repair facilities. Audi of America, Inc. has selected Cromax, Spies Hecker and Standox as the preferred worldwide paint brands for refinish materials for our collision repair programs. These products have been fully tested by AUDI AG and consistently achieve the high quality standards we demand. It is optional to utilize Axalta Coating Systems products and services; however, Audi of America strongly recommends their use for collision repairs to ensure the quality standards achieved in our production facilities are maintained. It is required that a factory-approved paint material is used. The approved paint brands are listed in Section 03 of this brochure, and on the website under Repair Information, Audi Paint Approval Letter.

▶ **How will my people obtain training?**

- ▶ Training can be obtained through I-CAR, Axalta Coating Systems training (or other Audi approved suppliers' OEM paint training courses), Audi of America, Inc. and other AUDI AG approved paint suppliers.

▶ **How long will my facility be authorized?**

- ▶ Authorization will last 12 months. Re-authorization will be required at the end of the 12 months.

▶ **Is there a charge for re-authorization?**

- ▶ There is a fee for initial authorization and there is a yearly fee for re-authorization.

▶ **Can my current paint company authorize my facility for the Audi Authorized Collision Repair Facility Program?**

- ▶ No. Audi and Audi designees will be the only mechanism for receiving authorization. Your current Audi approved paint supplier can provide the necessary OEM paint training required by Audi of America, Inc.

Terms & Conditions

In addition to the Repair Facility Agreement to which each IRF is a party, these Marketing Guidelines ("Guidelines") govern your participation in the Audi Authorized Collision Repair Facility Program, including without limitation, your use of the Audi trademark in connection therewith. By representing yourself as an Audi Authorized Collision Repair Facility, you agree to abide by these Guidelines.

Penalties for violating these Guidelines may include revocation of your status as an Audi Authorized Collision Repair Facility and/or, at Audi's sole and absolute discretion, Audi's pursuit of legal action against you for trademark infringement.

Audi Collision Repair. Expect Excellence.