

Getting It Straight

Make an Informed Decision

The Certified Collision Repair (CCR) Program Compared to Other Programs.

With shops now having to meet set requirements in order to qualify for the ICBC Collision Repair Program, it is important to consider which program you are utilizing. The ICBC Collision Repair Program sets I-CAR Gold as a “minimum” requirement, yet third-party certifier CCC utilizes a minimal approach to training. Some questions to consider are: Are training requirements diluted by adopting Red Seal with some updating? Are there long-term concerns with adopting OEM controlled programs? Just look at the “Your Car, Your Data, Your Choice” campaign.

“Through training, the goal is to improve and sustain industry. If diluted, in essence, we stay at the same level we are at now.”

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Participant (shops) must maintain one of the following certifications:

- I-CAR Gold class,
- Certified Collision Repair (CCR) Program/Canadian Collision Industry Accreditation Program (CCIAP); or,
- Certified Collision Care (CCC).

(On an exception basis, OEM Certifications may be considered for specialized repair facilities.)

The risk is real!

The case in Texas solidified that shops will be held liable for repairs not in accordance with OEM procedures. In the past five years, we've seen an tsunami of technological advances that has changed material composition, access to information, and the equipment and skills needed to complete repairs.

CCC lessens the standard for training by recognizing Red Seal status regardless of when the Red Seal was obtained.

Be informed, after all it is your money!

For some, the decision to become OEM specific makes sense; but for others, if you are considering a program, please consider the following:

- **Support industries ability to limit OEM control over the industry** (OEM certifications come with stringent rules around parts, repair process, and equipment needs)
- **Have customers recognize your ability to repair “all brand” of vehicles** (OEM certifications can lead some customers to avoid shops that do not list their brand of vehicle)



Comparison:

ARA's Certified Collision Repair (CCR) Program vs. Canadian Collision Industry Accreditation Program (CCIAP) vs. Certified Collision Care (CCC) OE Certification Program (see chart on page 2.)

If you're looking for an alternative to:

- Demonstrate to consumers, insurers, OEMs, and suppliers that your facility has all the necessary infrastructure and training to repair modern vehicles accurately and safely.
- Differentiate your facility from others with the use of the Certified Collision Repair level identifiers. (Certified or Certified + Aluminum)
- Provide consumer confidence that your facility is qualified, competent, and fit to complete repairs on today's complex vehicles.
- Publicize your credentials as part of a national solution to meet OEM and insurance program requirements as validated through a third party.

then we ask you support your association(s) through the **Certified Collision Repair Program** (www.ara.bc.ca/certified-collision-repair-program/)

To find out more or to access the CCR program application follow the attached link <https://www.ara.bc.ca/certified-collision-repair-program/>

ARA's Certified Collision Repair (CCR) Program vs. Canadian Collision Industry Accreditation Program (CCIAP) vs. Certified Collision Care (CCC) OE Certification Program

	CCR	CCIAP	CCC
BENEFITS OE specific vs ALL brands	Independent process that Certifies your shop as capable of repairing ALL brands of vehicles. All shops are welcome to join, whether members or not. <i>NOTE: registered nationally with the CCIAP, which is the mechanism used by Economical Insurance to refer their customers for repairs.</i>	Same as CCR	OE Certified to repair specific brand(s) provided you are able to obtain sponsorship by local dealers (in some cases saturation levels have been reached)
	<p>Saturation: Like any program, initially it looks good. I.e. By becoming OE certified you can draw more work. The reality is that programs become saturated and then what? You've put out money, but are you really further ahead?</p> <p>Sponsorship: Have you been told "sorry, we have enough suppliers" or worse "we will not sponsor you" (to retain the work themselves).</p>		
	CCR	CCIAP	CCC
CONDITIONS "The devil is in the details"	One set of criteria that specifies industry set standards for tools and training. Allows flexibility to make appropriate repair decisions to meet KPI's.	Same as CCR	Specific criteria for additional tools and brand specific diagnostic equipment
	<p>To who's benefit?: The OE programs specify "Automakers are taking bold steps to ensure that collision repair providers have the proper tools, equipment, training, and facilities. Are they looking out for your benefit or their own?</p> <p>1. Honda Pro-First:</p> <ol style="list-style-type: none"> Body & Frame fixturing: A universal fixture/jig holding system required. Honda i-HDS software and Vehicle interface device (\$718 US and don't forget the \$1800 yearly subscription fee) Honda & Acura Service Express subscription. Shop must show evidence of technician access to OEM service information <p>2. Ford Rotunda:</p> <ol style="list-style-type: none"> Car-o-liner or Chief Rack Aluminum repair requirements (Station/tools/rivet gun/vac system) <p>3. Toyota and Lexus:</p> <ol style="list-style-type: none"> Toyota Tech Stream factory scan tool and data subscription. (\$1790 plus yearly subscription after that) Aluminum repairs as per Toyota repair procedures. Toyota Recommended Repair Procedures for any estimate. Toyota specific training requirements 		
	CCR	CCIAP	CCC
COST	\$800 plus GST for ARA members, \$950 plus GST for SAAR/ATA members, \$1,450 plus GST for non-ARA members.	\$1,450 plus GST	\$3,950 yearly plus the previously mentioned diagnostic equipment and subscription commitments.