



Audi Authorized Collision Repair Facility Program Manual

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

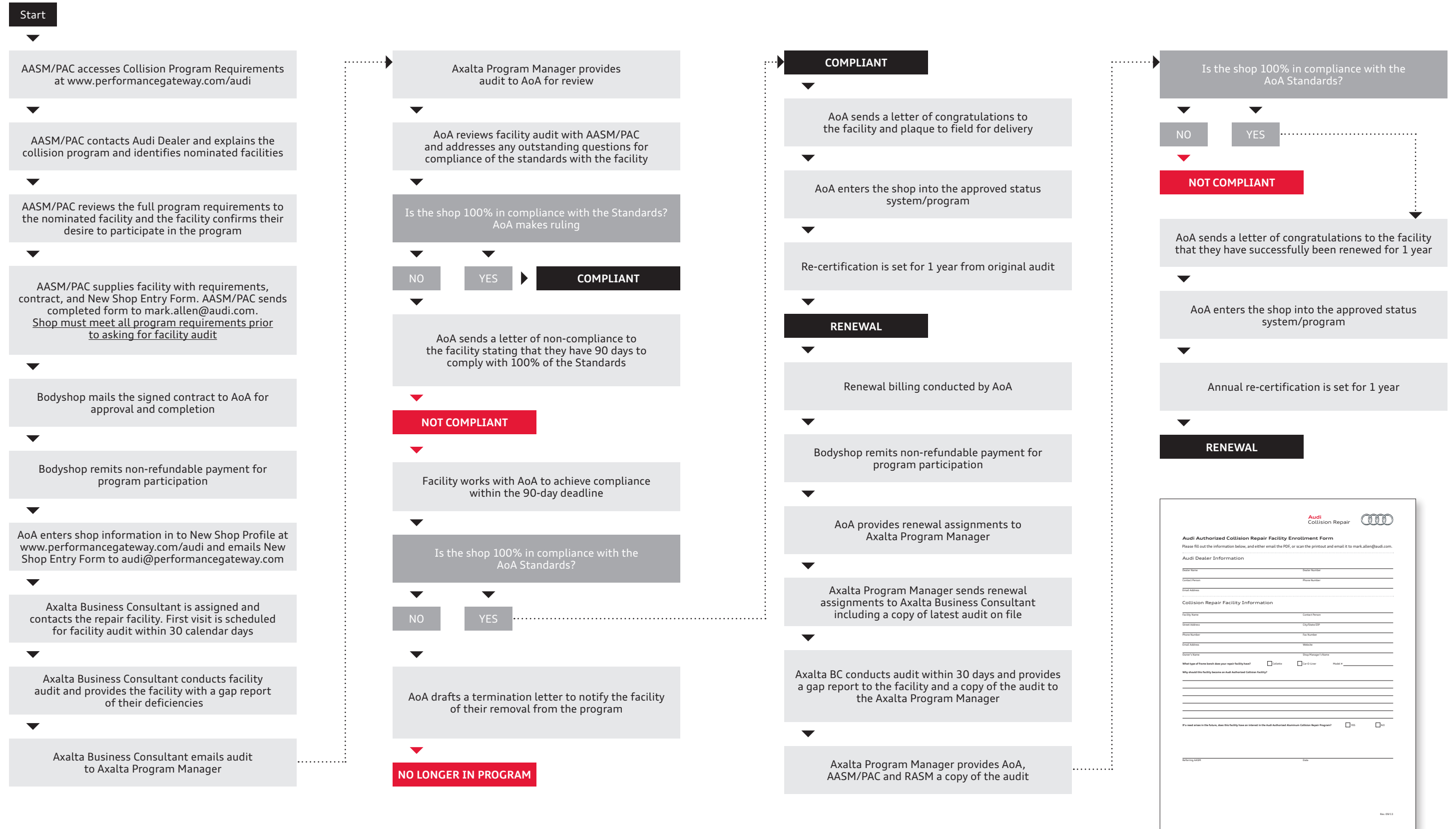
- ▶ Convenience
- ▶ One-stop shopping
- ▶ Eligible customers receive complimentary towing to your Audi Authorized Collision Repair facility via Audi Roadside Assistance
- ▶ Repair process and facility standardization help produce safe repairs
- ▶ First-quality repairs help maximize repaired vehicle value
- ▶ 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
- ▶ Less 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



Audi Collision Repair

Audi Authorized Collision Repair Facility Enrollment Form
Please fill out the information below, and either email the PDF, or scan the printout and email it to mark.allen@audi.com.

Audi Dealer Information

Dealer Name: _____ Dealer Number: _____
 Contact Person: _____ Phone Number: _____
 Email Address: _____

Collision Repair Facility Information

Facility Name: _____ Contact Person: _____
 Street Address: _____ City/State/Zip: _____
 Phone Number: _____ Fax Number: _____
 Email Address: _____ Website: _____
 Dealer's Name: _____ Shop Manager's Name: _____

What type of frame bench does your repair facility have? Column In-G-Line Hybrid

Why should this facility become an Audi Authorized Collision Repair Facility?

If a need arises in the future, does this facility have an interest in the Audi Authorized Aluminum Collision Repair Program? YES NO

Enrollment Date: _____ Date: _____

Rev. 09/13

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, PPG and Nexa Technologies
- ▶ The facility must refer all aluminum vehicles to an Audi Authorized Aluminum 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 emergency 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)



05. Training and Equipment Requirements

The facility must have two Body Technicians and one Refinish Technician that 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.

Structural Repair Body Technician (Steel Body Structure Vehicles)

- ▶ 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)
- ▶ Steel Uni-body A, B, C and D-Pillars, and Rocker Panels (SPS02)
- ▶ Stationary Glass (GLA02)
- ▶ *Either* Steel GMA (MIG) Welding Series (WCS03) *or* I-CAR Structural Parts Steel Welding Series (SPS05)
- ▶ Advanced High-Strength Steel Overview Materials (AHS01) (Online Training Program)
- ▶ Automotive Foams (FOM01)
- ▶ Steel Unitized Structures Technologies and Repair (SPS07)
- ▶ Cosmetic Straightening Aluminum (STA01)

Audi High-Strength Steel Requirement

- ▶ One structural repair technician must attend AUD01–Audi Ultra High-Strength Steel and be certified at the facility at all times. The same technician must complete AHS01 as a prerequisite for this course
- ▶ This course is 3.5 days and counts toward credit for I-CAR WCS04 and SPS07

Refinish Technician Requirements

- ▶ Hazardous Materials, Personnel Safety and Refinish Safety (WKR01)¹
- ▶ Corrosion Protection (CPS01)¹
- ▶ Color Theory, Application, Tinting & Blending (REF03)

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.

¹ I-CAR requirements may be substituted with a training program from an Audi authorized paint supplier that covers the same content, as listed in the I-CAR course description. For approval, all class documentation and certificates must be sent to the Audi Program Manager for review and approval.

Tools and Equipment

- ▶ The facility must maintain an inventory of general workshop equipment
- ▶ The facility must have a downdraft paint spray booth that meets the minimum specifications 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 is to be an adequate minimum of foot candles at the center of the booth. Provide upper and corner color-corrected fluorescent lamps (at the full discretion of the auditor acting on behalf of Audi)
 - ▶ 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 must have a minimum 1.5 MBTU capacity
- ▶ The facility must have at least one of the four approved Inverter Welders, meeting AUDI AG hardware and software specifications/programs and purchased through an approved Audi of America supplier:
 - ▶ VAS 6545 Wielander + Schill Resistance Inverter Spot Welder
 - ▶ VAS 6535 Elektron Resistance Inverter Spot Welder
 - ▶ VAS 6530 Tecna Resistance Inverter Welder
 - ▶ VAS 6755 Car-O-Liner CTR12000 Welder
- ▶ Required collision repair tools and equipment:
 - ▶ VAG 1731 and VAG 1731/2 Vario Weld Breaker and Replacement Breaker for High-Strength Steel, or equivalents
 - ▶ RAE 512001 Body Separation Chisel with Handle, or equivalent
 - ▶ VAG 1523B Pneumatic Sabre Saw, or equivalent such as VAS 6780
 - ▶ VAG 2005B Pneumatic Adhesive Gun for the 50 mL cartridge of DP490
 - ▶ VAS 6453 Pneumatic Adhesive Gun for the 400 mL cartridge of DP490
 - ▶ VAS 5237 Double Cartridge Gun, or equivalent (optional)
- ▶ 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 re-certification, a compliance certificate from the Bench manufacturer. A copy of the certificate must be given to the auditor.

- ▶ One of the optional pieces below may be required in the future:
 - ▶ VAG 1959A Welding Unit, or equivalent
 - ▶ VAS 6388A Welding and Brazing System, or equivalent
 - ▶ VAS 6741 Welding and Brazing System, or equivalent

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

- ▶ 955.9602 Celette Set of (6) Universal Crossmembers
- ▶ MZ450.400 Celette Set of (22) MZ Towers and (4) Wedges
- ▶ MZ450.905 Celette MZ Towers Storage Trolley
- ▶ MZ2500.000 Celette MZ+ Set
- ▶ 9113.063 Celette Side Portal Gantry
- ▶ 9121.523 Celette Multi-Function Support
- ▶ ATD.149 Celette Pulling Flange
- ▶ ATD.01.149 Celette Kit for Flange ATD.149
- ▶ SC.40014 Celette 4-Ton Super Hydraulic Kit
- ▶ VAG 1438 Celette Mechanical Door Brace (Celette: ATS.1802)
- ▶ SN99.00 Celette Pulling Straps, Set of 2
- ▶ ATD.165 Celette Pulling Accessory
- ▶ ATD.01.801 Celette Pulley Block
- ▶ 918.920 Celette Orientable Engine Holding Device
- ▶ CSK15.111 Celette Kit for Multiple Pulling
- ▶ CAT500 Celette Pulling Set
- ▶ ESP.MP.02 Celette Work Stand
- ▶ ROLL.100 Celette Trolley

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.

Audi Collision Repair. Expect Excellence.

Audi of America, Inc. believes the information in this document to be correct as of November 2013. However, all information is subject to change. Please contact your Audi of America representative with questions.

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