

NISSAN

CERTIFIED COLLISION
REPAIR NETWORK

PROGRAM
GUIDEBOOK





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WELCOME TO THE CERTIFIED COLLISION REPAIR NETWORK

To ensure the quality of Nissan collision repairs and improve the owner experience, Nissan Americas has developed a network of certified Dealer-owned and independent collision repair centers across the United States.

Nissan Certified Collision Centers are shops that have shown they meet or exceed manufacturer standards for tools, equipment, training, and facilities and that they can repair vehicles to manufacturer specifications. This helps ensure fit, finish, durability, value, and safety for Nissan owners.

The Benefits of Becoming a Certified Collision Center

For collision repair centers, becoming a Nissan Certified Collision Center offers opportunities for attracting new customers, gaining referrals, and growing revenue.

- Nissan certification offers your shop the Nissan "stamp of approval," giving customers the confidence that they will receive an exceptional repair experience and have their vehicle repaired to strict OE specifications.
 - Nissan certification can help drive referrals, potentially enabling shops to rely less on insurance Direct Repair Programs (DRP) and avoid their hidden costs.
 - Through a joint-effort program, Nissan certification may qualify your shop for additional certifications or recognition from other OEMs, boosting referrals even more.
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Vision, Customer Promise, and Values

- Vision: To create a partnership supporting the complete vehicle lifecycle, alleviating stress, inspiring trust, and instilling confidence.
- Customer Promise: Provide a validated collision repair solution through a documented safe and quality restoration of the complete vehicle system using OEM procedures, thereby inspiring consumer trust and instilling confidence after a repair.
- Values: Convenience, Value, Trust, Customer Service, Education.



WHY NISSAN VALUES AN EXCEPTIONAL REPAIR EXPERIENCE FOR VEHICLE OWNERS

As an automotive manufacturer, the core of Nissan's business is selling vehicles. So what is motivating Nissan to focus on repairs and building a network of Certified Collision Centers?

At Nissan, we believe supporting Nissan owners throughout the vehicle ownership lifecycle encourages loyalty to the brand and helps support our Dealers.

Research indicates that of those who are in a collision, dispose of their vehicle, and purchase another vehicle, **78 percent of those owners defect from the brand***. Nissan believes improving the repair experience and facilitating informed decisions through educating consumers about the collision repair process will help reverse this trend.

Through the Certified Collision Repair Network, Nissan is making it easier for Nissan owners to identify the best collision shops and to receive high-quality warranted repairs that will enhance customer satisfaction and help maintain the value and safety of the vehicle.

Certified Collision Repair Network: Brand Loyalty

Statistics show that drivers get into an accident on average every 7-10 years and that some may not remain brand loyal after the collision repair. Improving the collision experience and protecting the value of their vehicle can go a long way in keeping them loyal.



"The foundation of our business is relationships with the body shops. You order the right parts and they become long-term customers. They know they can call you, and say, 'I need this kind of part,' and my guys are able to figure out what they need and get them the right part the first time. I have the right inventory. And the programs from Nissan allow us to offer products at a competitive price."

Mike Turner, Parts Director, Nissan Corona

TOP REASONS TO GET CERTIFIED TODAY!

From enhancing consumer trust to opening up new marketing opportunities, there are lots of reasons to get certified. Just ask those who are already part of the Nissan Certified Collision Repair Network!

1. Differentiates Your Shop From Your Competitors.

When choosing a collision center after an accident, consumers often wonder if they can trust the shop. Certification lets Nissan vehicle owners know that the shop meets a standard of business ethics, training, equipment, and customer service approved by Nissan, a brand they already know and trust.

"We received our first assignment only two days after becoming certified. The certification goes a long way in building credibility with the customer."

Lou Scola, CARSTAR Scola's Collision Center, Brookfield, IL

"Being certified gives our customers confidence that their repair will be done right and to factory specifications."

Ron Reichen, Precision Body & Paint, Beaverton, OR

2. Opens Up New Marketing Opportunities.

The collision repair market is competitive. Use your Nissan certification in your advertising and promotions to let potential customers know that your shop meets Nissan standards for quality repairs that will return their vehicle to its like-new condition. You will also receive a Nissan Certified Collision Repair Network plaque. Place it prominently for walk-in customers to see.

Your shop will also benefit from national Nissan marketing efforts to promote the Certified Collision Repair Network. That includes a listing for your shop on the Nissan Certified Collision Center locator (Collision.NissanUSA.com).

"Certification is an incredible marketing tool. The press releases sent out on our behalf made a big splash in our community. We had everyone congratulating me at the grocery store and at church. Having a presence on the Nissan website has driven more business to our locations. I am very proud to be certified!"

Ron Reichen, Precision Body & Paint, Beaverton, OR

3. Helps Qualify Your Shop For Certifications From Other OEMs.

Your business likely depends on customers who drive many different makes of vehicles. Through collaboration with other leading automotive manufacturers, collision centers can receive certifications from other brands at the same time through one streamlined process.

The more certifications, the more opportunities for referrals!

4. Boosts Shop Credibility With Insurance Companies and Claims Adjustors.

Your technicians may know there is more to a repair than meets the eye. They may want to use new Genuine Parts to ensure fit and finish so that the repair can be done correctly and quickly. Collision repair centers know all too well about insurance companies that can pressure your shop to recommend only aftermarket or salvage parts.

Certification gives you additional credibility among insurers and claims adjusters. By demonstrating your shop meets standards set by the OE, your estimate may be more likely to be approved. Certification tells claims adjusters that your shop uses up-to-date repair techniques, which may also increase your referrals.

"Certification gives us credibility when dealing with insurance companies or customers. Any question about repair methodology is removed."

Ben Nolan, Robberson Collision Center, Bend, OR

5. Enables Shops to Rely Less on Direct Repair Programs.

If your body shop participates in Direct Repair Programs (DRPs) with insurance companies and are dissatisfied with certain aspects of the arrangement, certification may provide an avenue for you to gain new referrals without having to rely on the DRP.

As a member of the Nissan Certified Collision Repair Network, shops benefit from the efforts of Nissan to educate our vehicle owners about their right to choose new Genuine Nissan Parts instead of aftermarket or salvage parts when having their vehicle repaired.

Consider concessions or additional work shops have taken on, all to reduce tasks that were typically completed by insurance companies. The industry has changed to put more claims responsibility on the shops at a savings to the carriers. Our main focus is on providing a high-quality repair that will satisfy your customers and build your reputation in your market.

6. Being Certified is More Than Just a Checklist.

Nissan has partnered with I-CAR to ensure our Certified Collision Centers have the proper training to repair Nissan vehicles. Certified Collision Centers are required to meet the comprehensive I-CAR® Gold Class designation as well as Nissan-specific training. Training regularly is a key part of being certified and helps your shop provide better, faster repairs while also helping improve employee morale and retention. Nissan is continually developing training to help elevate the repair experience, including exclusive training on writing comprehensive repair plans that shops can apply across their entire book of business.

7. Access to Nissan Technical Information.

Certified Collision Centers can access all of the latest technical bulletins, electronic service manuals, and OE body manuals* through Nissan TechInfo. Using our OE technical information removes the guesswork from many repairs by providing Nissan-validated procedures. The result is faster, higher-quality repairs that can reduce comebacks, improve customer satisfaction, and help reduce potential liability. Documenting that your shop used all OE-recommended procedures can help ensure that you will be fully compensated by insurance companies for necessary repairs.

*See page 18 for more information.

READY TO GET STARTED? STEPS TO BECOMING NISSAN CERTIFIED

The process to becoming a Nissan Certified Collision Center has never been easier.

Step 1.

Seek a Dealer Sponsorship.

Contact a Nissan Dealer you do business with on a regular basis to initiate a shop sponsorship. Nissan prefers that each potential Certified Collision Center have a Dealer agreeing to sponsor the shop.

Step 2.

Get Enrolled.

Visit **getnissancertified.com**, select "Independent Shop Certification Application," and select "Apply Now" to complete a Certification Application.

Step 3.

Provide Business Information.

We want to better understand you as a business partner to determine synergies with regards to shop location as well as basic business information critical for inclusion in the Nissan Certified Collision Repair Network. This information will be used to drive program benefits such as the Certified Collision Center locator, marketing tools, and Key Performance Indicators (KPI) comparisons to determine network effectiveness.

Step 4.

Assess Your Business Capabilities.

This is the list of requirements and standards your shop must meet to be considered Nissan Certified. The process allows you to assess your shop's capabilities and to identify areas in need of improvement before scheduling the on-site inspection.

Step 5.

Scoring and Evaluation.

The online system provides you with a score and illustrates any deficiencies in becoming certified. This information is also used to provide an ongoing business development process road map to become certified.

Step 6.

Schedule Your On-Site Inspection.

When you believe your shop meets the Certified Collision Center requirements, schedule an on-site inspection. The inspector will tour your body shop and ensure proof of compliance with photos and documentation.

See the expected Nissan best practices and complete certification checklist starting on page 19.

ASSURED PERFORMANCE PARTNERSHIP STREAMLINES CERTIFICATION FOR COLLISION CENTERS

At Nissan, we understand that your business may depend on customers who drive different makes of vehicles.

To make it easier and more cost effective for collision repair centers to achieve certifications or recognitions from multiple OEMs, Nissan has partnered with Assured Performance, the nation's leading body shop certification organization.

Through a joint-effort by multiple leading OEMs, collision repair centers can receive multiple OEM certifications or recognitions **for a single annual fee and only one inspection.**

Certifications/recognitions in the Assured Performance program include:

- Nissan
- INFINITI
- Stellantis
- Hyundai
- Kia
- CollisionCARE, Assured Performance's non-profit consumer advocacy division



This collaboration and partnership with Assured Performance is one more example of Nissan's commitment to its network of collision repair centers and to helping them thrive now and in the future!

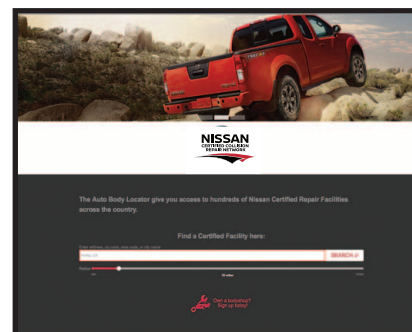
Multiple certifications not only help draw customers for those specific brands but can also boost the overall image of your shop as a place customers can count on to receive high-quality repairs.



ASSURED PERFORMANCE IS HERE TO HELP

Assured Performance is dedicated to helping grow a national network of quality collision repair centers. To help collision shops achieve this, as part of the certification process, Assured Performance will provide:

- Dedicated account representative to assist your shop through the certification process.
- Business development guidance, feedback and assistance with tracking certification requirement fulfillment to ensure shops complete certification.
- Access to RepairDOC, a turnkey "repair documentation system" with record storage, enabling efficient electronic proof of how the vehicle was repaired, by whom, and with what.
- Shop listing on Assured Performance's certified collisioncenter locator to help drive referrals.
Autobodylocator.com
- Shop listing on Nissan's Certified Collision Center locator. *Collision.NissanUSA.com*



"It has been a long road to re-tool, train and upgrade our shop and Assured Performance has stuck with us every step of the way!"

Bruce Bisson, Stevens Collision Center, Milford, CT

Pricing

This comprehensive certification program has been developed to bring greater value to the shop through collaboration and opportunities to grow your collision shop business.

By becoming a Certified Collision Center for Nissan, your shop may also qualify for additional OEM or market certifications. Certification is a 2-year commitment. Shops are inspected annually, and certification fees are due annually.

\$2,950 Inspection and certification (annual unbundled fee)

This fee is the base inspection fee paid to Assured Performance and may qualify your shop for additional certifications or recognitions from Assured Performance and other leading auto manufacturers. Bundled services package available for an additional \$1,000.

\$1,000 Nissan Certification and marketing assessment fee (annual fee)

The additional certification fee assessed for the Nissan program gives shops access to program benefits specific to the Nissan program. This includes: access to online technical repair information, Nissan-specific advanced training, marketing materials, inclusion in the Nissan Certified Collision Center locator, complimentary towing for owners directly to certified shops, and other benefits as outlined within the program guide.

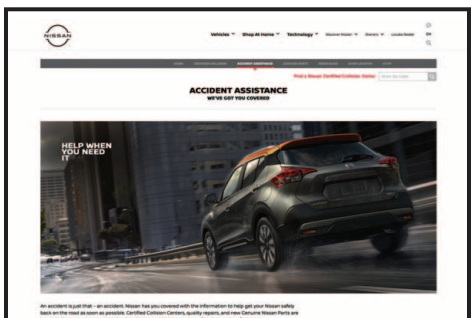
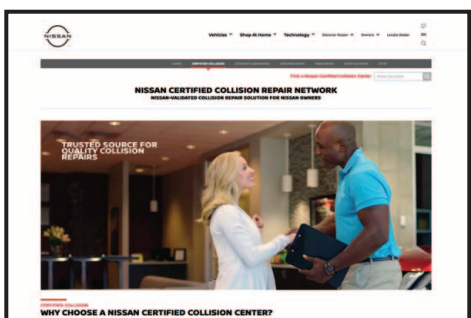
Total: \$3,950 (Cost to add INFINITI Certification is only an additional \$1,000)

EDUCATING CONSUMERS ABOUT THEIR COLLISION REPAIR RIGHTS

Accidents happen. Whether it's a fender bender or a more serious crash, Nissan is dedicated to helping our vehicle owners by educating them about the collision repair process and facilitating informed decisions.

Nissan Collision Central

Nissan Collision Central is a website that offers tips and advice to consumers on the collision repair process.
Collision.NissanUSA.com



■ Choosing The Right Shop.

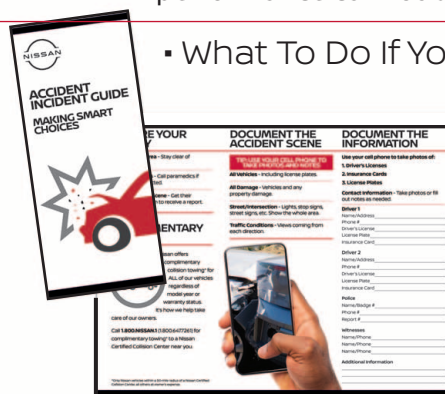
Nissan Certified Collision Centers have the right technicians, equipment, tools, and knowledge to get the job done right. For a timely, high-quality repair, we recommend choosing a Nissan Certified Collision Center.

■ Making Smart Choices.

Educating consumers about their right to choose new Genuine Nissan Parts for repairs, their right to not use aftermarket parts, and tips on how to read an estimate.

■ Genuine Parts Advantage.

Nissan has invested millions of dollars in research, development, engineering, and testing of every part used in its vehicles to ensure that they deliver the intended level of safety and performance. Judging the quality of non-genuine parts has to be done on a case-by-case basis. Non-genuine parts are not subjected to Nissan testing or validation, therefore their quality or performance cannot be assured.



■ What To Do If You're In An Accident.

What to do and who to call in the moments after an accident, including an easy-to-use accident report form consumers can keep in the glove box and pull out when they need it.

Why do consumers need to be educated?

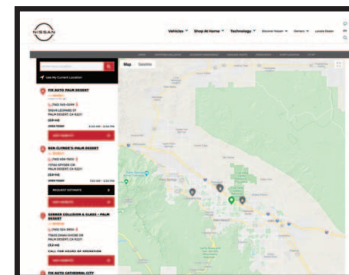
- Consumers have the expectation and right to ask that their vehicle be returned to its pre-accident, or like-new, condition.
- Consumers may not be familiar with how to read an estimate and therefore may be unaware of the type of parts utilized on their vehicles during a collision repair.
- Many consumers don't know they have the right to choose the type of parts to be used, or they assume new Genuine Parts are being used.
- Once educated, more owners may select Genuine Parts for repairs and choose a Nissan Certified Collision Center location to perform the work.
- Consumers that are educated and make more informed decisions have the potential for increased satisfaction with their collision repair center and their vehicle and increased brand loyalty after a collision.

MARKETING AND PROMOTING THE CERTIFIED COLLISION REPAIR NETWORK

Nissan Certified Collision Center Locator

One of the key benefits for certified shops is the ability for Nissan owners to find your shop through the Certified Collision Center locator.

- The locator provides visibility and is searched by tens of thousands of Nissan vehicle owners each month.
- Owners can see shops' Google ratings, visit shop websites, view shop details, and submit photos to a shop for an initial estimate.
- Owners can access the Certified Collision Center locator either on the Collision Central website (**Collision.NissanUSA.com**) or on the Nissan Owner Portal (**Owners.NissanUSA.com**).



Certified Awareness National Marketing

Nissan runs a comprehensive marketing strategy across web, social, email, and print to educate owners on their rights in collision situations, the Certified Collision Repair Network and collision center locator, the benefits of using new Genuine Nissan Parts, and complimentary towing to Certified Collision Centers.

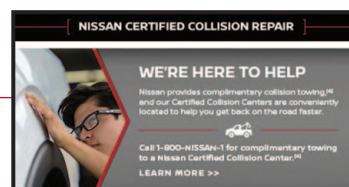
Financial Statement Marketing

Millions of Nissan owners receive vehicle payment invoices monthly. These invoices are another avenue for raising awareness about the Certified Network and the importance of seeking high-quality repairs via marketing messages in the loan or statement mailers.



Complimentary Collision Towing

Nissan provides complimentary collision towing* within 50 miles of your certified shop to Nissan owners who call 1.800.NISSAN.1. Nissan fully covers the cost of the tow, which is a direct referral source for our certified network.



In-Dealer Service Media

The Service Media Center (SMC) is a Nissan-sponsored communications tool for Dealers to build awareness of different programs or offers to vehicle owners within the customer waiting area or service drive.

This Service Media Center is a large video monitor programmed to play a series of continuously streaming ads produced by Nissan. This unique opportunity allows Nissan to promote offers to a "captive" audience.

Nissan uses this asset to educate vehicle owners about their right to choose the parts used for a repair, to choose their collision center after an accident, and to build awareness among Nissan owners that a Certified Collision Network Center is the validated source for their collision needs.



*Available for Nissan Certified Collision Centers within a 50-mile radius, all others at owner's expense.

MARKETING THE CERTIFIED COLLISION REPAIR NETWORK: RESOURCES FOR SHOPS

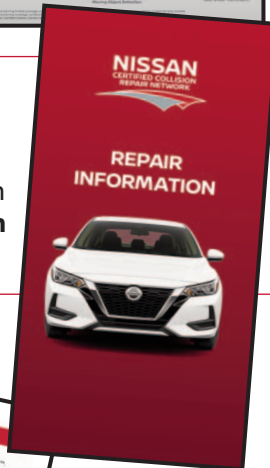
Certified Collision Repair Network Plaque
Presented to you for your dedication to the collision repair industry and commitment to the program. Each year we will send you a new date validation decal to show your shop is current in meeting certification standards.

Certified Collision Center Locator Listing
As a member of the Nissan Certified Collision Repair Network, you will appear in our shop locator, allowing customers to find you by zip code. The listing contains your shop name, Google Ratings, phone number, address, hours of operation, and website. You control all of the information through the ShopOps portal. You can add the photo estimating feature by enrolling in the complimentary BodyShop Booster Lite version at **OEMbooster.com**.

Choose Certified Collision Repair
"Choose Certified Collision Repair" is a consumer education brochure to be used within collision repair centers. The guide covers the benefits of using Certified Collision Centers and new Genuine Parts for repairs to return a vehicle to its like-new condition. You can also use it as a closing tool for your shop. Email us at **NNACollisionRepairNetwork@nissan-usa.com** to request brochures.

Repair Information Folder
To be used for all Nissan owners upon pickup of their vehicle from the shop. The folder provides a place for the documents pertinent to the repair, including a copy of the repair invoice/estimate and shop contact information via a business card. Email us at **NNACollisionRepairNetwork@nissan-usa.com** to request folders.

Certified Resources & Information Flyer
One-page flyer summarizing some of the certified network benefits and programs.



Post-Repair Best Practice:

Upon repair completion, each Nissan owner should be given any information pertinent to the repair in the Repair Information Folder.

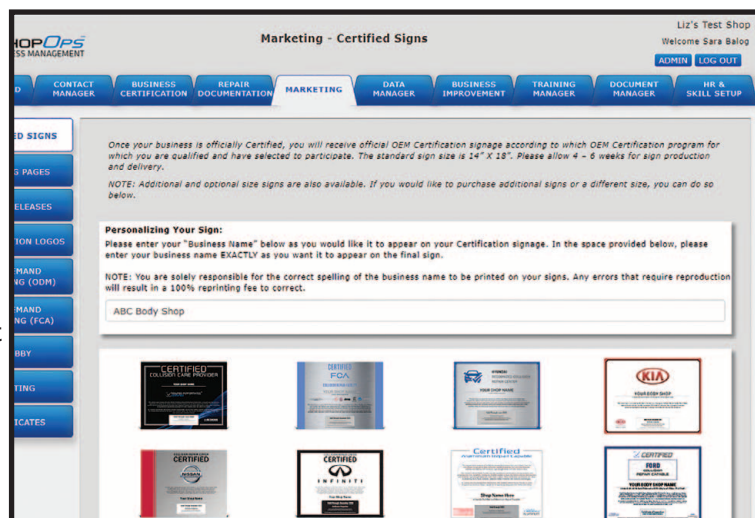


MARKETING THE CERTIFIED COLLISION REPAIR NETWORK:

ASSURED PERFORMANCE

MEMBER PORTAL & RESOURCES

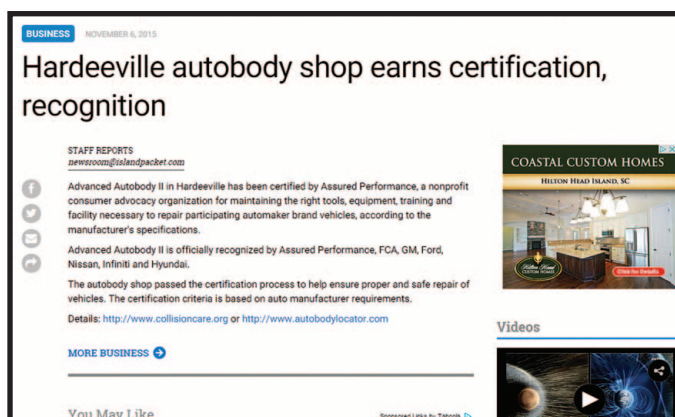
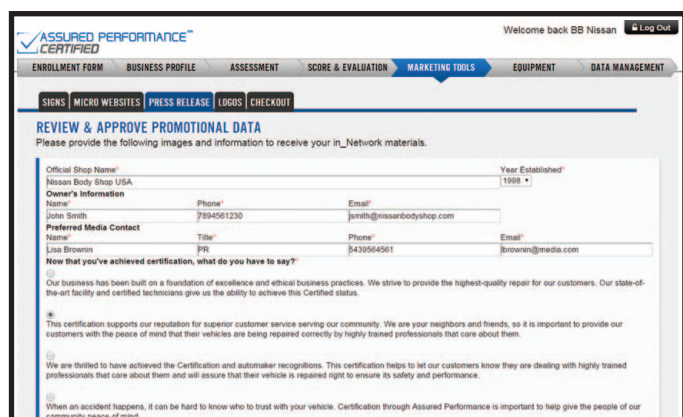
As a shop owner or manager, you have invested a great amount of time and effort in your business to make it successful. Assured Performance provides additional tools to help you build on that success and communicate to consumers in your local market. Utilizing the tools will help you maximize exposure and leverage your business in the marketplace. Log in to our ShopOps portal on **assuredperformance.net** and access these tools under the "Marketing" tab.



- From the "Marketing" tab, shops have access to certification logos, press release, and digital marketing programs.
- All of these tools have been created with customizability in mind to best fit the shops' needs.
- Shops should take the time to familiarize themselves with the various marketing opportunities provided by Nissan and Assured Performance within the member portal.
- Templates provide a turnkey solution that take just minutes to set up. The shop needs only to fill out the information requested and upload pictures where appropriate.

Press Release

The "Press Release" tab enables shops to send out a press release announcing your certification to local media using a prepared, easy-to-use template. Once the shop fills out the appropriate information, they are able to preview and approve the final release. Once approved, Assured Performance will review and send the press release to the shop's local media outlets. Local media contact information will then be provided to the shop for follow-up.



Certification Logos

The "Certification Logos" tab includes Nissan and INFINITI Certified Collision Repair Network logos available for shops to use in their marketing materials. No other logos, including the Nissan and INFINITI brand logos, are available for shops' use.



BodyShop Booster

- Complimentary to all Nissan Certified Collision Centers
- Works with existing shop systems
- Receive high-resolution photos from customers and apply image filters to better assess the damage

BodyShop Booster Full Version

- Available for a discounted monthly fee to all Nissan Certified Collision
- Centers with no long-term commitments and waived setup fee
- Sell My Estimate Program:
Features include video sent with each estimate explaining the benefits of using a Nissan Certified Collision Center and automated follow up
- 24-Hour Virtual Assistant:
Artificial Intelligence (A.I.) system that helps answer the phone and responds to text messages, whether you're in the office or not
- Customer Tracking:
Be notified if the customer does not open the estimate or has shared the estimate with another shop
- Electronic Signing:
Online signing of authorizations and other forms, as well as scheduling repairs
- Estimating Platform Integration:
Integration with the major estimating platforms
- Automated Repair Update:
Free up employee resources while providing automated updates to customers throughout the repair
- And more!

Learn more about BodyShop Booster Lite vs. Full Versions and sign up here:
oembooster.com

Digital Directory Listings - Additional Opt-In Service

- Online directory listing services (over 70 different publishers)
- Feature-rich content helps boost your Search Engine Optimization (SEO) rankings
- Links to your existing website, micro-site and "Set-an-Appointment" functionality
- Unlimited geo-targeted Impressions and click-throughs
- Provided as a totally managed service with regular activity reporting
- Automatically displays your OEM certifications and other Assured Performance Network affiliations
- Includes Review Monitoring services for your reputation management

Please review pricing options on **assuredperformance.net**.

OEM ADVANCED TRAINING FOR CERTIFIED COLLISION CENTERS

Nissan has invested in updating and expanding our advanced training to meet our network's demand. OEM advanced training can help set shops apart from the competition and help make shops more efficient at repairs. The Nissan Learning Center hosts all Nissan and INFINITI OEM advanced collision repair training (**CRNtraining.com**). Students create individual profiles to register for courses within the training platform.

Collision Estimating Essentials

Nissan teaches estimators the best practices for building a comprehensive repair plan tailored to Nissan and INFINITI vehicles. Shops can help reduce cycle time by capturing most repair procedures from the start.

Collision Estimating Essentials is required for certification. The course is now offered virtually to reduce travel costs and estimators' time outside the shop.

Scanning & ADAS Calibrations

Based on a course offered to Nissan Dealers, Scanning & ADAS Calibrations is customized to meet the unique needs of collision centers. This two-day advanced training course includes plenty of hands-on experience and is designed for technicians from Nissan and INFINITI Certified Collision Centers who perform the scanning and calibrations on ADAS systems. The course size is limited to 10 technicians to allow each technician to gain practical experience and to ensure competency.

Students learn how to:

- Scan using the CONSULT or the asTech® remote diagnostic device connected to the CONSULT.
- Research and resolve DTCs.
- Troubleshoot and calibrate:
 - Front Radar-Based Systems
 - Lane Camera Units Systems
 - Sonar and Side Radar Systems
 - Exterior Camera Systems
 - Tire Pressure Monitoring Systems

This course is optional and not required for Nissan Certification.

Nissan continues to develop new training for our certified network. Training can help shops invest in their employees and provide career development paths for technicians, estimators, blueprinters and CSRs. Visit **CRNtraining.com** to see the latest training available from Nissan.

NISSAN RESOURCES FOR CERTIFIED COLLISION CENTERS

OPS & Preferred Pricing on OE Parts

Many Nissan Dealers use the Overall Parts Solutions (OPS) Technology Suite to efficiently connect Dealers with their collision center customers. With OPSTrax, get instant pricing alerts, deliveries, and status notifications from your preferred Nissan Dealer directly to your desktop. OPSTrax is free to install for all shops. Visit **opstrax.com** to self-install or contact OPS @ 877-USETRAX for assisted install.

TECH-MATE & Equipment Discounts

Nissan TECH-MATE sells tools and equipment to Dealers and the repair industry, including the OEM scan tool and Nissan-specific targets necessary for calibrations. Learn more at **nissantechmate.com**.

Scanning Program

Nissan requires our Certified Collision Centers to perform a post-repair diagnostic scan on 2008 and newer Nissan and INFINITI vehicles using a Nissan-approved scanning tool. If shops want to have an in-house multi-make scanning solution, Nissan is offering a **complimentary asTech device*** to all certified shops.



Accessing Nissan Technical Information

To provide the best repair for our owners, as a member of the Certified Collision Repair Network, your shop will have complimentary access to OEM repair information on Nissan TechInfo, including:

- Electronic Service Manuals, including Body Repair Manuals, which offer comprehensive vehicle Repair information that may reduce cycle times, help fully document your repair, and help ensure you are compensated for the complete repair by insurance carriers.
- Technical Service Bulletins, which provide updates on the latest repair procedures.

Visit **nissan-techinfo.com** for more information. Email us at **NNACollisionRepairNetwork@nissan-usa.com** if you need help accessing your account.

Position Statements

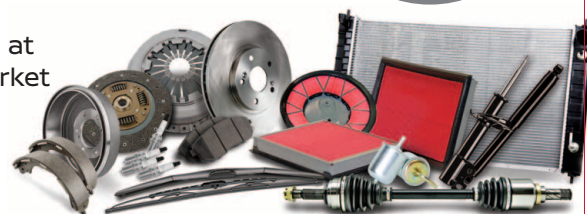
Nissan has issued Collision Repair Position Statements to ensure the safety and quality of Nissan vehicle collision repairs. Visit **PartsAdvantage.NissanUSA.com/Collision/** for more information.



Value Advantage® Parts

Value Advantage parts offer Nissan-validated fit and performance at affordable prices, providing a cost-effective alternative to aftermarket parts. These Value Advantage parts can be ordered just like other Nissan parts and come from our Dealers. Learn more about Value Advantage parts at

PartsAdvantage.NissanUSA.com/Value-Advantage/.



*Certified shops must not already own an asTech device, meet Nissan's asTech program requirements, and agree to share scanning data. Please reference asTech's Purchase and Service Agreement for full program details and requirements.

BEST PRACTICES TO MEET VEHICLE OWNER EXPECTATIONS

Collision Center

- Provide clean, organized, and safe building, office area, and work area.
- Have printing, copying, and faxing capabilities as well as high-speed internet.
- Have a minimum of one computer workstation with an internet connection for repair technicians to access Nissan repair information.
- Have staff dress appropriately in business or business casual attire applicable for their geographic area, wear name tags, and appear easily identifiable to customers.
- Have sufficient quantities of prominently displayed Nissan Certified Collision Repair Network program materials
- Have a standard greeting used by employees when answering the phone. If the customer drives a Nissan, have employees mention that your shop has Nissan certification.
- Provide a clean restroom that is available for customers and guests. Facility should also have a handicap accessible restroom that is ADA compliant.
- Provide complimentary internet service in customer waiting area.
- Have contact information and business cards for the collision center manager and sales representative easily accessible to customers.
- Use seat covers, floor mats, and steering wheel covers to help keep the interior of the vehicle clean.
- Have covered storage or utilize appropriate protection when the vehicle's interior and engine compartment is exposed to the elements.
- Have a contact-less solution for customer interactions.



Customer Service

- Use displays, brochures, and a systematic process to educate and guide the customer through the estimate and repair process.
- Provide customers with ample notice of the work completion date or changes in the completion date to manage customer expectations.
- Explain the repair warranty offered by the collision center.
- Utilize an active delivery process, which includes reviewing the repair estimate in detail during a vehicle walk-around, explaining repairs completed, and discussing any care instructions for the repaired area as necessary, such as paint care.
- Follow up with the customer within 3-5 business days of the vehicle delivery to ensure satisfaction with the repairs and identify any customer concerns.
- Attempt to correct any problems or defects identified by the customers in a timely manner, providing exceptional customer service.
- Send thank you notes, seasonal cards, and/or special announcements to your customers.
- Schedule open-house events or car care clinics on an annual basis.



Key Performance Indicators (KPI) Monitoring

- Prioritize use of new Genuine Nissan Parts with a target of over 85% OE parts utilization for repairs.
- Regularly monitor gross profit of individual repair jobs based on referral source.
- Measure and understand the concepts of technician efficiency, productivity, and proficiency.
- Monitor and measure the company's cycle time, \$/employee, square foot, day, etc.
- Measure and monitor KPI such as CSI, fixed right first time/returned for repairs, labor hours per day.



ADDITIONAL CERTIFICATION REQUIREMENTS

Information Data Connector

Shop must authorize data sharing with Nissan, which helps Nissan measure shop performance and the health of the network. Data sharing also gives shop owners visibility into their performance and allows them to participate in special promotions. To the extent permitted by applicable law, Collision Repair Provider authorizes Nissan and third parties authorized by Nissan to have access to Collision Repair Provider data. Collision Repair Provider authorizes third parties designated by Nissan to use Collision Repair Provider's data in compiling any regional, national, or other specific statistical information.

Consumer Survey Indexing (CSI) Reporting

Consumer Survey Indexing is important to drive customer satisfaction of the shops and is a requirement to become certified by Nissan. Your shop must demonstrate its current internal process of collecting consumer surveys and agree to provide Nissan North America, Inc. completed survey details upon request. Shops must be able to identify consumer issues with repairs and resolve those issues quickly with the vehicle owners should they exist.

Data Sharing Requirements

At Collision Repair Provider's expense, Collision Repair Provider will acquire, maintain, and keep in proper working order, any and all repair facility technology and related processes which Nissan advises Collision Repair Provider, in writing, from time to time is required. This includes, but is not necessarily limited to, the installation of (1) third party software to facilitate the communication of repair order and estimate data and other ordering information between the Dealers and the Collision Repair Provider and (2) third party software to collect repair order and estimate data. To this end, Collision Repair Provider authorizes Nissan's designated agent to install software and data connector software for supplying repair order and estimate data to Nissan.

To the extent permitted by applicable law, Collision Repair Provider authorizes Nissan and third parties authorized by Nissan to have access to Collision Repair Provider data. Collision Repair Provider authorizes third parties designated by Nissan to use Collision Repair Provider's data in compiling any regional, national, or other specific statistical information. Shops will be dropped from the program for not maintaining the data connector. The data will be utilized to monitor overall program Key Performance Indicators (KPI) and allow Nissan to benchmark collision repair data and assess marketing and promotions from Nissan for the benefit of the network shops.

CHECKLIST: GENERAL COLLISION REPAIR REQUIREMENTS

YES NO

- | | | |
|--------------------------|--------------------------|---|
| ☐ | ☐ | I-CAR Gold Class® |
| ☐ | ☐ | Have a frame rack or repair bench as well as pulling equipment capable of producing simultaneous body and structural pulls |
| ☐ | ☐ | Have an electronic three-dimensional measuring system with current data subscription covering current and past ten model years |
| ☐ | ☐ | Have a technician with proof of proper training to operate the three-dimensional measuring equipment |
| ☐ | ☐ | Have a Squeeze-type Resistance Spot Welder operating on 220-volt 3-phase power supply and providing a minimum of 600 psi clamping force at the tips and can supply 12,000 amps of current at the electrodes |
| ☐ | ☐ | Have 220-volt Metal Inert Gas (MIG) welder |
| ☐ | ☐ | Have an R134a refrigerant recovery and recycling system or use a sublet provider |
| ☐ | ☐ | Have proof of compliance with the EPA Section 609 refrigerant recycling rule of the Clean Air Act of 1990 |
| ☐ | ☐ | Have the ability to conduct and verify four-wheel alignment either in-house or through a sublet provider |
| ☐ | ☐ | Have the ability to remove, replace, or reinstall steering and suspension components as well as engine and power train units either in-house or through a sublet provider |
| ☐ | ☐ | Have the ability to service both active and passive restraint systems, either in-house or through a sublet provider |
| ☐ | ☐ | Utilize an electronic Collision Repair Estimating System |
| ☐ | ☐ | Have a solution to perform post-repair diagnostic scans using CONSULT OEM scan tool or Nissan-approved device |
| ☐ | ☐ | Have a spray enclosure (paint booth) with forced drying capabilities that meets local, state, and federal requirements |
| ☐ | ☐ | Use an OEM-approved refinishing system |
| ☐ | ☐ | Have a technician with proof of training from OEM-approved paint manufacturer |
| ☐ | ☐ | Have a subscription to OEM repair procedures |
| ☐ | ☐ | Be in business for minimum of (5) years, or the ability to demonstrate credit rating and service history |
| ☐ | ☐ | Possess Garage Keepers Liability Insurance |
| ☐ | ☐ | Have a clean and presentable company vehicle to conduct valet "pick-up and delivery" services for customers |
| ☐ | ☐ | Maintain a Customer Satisfaction Index (CSI) that is measured by a third-party service provider |
| ☐ | ☐ | Have a preferred rental car provider that offers complimentary customer pick-up and delivery |
| ☐ | ☐ | Provide a limited lifetime refinish product warranty that is backed by an OEM-approved paint manufacturer meeting Nissan guidelines |
| ☐ | ☐ | Provide a Limited Lifetime Warranty or a National Limited Lifetime Warranty on workmanship meeting Nissan guidelines |
| ☐ | ☐ | Post hours of operation in a location that is clearly visible from the primary shop entryway |
| ☐ | ☐ | Clean all vehicle interiors and exteriors before delivery to customer |
| ☐ | ☐ | Have a customer parking area that is well lit and maintain meeting local building requirements |
| ☐ | ☐ | Have an adequate and well-maintained customer reception, waiting, and estimating area that includes conveniently located customer restrooms |
| ☐ | ☐ | Have an eye flushing and washing station easily accessible within the shop areas |
| ☐ | ☐ | Have Material Safety Data Sheets (MSDS) that are current and can be readily accessed by all employees and emergency responders |
| ☐ | ☐ | Provide appropriate Personal Protective Equipment (PPE) to all technicians or visitors within the shop areas |

CERTIFIED COLLISION REPAIR NETWORK FAQs

How do you get your independent body shop sponsored?

Nissan prefers independent collision repair centers to have an official Dealer sponsorship to become certified. The good news is that the process has been streamlined and moved to an automated format for our Dealers. Assured Performance works with your local Nissan Dealer or Wholesale Parts Dealer to coordinate the entire sponsorship process. You may also go directly to your Wholesale Parts Manager or local Nissan Dealer and ask if they would consider sponsoring your facility. If you're seeking sponsorship and once a Nissan Dealer grants that sponsorship, Assured Performance will work to move the certification process forward.

Do I get referrals from Nissan and marketing assistance?

Nissan utilizes a number of communication methods with its owner base to promote the Collision Repair Certified Network, including email, direct mail, digital ads, and the online Certified Collision Center locator at **Collision.NissanUSA.com**. There is a potential to gain additional referrals from these communications, but it is not guaranteed. Nissan provides the Nissan Certification logo for you to use in your own marketing materials.

Is there support if I have questions or need assistance with certification or repairs?

Yes. You will be assigned an account manager from Assured Performance, who can assist you through the certification process. Your account manager can be reached at 949.221.0010.

Once certified, Nissan provides complimentary access to Nissan TechInfo to ensure our Certified Collision Centers have access to the information they need to properly repair Nissan vehicles to OE standards. Please see Nissan Resources for Certified Collision Centers (p. 18) for additional resources.

Can anyone get certified if they pay the fee?

No. Only collision repair centers that meet the certification requirements, including having the right tools, equipment, training, and facilities to properly repair the vehicles to manufacturer specifications, can become certified. Nissan makes all final determinations of the shops in the network and may base their assessment for inclusion on a number of factors. This includes the right to drop from the network any shop deemed not performing to Nissan expectations.

Shops unable to currently qualify can participate in an exclusive business development process offered by Assured Performance. This unique program is designed to help any shop chart and develop a plan to become certified and achieve multiple OEM recognitions over time.

How long will my facility be certified?

Certification is a 2-year commitment. The certification period begins upon acceptance into the network. Shops are inspected annually, and certification fees are due annually. Non-performing shops may be dropped from the program at any time by Nissan.

CONTACT INFORMATION

TOPIC	CONTACT
Assured Performance Account Manager	949.221.0010
Nissan Program Administration	NNACollisionRepairNetwork@nissan-usa.com
Get Nissan Certified	getnissancertified.com
Get INFINITI Certified	getinfiniticertified.com
Get GT-R® Certified	getgtrcertified.com
Certified Collision Center Locator	Collision.NissanUSA.com
Service Manuals & Technical Information	nissan-techinfo.com
Nissan Learning Center	CRNtraining.com
I-CAR® Nissan Training	i-car.com
asTech® Scanning Program	astech.com/certified-collision-repair-program
Wholesale Parts Resource Website	PartsAdvantage.NissanUSA.com
OPSTrax	opstrax.com
TECH-MATE Tools & Equipment	nissantechmate.com
Position Statements	PartsAdvantage.NissanUSA.com/collision/



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Always wear your seat belt and please don't drink and drive.

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