

BMW Certified Collision Repair Center Program

The BMW Certified Collision Repair Center Program is designed to enable your collision center to operate more efficiently while achieving a high level of profitability, and ensuring vehicles are repaired according to BMW factory repair specifications. On site analysis and training are provided by Summit Consulting Int'l, Inc. to improve the operational efficiency of your organization. Key elements include:

1. Damage calculation - research analysis - vehicle repair processes
2. BMW intranet applications
3. Technician training/utilization of proper tools and equipment
4. BMW premium strategy
5. Action plan development to correct deficiencies

Leadership

Working on site, one of Summit's consultants will work with your management team to evaluate, improve and manage the key elements to fix vehicles to BMW factory repair specifications and increasing the profitability per repair.

Summit's team of seasoned professionals has extensive experience in dealerships around the globe, as well as with top automotive distributors. Each consultant has the industry knowledge and training skills required to effectively assess and educate your collision center staff to develop and utilize the processes required for repairing BMW passenger cars and BMW light trucks to the highest quality standards and delivering an exceptional level of premium service to your customers.

Participants

Successful results in the BMW Certified Collision Repair Center Program depend upon the collision center professionals. These individuals are responsible for adopting the essential processes necessary to follow factory repair procedures in every BMW repair. Successful management and staff will possess the following qualities:

- Receptive – Open to New Ideas
- Awareness of the BMW Premium Strategy
- Understanding the BMW brand image
- Understanding the BMW repair
- Hands-on management style
- Desire for continued professional improvement
- Forward-thinking, strategic and innovative
- A strong industry awareness
- Awareness of the advantages of following documented BMW factory repair procedures

Format

The BMW Certified Collision Repair Center Program is delivered in two on site visits totaling five consulting days.

Initial Certification

This program is designed to perform a detailed assessment of Collision Center personnel training levels and core processes resulting in accurate and complete damage calculations. This is designed to:

- Greater Sales and Profitability per Repair
- Increased Technician Productivity and Efficiency
- Higher Quality Repairs that Fully Meet BMW Repair Standards

Specific training and action plans are developed to ensure that these objectives are met. In addition, customer interface processes are reviewed to ensure a premium level of customer service.

Secondary visit includes a review of progress regarding action plans developed as well as continued training.

Yearly Re-Certification

A two day on site visit to measure your center's progress and to validate that requirements and procedures are being met. TIS usage and training requirements are monitored. Repair quality is inspected. Customer interfaces are observed. Financial statements are analyzed with the results communicated to upper center management and BMW NA.

Content

Repair Procedure

Damage Calculation/Research Analysis

A complete set of processes are established to ensure that every vehicle follows a consistent, established process.

Topics include:

- Initial damage assessment methods
- Proper tear down procedures
- Appropriate selection and use of tools and equipment
- Collaborative reviews by collision and paint technicians along with administrative personnel
- Appropriate customer contacts and repair authorizations
- Consistent utilization of TIS and KSD
- Repair Process

A detailed document set that demonstrates the utilization of the proper techniques, tools and equipment, and complete adherence to approved repair procedures found in TIS and KSD.

Topics include:

- Thorough inspection methods
- Precise repair methods (TIS)
- Approved selection of parts and materials
- Proper welding procedures
- Proper paint and refinish procedures
- Non-damaged vehicle protection measures
- Customer notifications
- Quality control methodology at every level of vehicle repair
- Pre-delivery final inspection processes

Delivery Process

Full evaluation of existing vehicle delivery process is performed. Consistent processes are implemented for all vehicle deliveries.

- Customer delivery appointments
- Repair disclosure and explanation
- Documentation procedures

BMW of North America support

Promotional Material

- BMW of North America Certified Collision Repair Center Plaque
- Customer Creed Plaque
- Certified Collision Repair Center Signage
- Point of Sale Materials
- Access to Ad Builder for co-op marketing materials

Performance Groups

Upon program completion, management can take advantage of ongoing Certified Collision Repair Center Performance Groups. These bi-annual meetings serve as the basis to review financial performance, identify areas for improvement, and provide ongoing training in processes important to your center's continued profitability. Key elements include:

- **Roundtable Discussions**

Facilitator led discussions designed to produce open interaction by all group participants, learn from the experience of like-minded managers, and gain information from facilitator expertise.

- **Financial Analysis**

Gain valuable benefits from facilitator-led discussion and an examination of key performance indicators critical to profitability and customer satisfaction.

- **Workshop Presentations**

Earn workshop certification by participating and completing various course studies in business and management.

- **Participant Presentations**

Gain valuable insight from other group members by participating in "Best Idea" competitions and other member presentations that are designed to help you gain new insights to management concepts and proven techniques.

Ongoing Consultation and Training Support

Continued support through the availability of Summit consultants and BMW NA staff for follow-up assistance and support.

Parts Incentive

Certified collision repair centers are able to take advantage of a monthly incentive based the of Original BMW parts used in collision repairs.

Certification Criteria

Operational Performance

BMW Certification Criterion:

Management will possess an understanding of key operational performance variables and the factors that drive such. BMW NA accounting procedures will be adhered to and management will be able to analyze business trends and strategically plan for such.

Facility

BMW Certification Criterion:

The appearance of the certified collision repair center will be consistent with retail center image and signage will meet Corporate Identity requirements. Minimum shop lighting requirements is 90 CRI.

Training

BMW Certification Criterion:

To ensure the highest quality of vehicle repairs, collision and paint repair technicians will meet training requirements listed below. I-Car Gold Status and ASE Blue Seal of Excellence Certification is recommended. In addition, the number of shop technicians requiring BMW specific training is based on the percentage of body shop throughput attributable to BMW vehicles. Training is conducted at one of 3 locations; Montvale, NJ, Spartanburg, SC, Oxnard, CA.

WB050 - Technical Systems (Web Based)

Introduction to the BMW brand, its history, models and technology.

SB002 - BMW collision repair training course

The number of collision repair technicians that must take this course is determined by multiplying the percentage of total shop labor sales attributable to BMW vehicles times the number of collision repair technicians. (Course being revised for 2006, two 2-day segments).

SB001 - BMW paint training course

Required for paint repair technicians as determined by the formula above (Note: Three-day product information training offered by Glasurit, Spies-Hecker, or Standox may be substituted for SB001).

SB004 - Three-day BMW new model body adjustment course

Required as new BMW models are introduced. One metal shop technician required to attend.

IP016 - Principles of Aluminum (cd based).

Required pre-requisite to attend SB011 – see below

SB011 - E60/E63/E64 (5/6 Series) front end aluminum repair training course

Required for upper and lower front end rail/radiator support replacement. At least one body technician is required to attend.

Body Shop and the BMW Center Agreement

Body Shop Ownership:

The regional Center Development Team must be contacted to validate that the entity that owns the BMW center is the same entity that owns the body shop. The body shop must be listed in the applicable dealer agreements. The location of the body shop must also be in the BMW Center's Primary Market Areas.

Marketing

BMW Certification Criterion:

A marketing strategy will be created that promotes awareness of the collision center and the BMW brand. All promotional materials are supplied to the center free of charge or available for co-op money through ad builder found on CenterNet.

Repair Quality

BMW Certification Criterion:

Body shop will have a documented quality control process in place that demonstrates that vehicles are inspected prior to leaving each work station. Proper documentation will ensure that customers receive a premium repair.

Original BMW Parts Usage

BMW Certification Criterion:

Imitation/Aftermarket and/or salvage parts cannot to be installed on any year or model BMW car or BMW light truck. Failure to follow this certification requirement is grounds for immediate and permanent termination from the program.

About Summit Consulting

Headquartered in Denver, Colorado, Summit Consulting Int'l, Inc. is a management consulting firm with extensive experience in collision center operations. Summit specializes in the development and implementation of effective, measurable process changes for leading automotive industry companies.

Summit has relationships with automotive manufacturers, distributors, dealers and independent service centers to design and implement a wide range of profit-building programs and custom-developed initiatives.

For more information about Summit's programs, call 888-466-9400, or visit our website: www.sciusa.com

Equipment

BMW Certification Criterion:

To facilitate the utmost in repair quality, the latest equipment technologies will be employed. Specific equipment requirements are as follows:

- Approved frame/unibody alignment and dimensioning system:
 - Celette Bench with dedicated fixtures *or* universal fixtures and the Naja electronic measuring system
 - Car-O-Liner Bench with Car-O-Tronic/Vision Electronic Measuring system and Car-O-Flex universal fixture system, B66 or B76 – B77 side supports
 - Car Bench with dedicated *or* universal fixtures
 - BMW approved paint and refinish material supplier (Glasurit, Spies-Hecker, or Standox) - **Note: Only ColorSystem BMW Group approved as of March 1, 2006**
 - Down draft spray booth and oven with the following minimum specifications:
 - 14,000 CFM or higher air flow capacity
 - 750,000 BTU (or higher) heating source
 - 1200 Lux color correcting (96 CRI) lighting system
 - 3 stage air filtration system
 - Dent pulling stud welder gun
 - Porto-power set (4 and 10 ton)
 - Wielander & Schill Stud welder - (pn 81430301742)
 - Powerbird stud/punch rivet extractor - (pn 81430301745)
 - Pyrosil flame coating kit - (pn 81430301740)
 - MIG / GMAW and oxy-acetylene welder(s)
 - Compression resistance spot welder:
 - Wielander & Schill InvertaSpot ATL
 - Car-O-Liner CR-500 Inverter
 - Pressure-feed corrosion protection applicator
 - Refrigerant, desiccant, or membrane air filtration/drying unit
 - Spray equipment of the gravity feed type
 - Battery charger / booster
 - Hand or special tools such as files, hammers, dollies, cutters, grinders, spoons, etc., in sufficient quantity to promptly repair vehicles
- Separate set of the above tools for aluminum repair
 - BMW special tools as required for collision repair work and refinishing
 - Vehicle stands
 - Hydraulic floor jacks and lifts
 - High speed internet access
 - Computerized estimating system
 - CenterNet access
 - TAS/ICP administrative access
 - TIS access.
 - Current dimensional reference guides (must have a current subscription)
 - R12 & R134 refrigerant recovery / recycling machines
 - Licensed waste solvent removal / recovery system
 - Flammable liquid storage cabinet
 - Storage shelving and racks for clear floor space and safe parts retrieval