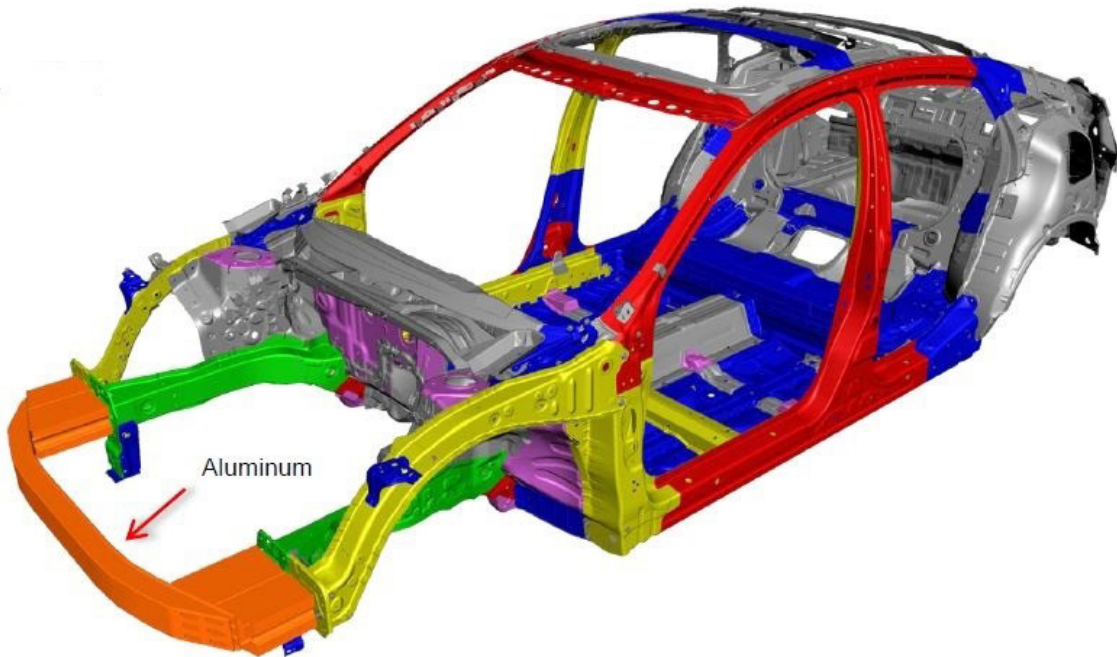


# Get ProFirst Certified



**ProFirst**™ Collision Repair Facility

Certified by Honda Canada Inc.



270 MPa

440 MPa

590 MPa

780 MPa

980 MPa

1,500 MPa

Steel Tensile  
Strength Legend

## Gain These Competitive Advantages:

- Marketing Materials to differentiate Certified Repair Facilities from local competition.
- Leverage the exclusive ProFirst Certified status to promote and market your facility.
- Official Recognition by multiple OEMs leverages the same certification process, saving you time and money.
- Business development process and feedback to ensure your facility continues to have what it takes to properly repair the new generation of Honda and Acura vehicles.
- Listing on the online shop locator, directing consumers and insurers to your collision repair facility.
- Official ProFirst Certified signage and logo to display.



## Why ProFirst Certified?

Honda is committed to providing safety for everyone, in the way Honda and Acura vehicles are built, and in the way they are repaired after a collision. Increasing fuel efficiency, decreasing CO2 emissions, and meeting collision safety targets has demanded lighter and stronger vehicle bodies and new tools, equipment and technology to properly repair them. Couple this with the increasing application of on-board safety and collision avoidance technology and collision repair is no longer a simple job. The collision repair industry and repair technology is evolving with increasing speed and intensity.

Today, it takes a highly-qualified collision facility to properly repair a Honda or Acura vehicle – one with training, skill, the proper tools and equipment and the latest repair information. It takes a facility dedicated to their craft – a ProFirst Certified facility. Is your facility ready to meet the evolution of collision repair head-on? Is your facility ready to take the next step – to ProFirst Certified?

### MISSION STATEMENT:

*The purpose of ProFirst is to promote the correct, complete and safe repair of Honda and Acura vehicles and to provide support to those collision repair businesses that have demonstrated a commitment to a high level of customer care and satisfaction.*

## ProFirst and Certified Collision Care

Honda Canada leverages the Certified Collision Care program to administer and manage the ProFirst Certified Collision Repair Program. The program will identify, certify, and promote dealer-owned and independent facilities as collision repair providers of choice, to Honda and Acura clients across Canada.

The unique joint-effort approach that Honda Canada and Certified Collision Care share eliminates redundant costs and duplication between programs. Certifications by multiple entities is now cost effective and highly rewarding. Instead of paying again and again for each OEM certification, you can receive multiple Certifications under one umbrella for one special consolidated annual fee with one inspection-audit process. Through this exclusive combined program, you also get exponential credibility from several of the largest automakers in the world, adding to your brand equity and reputation. Honda Canada has joined others in the Certification program to save you money and avoid waste and inefficiency,

while creating exponential impact from the combined influence of several of the largest Automakers in the world. There is nothing else like it - not even close!

- Certification is based on the OEM-specified requirements necessary to properly repair current model vehicles.
- Gain multiple OEM Certifications through the Certified Collision Care joint-effort approach.
- Certified Collision Care saves time and money by eliminating redundant costs and duplication between OEM Certification programs.
- The program is open to all collision repair businesses that meet the requirements and gain sponsorship from their Honda or Acura dealer.

## How to Become ProFirst Certified



### TURNKEY APPROACH

Below is the step-by-step process that dealership and independent repair facilities go through to become Certified.



### 1. Application - Registration

Review the terms and conditions of participation at [www.GetProFirstCertified.ca](http://www.GetProFirstCertified.ca) and apply to participate in the Certified Collision Care program.



### 2. Business Information

Enter key business information critical for KPI comparisons, program review and tracking.



### 3. Business Capability Assessment

Assess the facility's capabilities against the list of Certification requirements and standards. This allows you to create a business development plan.



### 4. Score & Evaluation

Receive a score that illustrates any deficiencies in becoming Certified. It is part of the ongoing business development process.



### 5. On-Site Inspection-Audit

Schedule an on-site inspection-audit. The inspector will tour your collision repair facility and ensure proof of compliance with photos and documentation.

## Benefits of ProFirst Certification



### Shop Locator

Listing in the online ProFirst Certified Collision Repair Facility locator.



### Turbo-Charge Your Marketing

Use the official ProFirst Certified credentials on your website and in your marketing efforts.



### Don't Let Your Customers Get Steered Away

Online appointment setting and electronic dispatch to your facility from the locator.



### Business Evaluation and Development

Business development planning process allowing the repair facility to evaluate their operations compared to the Certification requirements as well as hundreds of the key best practices in the industry.



### Consumer Advocacy

Listing on consumer-facing Certified Collision Care (consumer advocate) locators making it easy for both consumers and insurers to find your Certified facility.



### Collision Care Marketing Tools

Access to Certified Collision Care marketing tools to help you leverage your exclusive ProFirst Certified status in promoting and marketing your collision repair facility.



### Consumer Awareness and Public Relations

Press release communications to your local media.



### OEM Marketing Programs and Referrals

OEM marketing initiatives and consumer referrals to drive cars to your collision repair facility.

### OFFICIAL SIGNAGE & LOGO

Official ProFirst Certified Signage and Logos to promote your exclusive Certified credentials.



## What is the Value of Certification?

### Stand out from your Competition

With thousands of collision repair facilities in Canada, how is the customer able to tell the good ones from the bad? How can a consumer tell the difference and pick one that has the right tools, equipment, training and facilities? Customers are asking the automobile manufacturer to help them find the body shops that meet their repair standards. Certification credentials create that distinction and provide consumers with peace of mind.

### National Blanket of ProFirst Certified Collision Repair Facilities

The ProFirst Certified Collision Repair Facility program promotes certified collision repair facilities to Honda and Acura clientele and insurers. The program will ensure there is a Certified Collision Care Provider in every community, creating a national blanket of certified facilities that are consumer-focused and able to deliver an exceptional experience. The ProFirst Certified program will help ensure that Honda clients can choose to have their vehicle repaired at a certified collision repair centre that meets Honda and Acura requirements anywhere in Canada.

# Certified Collision Care CORE Requirements: Collision Operation Repair Essentials



## General Business Requirements

- ☐ Be in business for a minimum of (5) years, or posses verifiable credit rating and service history
- ☐ Provide proof of Garage Keepers Liability insurance with a minimum of \$1M (CAD) policy limit
- ☐ Provide customers with a Limited Lifetime Warranty
- ☐ Subscribe to an electronic p-page logic estimating system
- ☐ Be in compliance with all Local, Provincial and Nationally legislated operating requirements including worker protection and hazardous waste disposal
- ☐ Measure customer satisfaction through a third-party service provider and report results monthly
- ☐ Utilize a preferred rental car provider or provide complimentary customer transportation
- ☐ Clean vehicle interiors and exteriors before delivery to customer
- ☐ Have a well-maintained customer parking area that is well-lit
- ☐ Have a professional, well-maintained customer reception, waiting, and restroom areas

## General Technical Repair Capability

- ☐ Meet the current Certified Collision Care technical training requirements and maintains ongoing technical training by compliance to any one of the following functionally equivalent forms:
  - 1) Assured Performance Training & Skills Matrix
  - 2) I-CAR Gold Class
- ☐ Facility must employ Provincially registered (licensed) collision repair technicians at all times, meeting all Provincial requirements
- ☐ Subscribe to current OEM repair procedures and have the ability to provide documented proof of compliance
- ☐ Utilize a frame rack or dedicated/universal fixture bench with hydraulic equipment capable of making simultaneous, multiple body and/or structural pulls as necessary. A floor rail or rack mounted four (4) point anchoring system capable of holding a vehicle stationary is acceptable, however anchoring with floor pots is not acceptable
- ☐ Utilize an electronic three-dimensional vehicle measuring system
- ☐ Maintain a current data subscription for the measuring system being utilized
- ☐ Provide proof of technical training to operate the measuring system being utilized
- ☐ Utilize an R134a refrigerant (or current) recovery/recycling system or proof of a qualified sublet provider
- ☐ Have the ability to conduct and verify four-wheel alignment either in-house or through a sublet provider
- ☐ Have the ability to remove, replace, and reinstall steering and suspension components, as well as engine and drive train units
- ☐ Have a spray booth with forced drying capabilities
- ☐ Utilize an OEM approved refinishing system

## ADVANCED MATERIAL REPAIR TECHNICAL CAPABILITIES

All of the following capabilities must meet the vehicle manufacturer's specifications according to year, make and model

### Steel/Ferrous Material Technical Repair Capability

- ☐ Have a dent removal/pulling system for steel panels that contains a stud welder, stud pins and washers, wiggle wire, and pulling attachments
- ☐ Have completed I-CAR WCS03 - Steel GMA (MIG) Welding Certification
- ☐ Have proof of training in Silicon Bronze MIG brazing or completed I-CAR BRZ02 - MIG brazing course

### ProFirst Specialized Requirements

- ☐ Computer Workstations with internet connection for technicians, repair planners, parts staff
- ☐ Body & Frame fixturing: A universal fixture/jig holding system required. System must be capable of building fixtures or jigs to secure replacement structural components, welding and proper fitment of body panels during the repair process
- ☐ Two post surface lift with  $\geq 6000$  lbs. capacity
- ☐ Squeeze-type resistance spot welder (STRSW) with shunt clamp, and an assortment of spot welder attachment arms including: wheel arch, long reach arms. STRSW with  $>10,500$  amp  $>400$  kgf (882 lbf) clamp force
- ☐ Mig Brazing: Pulse control MIG welder for Mig Brazing (GMA) with 180 amp, 220 V with pulse control, to be used with silicon bronze wire and 100% argon gas for Pulsed MIG brazing. Must have ERCuSi-A/CuSi3 Silicon bronze wire & 100% argon shield gas
- ☐ Steel: MAG or MIG welder (GMA) with MAG Welding Filler Wire for High Strength Steel 590 to 980 Mpa, capable of holding 5 kg roll of .80mm diameter Mag filler wire. Strongly preferred shielding gas for MAG welding is C20 (80% Argon/20% CO2) but C25 (75% Argon/25% CO2) is acceptable. Must have Mag filler wire of  $\geq 142$  ksi (980 Mpa) minimum tensile strength
- ☐ Parts Carts must be utilized for all repairs. No storage of parts are permitting inside customer vehicles
- ☐ Honda i-HDS software and Vehicle interface device such as Honda Nano OR sublet to Honda or Acura dealer
- ☐ Honda & Acura Service Express subscription is provided by Honda Canada. Shop must show evidence of technician access to OEM service information

### Suggested Additional Best Practices

- ☐ A designated welding fume extraction system