

GENUINE FORD REPLACEMENT CRASH PARTS QUALITY ORIGINALS



IMITATIONS FAIL FORD QUALITY TESTS

Why, you ask, do we keep testing the quality of imitation crash parts?

Why, you ask, do we continue to spend time and money proving what is obvious to you ... that imitation crash parts just don't stack up?



Because in the case of imitation crash parts, substantiated proof is required for any claim we make.

This is apparently quite unlike the rules under which the promoters of imitation crash parts operate. When, we ask, was the last time you saw results of testing that supported their claims of "like kind and quality" or "functional equivalency"?

The other part of our reason for testing is to provide you information that will help you educate your real customers — owners of the vehicles you repair — and be better able to negotiate with your surrogate customers — the insurance industry representatives you deal with day in and day out.

We have tried to make the exercise a little more practical this time, hopefully to show the insurance industry how their policies negatively affect both you and your customers.

THE ORDERING PROCESS

Let's start with ordering.

For our test program, we selected a variety of high-volume parts:

- Taurus fenders.
- Tempo hoods.
- Tempo header panels.
- Ranger fenders.
- Ranger doors.
- F-150 hoods.

We were restricted in our selections because of the limited number of CAPA-certified parts.



We asked a large Midwestern collision repair shop to order samples of the parts in three categories:

- **Genuine Ford replacement.**
- **CAPA-certified imitations.**
- **Non-CAPA imitations.**

Here's what happened:

- In the case of the Ranger fenders, the CAPA parts arrived with no CAPA stickers. The parts were returned and new orders for CAPA parts were placed.
- The shop was unable to obtain the two CAPA-certified Ranger fenders and one of three Taurus fenders, despite repeated attempts with multiple distributors.



THE RIGHT CHOICE • ALWAYS HAVE BEEN • ALWAYS WILL BE

In other words, of the 13 CAPA parts we ordered, three were totally unavailable.

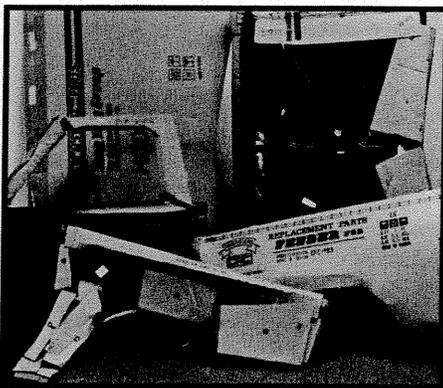
Now, we've heard CAPA has an availability problem, but are insurance companies aware that it might be higher than 20% — as this shop experienced?

And let's ask a question ... if about 15% of the time non-CAPA parts arrive when CAPA parts have been ordered, do insurers agree to reimburse you for the time and expense to send them back?

THE PACKAGING SITUATION

All Ford parts were well-cushioned in sturdy cardboard boxes. All imitation sheet metal was sheathed in thinner cardboard and fastened with string ties. In many instances, large areas of the parts were exposed.

This raises a basic question: If your customers walked into an auto supply outlet and were confronted by packaging like that depicted here, what choice do you think they'd make?



QUALITY TESTING

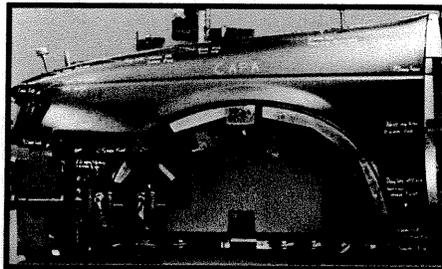
When insurance companies use the phrases "like kind and quality" and "functionally equivalent," what exactly do they mean?

Our testing program was designed to check whether the imitations were "like kind and quality" and "functionally equivalent" to genuine Ford parts in six areas:

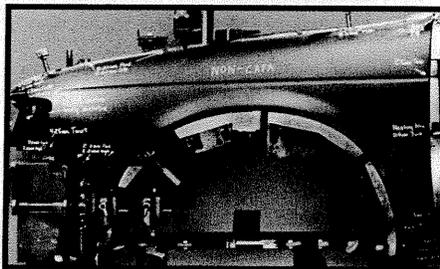
Fit

Every imitation part tested had fit problems. Each of the notations marked on the imitations pictured here indicates a discrepancy, ranging from twisted metal, to misaligned mounting holes, to major gap variances.

There were 17 and 18 specific defects on the CAPA and Non-CAPA parts shown here.



CAPA-CERTIFIED



NON-CAPA-CERTIFIED

These test results echo the collision repair industry's biggest complaint about imitations — they just don't fit. And when an imitation part doesn't fit, it means the repairer spends additional labor time trying to make it fit and look acceptable — labor time not reimbursed by insurance companies.

Finish

All imitation parts had primer coats that were inconsistent and thinner

than the genuine Ford parts. For example, the average primer thicknesses on the CAPA and Non-CAPA parts were 50% and 38% thinner, respectively, than on the genuine Ford parts.

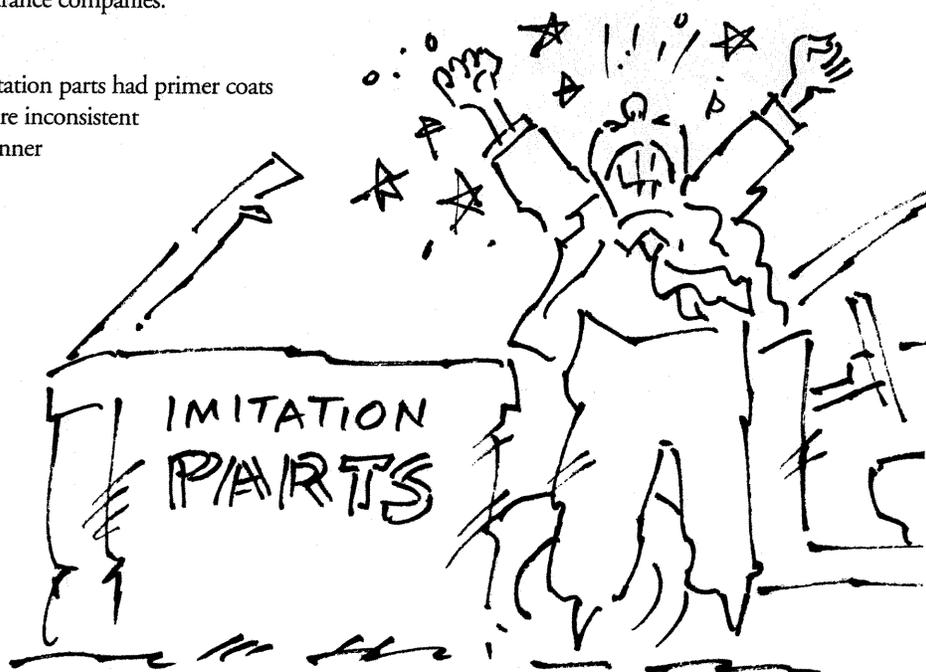
Uniformity of the primer was also a problem on the imitation parts. The variation in the thickness of primer was as high as 46%, and averaged 29%, on the CAPA and Non-CAPA sheet metal.

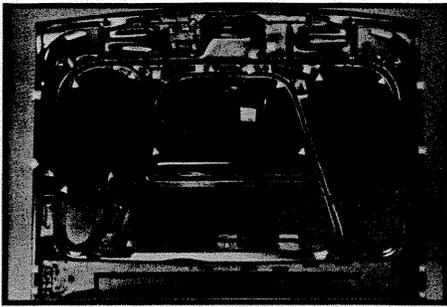
Some of the CAPA and Non-CAPA parts were poorly formed with waves and wrinkles apparent to the eye. And, in the primer adhesion tests, the genuine Ford Tempo hood displayed significantly better primer adhesion than the imitations.

The quality of primer not only affects a part's corrosion resistance, but also directly equates to the quality and appearance of finish applications. And poorly formed parts, like poorly fitting parts, are dead giveaways to your customers that the repair leaves something to be desired.

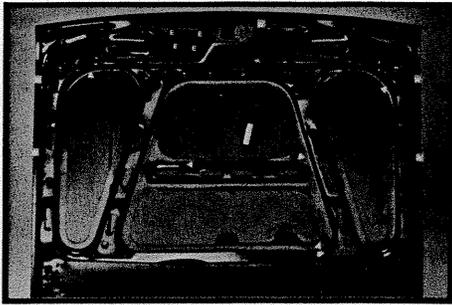
Structural Integrity

The CAPA and Non-CAPA hoods and door shells were found to have fewer, smaller and/or weaker welds. In addition, less adhesives and epoxy — used to strengthen the bond between hood panels — were found on imitations. For example, on the CAPA-certified Tempo hood, there were 13 missing welds, 10 areas with missing adhesives, and 5 areas with missing epoxy.





CAPA-CERTIFIED



NON-CAPA-CERTIFIED

The geometries of crush darts on the imitation hoods — used to control the points and direction of buckling of the hood in a front-end accident — were different than on the genuine Ford hood. The performance of imitation hoods in accidents is unknown because they are not crash-tested. Genuine Ford hoods are the same as those used on new vehicles, which must meet all federal crash standards.

In addition, sound-deadening material — used to reduce interior noise — was missing from the interiors of imitation door shells.

Corrosion Resistance

The CAPA and Non-CAPA sheet metal parts were made from uncoated steel, unlike the genuine Ford sheet metal parts which use galvanized steel for superior corrosion resistance.

The uncoated steel, combined with thinner and inconsistent primer, makes the imitations more vulnerable to corrosion.

Material Composition

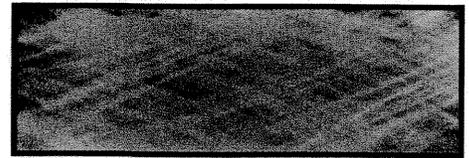
The steel used for CAPA and Non-CAPA parts was found to contain nearly 80% less carbon than the steel in genuine Ford sheet metal parts. Tensile strength and microhardness testing confirmed the weaknesses of the imitations when compared to the genuine Ford sheet metal parts.

The combination of these factors makes the imitations less durable and more susceptible to dings and dents.

Dent Resistance

A special test was developed to simulate the performance of sheet metal in a typical Midwestern hail storm.

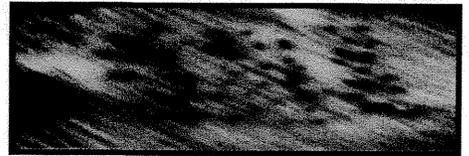
The CAPA and Non-CAPA parts showed significantly greater denting than the genuine Ford parts, confirming the material composition testing results.



GENUINE FORD



CAPA-CERTIFIED

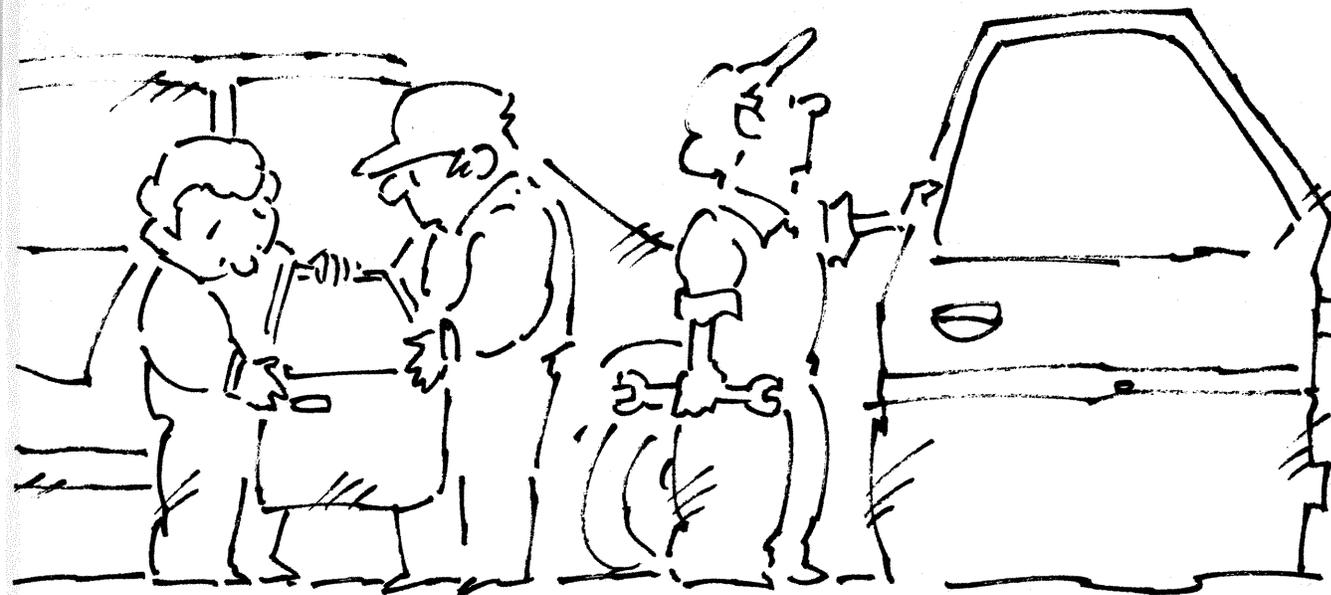


NON-CAPA-CERTIFIED

VEHICLE INSTALLATION TESTING

While many aspects of a replacement crash part's quality may be undetectable until rigorously tested, you must deal with the reality of actual installation on a daily basis. Our installation tests on Taurus and Ranger fenders simulated real-world conditions and were performed by an experienced technician in a full-service collision repair facility.

For the Taurus fender, it took the technician 12:30 minutes to install the genuine Ford part. That compared to 18:29 for the CAPA and 28:03 for the Non-CAPA parts, both of which required shims to bring the fenders flush with the hood line. In addition, the CAPA fender required drilling of lamp mounting holes.



For the Ranger fender, the CAPA part was unavailable, but it actually took one minute less (17:29 to 16:29) for the technician to install the Non-CAPA part than to install the Ford fender. However, the technician had to

use a shim to get the door open so mounting bolts could be installed, and because of a visible difference in the flushness of the hood and fender edges, the finished repair was considered unacceptable.



THE TESTING CONCLUSIONS

At this point, you may have reached the same conclusions we did: CAPA and Non-CAPA parts are substandard in fit, finish, structural integrity, corrosion resistance and dent resistance when compared to genuine Ford crash parts.

It's obvious that CAPA and Non-CAPA parts are neither "like kind and quality" nor "functionally equivalent" to genuine Ford parts.

WHAT DOES THIS MEAN TO YOU?

When you add the imitations' physical shortcomings to the ordering, packaging and installation problems, the result is a major headache for your shop — causing inefficient operations, increasing repair costs and jeopardizing customer satisfaction.

You owe it to yourself — and your customers — to explain to them the differences between genuine Ford and imitation crash parts.

National consumer surveys indicate that the majority of vehicle owners prefer genuine parts when given the choice.

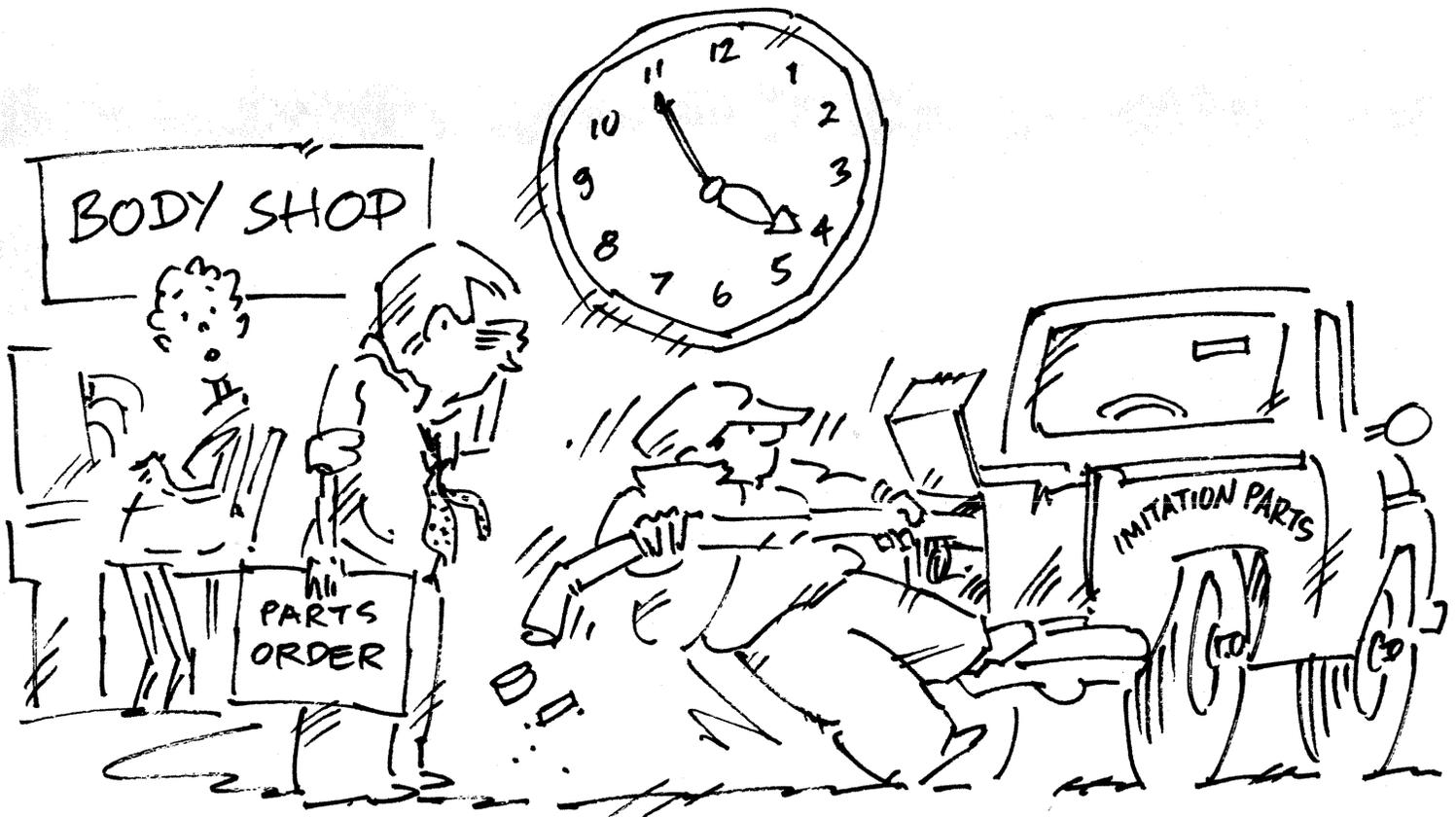
Ford believes vehicle owners should have the right to decide which parts are used to repair their vehicles. In this way, everyone's interests — vehicle owners, body shops, insurance companies and vehicle manufacturers — are protected.

So yes, while you may have heard this all before, it bears repeating — CAPA and Non-CAPA crash parts are not "like kind and quality" or "functionally equivalent" to genuine Ford replacement crash parts — the "Quality Originals." But you already knew that, didn't you?



The right choice...
Always have been...
Always will be.

To order additional copies of this brochure, or to reorder "A Consumer's Guide to Quality Collision Repair," please call 1-800-537-4112 and refer to the FCS code found on the brochure.



On Target



For Ford and Lincoln-Mercury Wholesalers and the Collision Repair Industry

Winter 1997

Repairs May Prevent Reduced Resale Value

The following statistics on which Ford vehicles are making the most frequent appearances in body shops across the country may be useful in planning your crash parts inventory and may help increase sales.

If you assume Ford vehicles make up about 20 percent of the 33 million vehicles that the National Safety Council estimates are involved in accidents in the U.S. each year, that means that each year some 6.6 million Ford, Lincoln or Mercury vehicles are involved in accidents.

Using research from ADP, which provides one of the largest computerized collision repair estimating services in the U.S., we took a look at every estimate recorded through ADP's Audatex system for Ford vehicles in 1995 (see charts for a breakdown by vehicle and by model year).

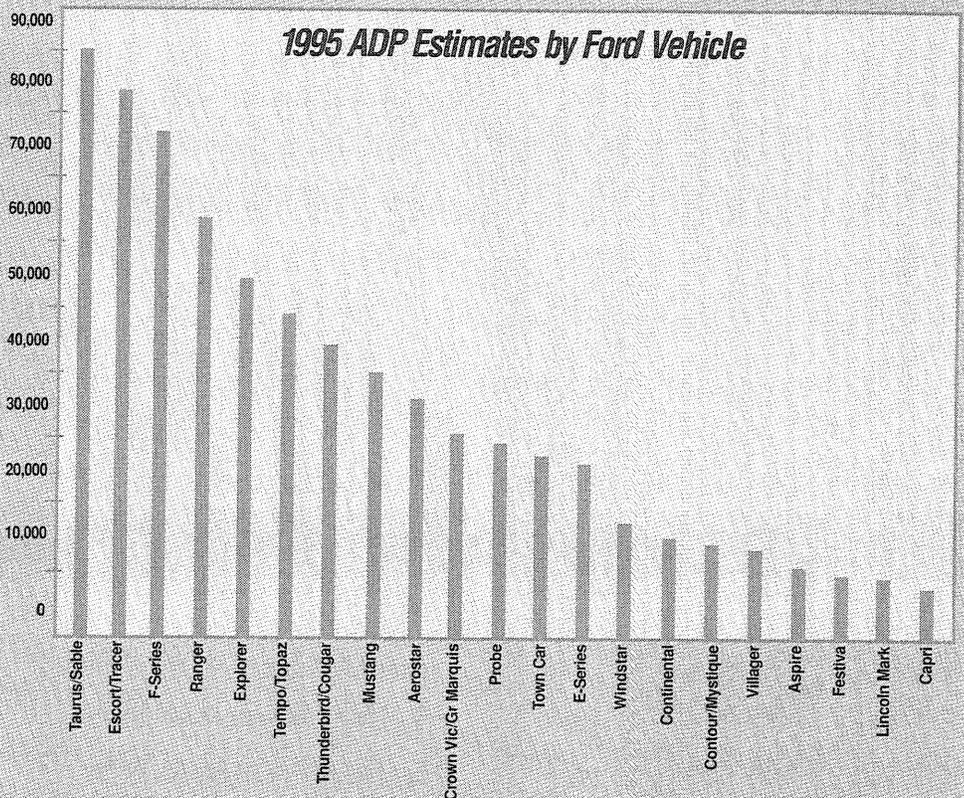
ADP projects that its Audatex data represents about one-third of all electronic estimates written in the U.S. If that's the case, then from the 993,927 Audatex estimates written for Ford vehicles in 1995, we can assume a total of about 3 million electronic estimates were completed for Ford vehicles in 1995.

That means that only about half of the 6.6 million Ford vehicles involved in accidents are being repaired — even after considering repairs where no estimate, or a hand-written estimate, is used!

Is there a collision repair/crash parts sales opportunity here?

Not necessarily. There are many reasons accident-damaged vehicles are not being repaired: the drive-in claim check is pocketed for more pressing uses; the vehicle is too old and not worth repairing; if I report it to my insurance company, I'll get stuck with higher premiums; it's too little damage and paying the deductible isn't worth it. We're sure you've heard (or seen) them all.

But some new information from another vehicle manufacturer might help change the minds of some of those who choose to forgo repairs.



The vehicle manufacturer in question began with the theory that the use of imitation crash parts could reduce a vehicle's resale value. It took two identical vehicles, purchased a few genuine and imitation front-end parts for each, subjected the parts to accelerated aging, and installed the parts on the vehicles.

From there, the vehicle manufacturer transported the vehicles around the country and exposed two groups of individuals (professional used vehicle appraisers and consumers who had personally sold a vehicle in the recent past) to the vehicles. Without revealing the purpose of the study, participants were asked to rate the vehicles.

(Continued on page 2)

On Target



On The Inside

- Using Ford's Lifelong Sheet Metal Guarantee
- New York's New Air Bag Law
- FCSD's 1997 Trade Show Schedule

Rusty on Sheet Metal Guarantee?

Ford's Lifelong Sheet Metal Guarantee is one of the best in the business, and just one way Ford demonstrates its commitment to quality collision repair and continued customer satisfaction. It's an important sales advantage for genuine Ford replacement sheet metal. But, based on conversations with dealership and repair shop personnel at the recent NACE show, many aren't aware of — or don't remember — what the guarantee actually covers, or how to claim it. So, here are the details:

The guarantee covers inside-to-outside corrosion perforation on genuine Ford replacement outer body sheet metal for as long as the original repairing customer owns the vehicle. Under the guarantee, Ford will repair or replace the damaged part(s), covering both parts and labor costs. The guarantee is good even if the customer moves after the original repair; any Ford or Lincoln-Mercury dealer can honor it.

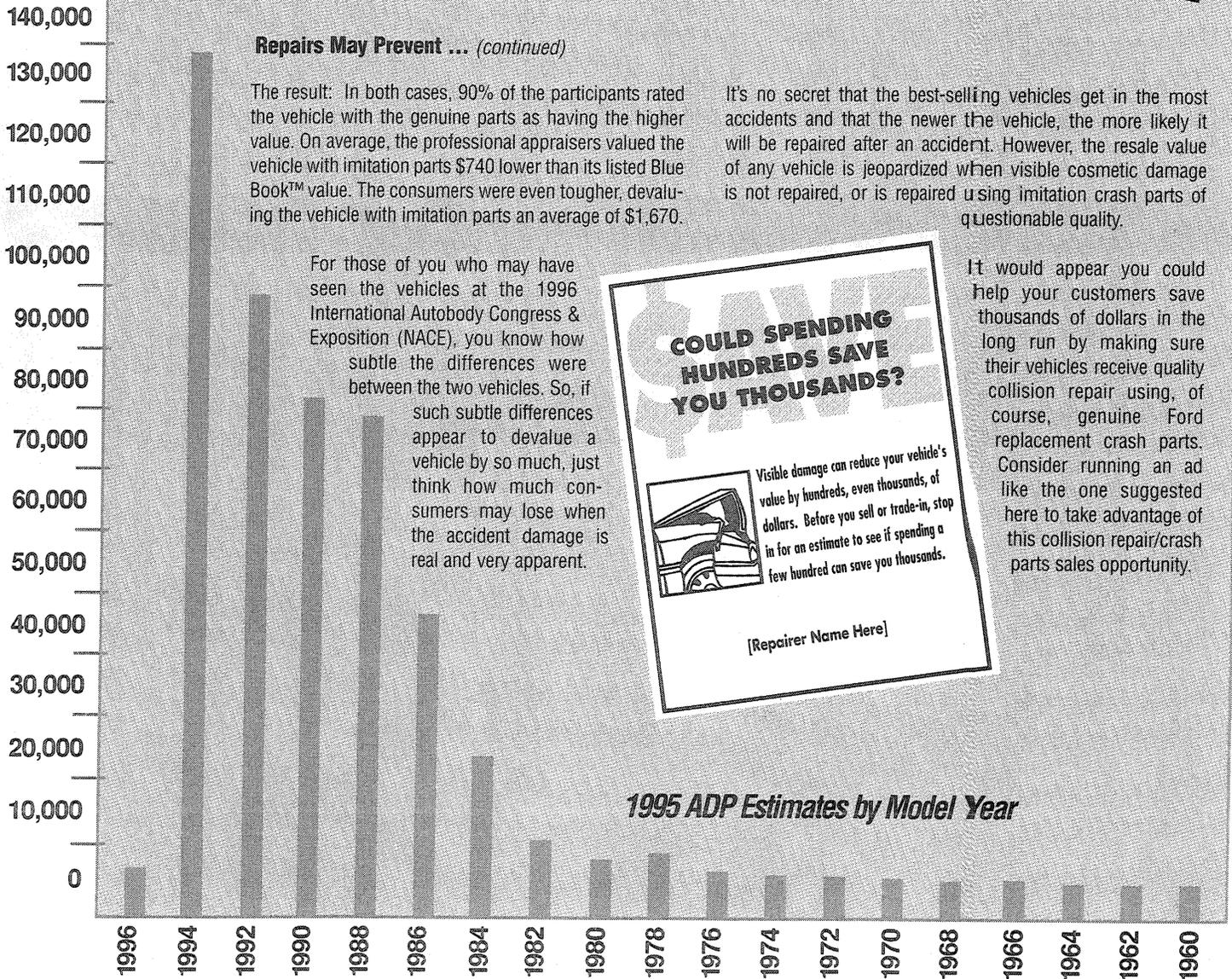
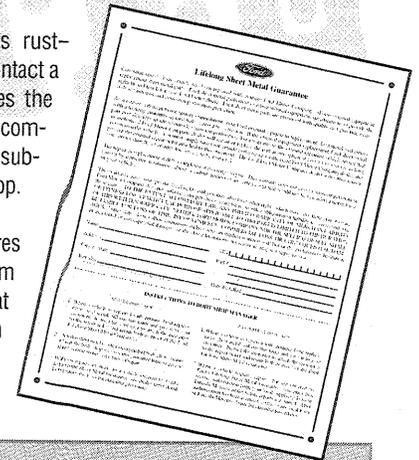
Note, however, that the guarantee does not cover corrosion perforation caused by improper installation, abuse, accident, neglect or any other event that wouldn't be considered normal use of a vehicle.

How does it work? Body shops, whether dealer or independent, should provide their customers with a Lifelong Sheet Metal Guarantee form

when a repair has been completed using genuine Ford sheet metal crash parts (see sample). A pad of 50 forms is available free to dealers either individually (code GSM-01-1995) or as part of the crash parts merchandising kit (CPKIT) by calling 1-800-356-0792. Independent body shops can request a supply of the forms through their local wholesaling Ford or Lincoln-Mercury parts department, or ask for a form when placing a parts order.

If the customer later suspects rust-through corrosion, they must contact a local dealer. The dealer verifies the condition of the part, and either completes the repair/replacement or sublets the work to a local body shop.

After repairs, the dealer prepares and submits Ford Claim Form 1863. This claim must be filed at the dealer labor rate and in accordance with the Ford labor time standards manual.



Repairs May Prevent ... (continued)

The result: In both cases, 90% of the participants rated the vehicle with the genuine parts as having the higher value. On average, the professional appraisers valued the vehicle with imitation parts \$740 lower than its listed Blue Book™ value. The consumers were even tougher, devaluing the vehicle with imitation parts an average of \$1,670.

For those of you who may have seen the vehicles at the 1996 International Autobody Congress & Exposition (NACE), you know how subtle the differences were between the two vehicles. So, if such subtle differences appear to devalue a vehicle by so much, just think how much consumers may lose when the accident damage is real and very apparent.

It's no secret that the best-selling vehicles get in the most accidents and that the newer the vehicle, the more likely it will be repaired after an accident. However, the resale value of any vehicle is jeopardized when visible cosmetic damage is not repaired, or is repaired using imitation crash parts of questionable quality.

COULD SPENDING HUNDREDS SAVE YOU THOUSANDS?

Visible damage can reduce your vehicle's value by hundreds, even thousands, of dollars. Before you sell or trade-in, stop in for an estimate to see if spending a few hundred can save you thousands.

[Repairer Name Here]

It would appear you could help your customers save thousands of dollars in the long run by making sure their vehicles receive quality collision repair using, of course, genuine Ford replacement crash parts. Consider running an ad like the one suggested here to take advantage of this collision repair/crash parts sales opportunity.

Ford Features New and Improved Vehicles at Detroit Auto Show

Two brand-new additions to the Ford family — the Ford Escort ZX2 and the Lincoln Navigator — made their debut at the North American International Auto Show in Detroit in January.

The Ford Escort ZX2, a two-door sport coupe, features redesigned sheet metal and reduced noise, vibration and harshness. Based on the Ford Expedition and available at authorized dealers, Lincoln's new luxury sport utility vehicle, the Navigator, comes standard with dual air bags.

Ford also announced significant changes to the 1998 Ford Contour/Mercury Mystique and the 1998 Windstar Wagon/Van.

Both the '98 Contour and Mystique have new front- and rear-end designs. The vehicles feature new front fenders, hoods, grilles, headlamps and bumpers, as well as new rear decklids and reflex concept lighting. In addition, a new wing spoiler comes standard on the SE. It is available as an option on the GL and LX models. Both vehicles have added a three-point safety belt at the middle rear seat position.

The front-end of the 1998 Windstar Wagon/Van also received a face-lift, with a new grille, fascia, headlamps and hood. Other body changes include new bodyside moldings and an available family entry system with an extended driver's door and tip/slide seat.



1998 Ford Escort ZX2



1998 Lincoln Navigator

Ford Windstar Shines in Crash Tests

Ford Windstar owners may fare better on front and rear bumper repairs than other minivan owners according to test results released by the Insurance Institute for Highway Safety (IIHS).

Nine of the most popular minivans, including the Dodge Grand Caravan, Chevrolet Astro and Pontiac Grand Sport, were involved in the Institute's low-speed bumper crash testing. IIHS performed four different tests, including crashing both the front and rear bumpers into flat barriers the width of the vehicle. The other two tests involved running the front bumper into an angled barrier and running the rear bumper into a pole.

Only the Windstar and the Nissan Quest passed a test without damage. Over the four tests, the Windstar averaged \$500 in damage, with the Quest averaging \$547.

The IIHS notes that there are no federal standards governing to what extent bumpers need to protect vans. Federal regulations require passenger cars to sustain a 2.5 mph crash with no damage to the vehicle body.

New York Air Bag Law Inflates Record-Keeping for Repair Shops

Effective January 1, the Air Bag Safety and Anti-Theft Act went into effect in New York. Intended to fight air bag theft, the law imposes new disclosure and record-keeping requirements on repair facilities. Here's what you need to know:

Salvage air bags can be used with customer authorization. (As of March 1, 1998, if the state hasn't identified an organization to certify salvage air bags, only new OE air bags will be allowed.) The customer and insurance company must be given a copy of the air bag purchase invoice.

The salvage air bag must be of the exact same type as the one with which the vehicle was originally equipped.

Invoices must clearly state the source of the replacement air bag, whether it is salvage or new, and terms of any warranty/guarantee.

Repair shops must maintain a logbook of air bag repairs. Basic information required about each vehicle to be repaired includes: date of installation; vehicle identification number; registration plate number; make/model; part number of replacement air bag; name and tax identification number of replacement air bag supplier.

If a salvage air bag is used, additional information needed is:

- VIN of the vehicle from which the air bag was salvaged
- Dismantler facility registration number assigned by the DMV

If a new OE air bag is used, additional information needed is:

- name of replacement air bag supplier
- supplier's tax identification number

Dealer body shops who use new OE air bags should indicate that the part was from a factory source, since a tax identification number may not be available from the vehicle or air bag manufacturer.

To request copies of the law (Chapter 161 of the Laws of 1996), call the New York Department of Motor Vehicle's Legal Bureau at (518) 474-0871.

Taking It to the Streets

As part of our ongoing outreach to the collision repair industry, Ford Customer Service Division (FCSD) will participate in several regional trade shows across the country during 1997.

Assisting regional wholesalers by spreading the word about the advantages of using genuine Ford crash parts in an effort to increase regional crash parts sales, FCSD's Crash Parts Headquarters staff distributes collision repair-related materials and offers showgoers an opportunity to ask questions and get information.

Stop by and visit our exhibit at the following trade shows:

Mountain States Expo
March 8-9, Denver, CO

Northeast Regional
March 21-23, Suffern, NY

Mid-Atlantic Auto Body Trade Show
April 26-27, Greensboro, NC

California Autobody Association Expo
August 9-10, Anaheim, CA

Northwest Automotive Industry Tradeshow
September 27-28, Tacoma, WA

FCSD will also exhibit at the International Autobody Congress and Exposition (NACE) in Las Vegas, December 4-7.

Share Your Thoughts

The purpose of *On Target* is to provide Ford and Lincoln-Mercury dealership parts departments and independent collision repair shops with the general and technical information needed to deliver efficient, high-quality repairs to Ford and Lincoln-Mercury vehicle owners. In addition, information about parts pricing, policy and procedures and collision repair industry activities will be featured. Scheduled for publication four times a year, the next issue is planned for May 1997.

Your comments and article ideas are welcome. Contact *On Target* via fax (313-336-9225) or by sending a note to Crash Parts Headquarters, P.O. Box 490, Dearborn, MI 48121.

Dealer Return Address Here

JACK GRIFFIN FORD, INC.
1940 EAST MAIN ST.
WAUKESHA, WI 53186

632.38 Nonoriginal manufacturer replacement parts. (1) DEFINITIONS. In this section:

(a) "Insured" means the person who owns the motor vehicle that is subject to repair or the person seeking the repair on behalf of the owner.

(b) "Insurer's representative" means a person, excluding the person repairing the motor vehicle, who has agreed in writing to represent an insurer with respect to a claim.

(c) "Motor vehicle" means any motor-driven vehicle required to be registered under ch. 341 or exempt from registration under s. 341.05 (2), including a demonstrator or executive vehicle not titled or titled by a manufacturer or a motor vehicle dealer. "Motor vehicle" does not mean a moped, semitrailer or trailer designed for use in combination with a truck or truck tractor.

(d) "Nonoriginal manufacturer replacement part" means a replacement part that is not made by or for the manufacturer of an insured's motor vehicle.

(e) "Replacement part" means a replacement for any of the nonmechanical sheet metal or plastic parts that generally constitute the exterior of a motor vehicle, including inner and outer panels.

(2) NOTICE OF INTENDED USE. An insurer or the insurer's representative may not require directly or indirectly the use of a nonoriginal manufacturer replacement part in the repair of an insured's motor vehicle, unless the insurer or the insurer's representative provides to the insured the notice described in this subsection in the manner required in sub. (3) or (4). The notice shall be in writing and shall include all of the following information:

(a) A clear identification of each nonoriginal manufacturer replacement part that is intended for use in the repair of the insured's motor vehicle.

(b) The following statement in not smaller than 10-point type: "This estimate has been prepared based on the use of one or more replacement parts supplied by a source other than the manufacturer of your motor vehicle. Warranties applicable to these replacement parts are provided by the manufacturer or distributor of the replacement parts rather than by the manufacturer of your motor vehicle."

(3) DELIVERY OF NOTICE. (a) The notice described in sub. (2) shall appear on or be attached to the estimate of the cost of repairing the insured's motor vehicle if the estimate is based on the use of one or more nonoriginal manufacturer replacement parts and is prepared by the insurer or the insurer's representative. The insurer or the insurer's representative shall deliver the estimate and notice to the insured before the motor vehicle is repaired.

(b) If the insurer or the insurer's representative directs the insured to obtain one or more estimates of the cost of repairing the insured's motor vehicle and the estimate approved by the insurer or the insurer's representative clearly identifies one or more nonoriginal manufacturer replacement parts to be used in the repair,

the insurer or the insurer's representative shall assure delivery of the notice described in sub. (2) to the insured before the motor vehicle is repaired.

(c) The insurer or the insurer's representative may not require the person repairing the motor vehicle to give the notice described in sub. (2).

(d) Notwithstanding par. (b), if an insured authorizes repairs to begin prior to the approval by the insurer or the insurer's representative of an estimate that clearly identifies one or more nonoriginal manufacturer replacement parts to be used in the repair, the insurer or the insurer's representative shall send the written notice described in sub. (2) by mail to the insured's last-known address no later than 3 working days after the insurer or the insurer's representative receives the estimate.

(4) NOTICE BY TELEPHONE. Notwithstanding sub. (3), notice of the intention to use nonoriginal manufacturer replacement parts in the repair of the insured's motor vehicle may be given by the insurer or the insurer's representative by telephone. If such notice is given, the insurer or insurer's representative shall send the written notice described in sub. (2) by mail to the insured's last-known address no later than 3 working days after the telephone contact.

History: 1991 a. 176.

STATE IMITATION CRASH PARTS LAWS (L) / REGULATIONS (R)

State	Forms Included Letter	Discos.	Copy of Law Date Included	Consumer disclosure required?	Written consent required to use	Language used	Must imitations be "like kind and quality" to OE?	Parts ident. required for Use	Sale	Consider cost to install?	Certification required?	OE parts required?	Try for New Law?#
Alabama (L)	Yes	Yes	5/89	Yes	No	Model	No	Non-OE	Yes	No	No	No	No
Arizona (L)	Yes	Yes	8/90	Yes	No	Model	No	Non-OE	Yes	No	No	No	Yes
Arkansas (L)	Yes	Yes	4/91	Yes	No	Model	No	Non-OE	Yes	No	No	No	Possibly
California (L)	Yes	Yes	1/90	Yes	No	Model	Yes	All	No	Yes	No	No	New 1997
Colorado (L)	Yes	Yes	7/89	Yes	No	Model	No	Non-OE	Yes	No	No	No	Possibly
Connecticut (L)	Yes	Yes	8/87	Yes	No	Model	No	Neither	No	No	No	No	Yes/ABAC
Florida (L)	Yes	Yes	6/89	Yes	No	Model	No	Neither	No	No	No	No	Yes/ASA
Georgia (L)	Yes	Yes	1/90	Yes	No	Model	No	All	Yes	No	No	No	
Hawaii (L)	Yes	Yes	9/87	Yes	Yes	Other	Other	Neither	No	No	No	No	
Idaho (L)	Yes	Yes	7/90	Yes	No	Model	No	Non-OE	Yes	No	No	No	
Illinois (L)	Yes	Yes	8/93	Yes	No	Model	Yes	All	Yes	Yes	No	No	Possibly
Indiana (L)	Yes	Yes	7/91	Yes	Yes	Other	No	Neither	No	No	No	No	
Iowa (L)	Yes	Yes	2/90	Yes	No	Model	No	Non-OE	Yes	No	No	No	First 60 mo.
Kansas (L)	Yes	Yes	7/89	Yes	No	Model	No	Neither	No	No	No	No	
Kentucky (R)	Yes	Generic	12/92	Yes	No	Other	Yes	Neither	No	Yes	No	No	
Louisiana (L)	Yes	Yes	6/93	Yes	No	Model	No	Non-OE	Yes	No	No	No	
Maryland (L)	Yes	Yes	7/88	Yes	No	Model	No	Neither	No	No	No	No	
Massachusetts (L)	Yes	Yes	2/96	Yes	No	Model	Yes	Neither	No	Yes	No	No	Yes
Michigan (L)	Yes	Yes	2/92	Yes	No	Model	No	Neither	No	No	No	No	
Minnesota (L)	Yes	Yes	5/87	Yes	No	Other	Yes	Neither	No	No	No	No	
Mississippi (L)	Yes	Yes	7/80	Yes	No	Model	No	Non-OE	Yes	No	No	No	Yes
Missouri (L)	Yes	Yes	1/90	Yes	No	Model	No	Non-OE	Yes	No	No	No	Yes
Nebraska (R)	Yes	Yes	1/88	Yes	No	Model	Yes	All	No	Yes	No	No	Possibly
Nevada (R)	Yes	Yes	3/89	Yes	Yes	Warranty	No	Neither	No	No	No	No	
New Hampshire (L)	Yes	Yes	1/89	Yes	No	Model	Yes	All	No	Yes	No	No	
New Jersey (R)	Yes	Yes	10/88	Yes	No	Model	Yes	Non-OE	No	Yes	Yes	No	Yes
New York (R)	Yes	Yes	6/93	Yes	No	Model	Yes	Modified	No	No	Yes	No	
North Carolina (R)	Yes	Yes	4/89	Yes	No	Model	Yes	Non-OE	No	Yes	No	No	
North Dakota (R)	Yes	Generic	4/82	Yes	No	No	No	No	No	No	No	No	
Ohio (L)	Yes	Yes	4/89	Yes	No	Model	No	Non-OE	No	No	No	No	Yes
Oklahoma (L)	Yes	Yes	5/91	Yes	No	Model	No	Non-OE	Yes	No	No	No	
Oregon (L)	Yes	Yes	7/88	Yes	Yes	Model	Yes	Neither	No	No	Yes	No	
Pennsylvania	Yes	Generic	Used (Salvage)	Parts Only: 31	Section 62.3 (c)(1-2)	Model	Yes	Non-OE	No	Yes	No	No	Yes/CCRE
Rhode Island (L)	Yes	Yes	6/94	Yes	Yes	Other	Yes	Non-OE	No	Yes	No	No	
South Dakota (L)	Yes	Yes	7/90	Yes	No	Model	No	Neither	No	No	No	No	First 30 mo.
Tennessee (R)	Yes	Yes	9/89	Yes	No	Model	No	Non-OE	Yes	No	No	No	
Texas (L)	Yes	Yes	5/91	Yes	Yes	Other	No	Non-OE	Yes	No	No	No	On Hold
Utah (L)	Yes	Yes	4/95	Yes	No	Model	No	Non-OE	Yes	No	No	No	New 1997
Virginia (L)	Yes	Yes	7/88	Yes	No	Model	Yes	Neither	No	No	No	No	
Washington State	Yes	Generic	1/93	Yes	No	None	No	None	No	No	No	No	
West Virginia	Yes	Yes	3/95	Yes	Yes	Model	No	Neither	No	No	No	No	First 36 mo.
Wisconsin (L)	Yes	Yes	4/92	Yes	No	Model	No	Non-OE	Yes	No	No	No	
Wyoming (R)	Yes	Yes	7/88	Yes	Yes	Model	Yes	All	No	Yes	No	No	

Model Disclosure Statement (to be printed on repair estimate):

This estimate has been prepared based on the use of crash parts supplied by a source other than the manufacturer of your motor vehicle. Warranties applicable to these replacement parts are provided by the manufacturer or distributor of these parts rather than by the manufacturer of your vehicle.

Warranty Statement: Before obtaining the owner's consent to use aftermarket crash parts, body shops must inform the owner that use of aftermarket crash parts may invalidate any remaining OEM warranties.

##States w/o Laws Trying for One: New Mexico



WACTAL News

Published exclusively for WACTAL Members

Phone 800-366-9472

June 1997

Fax 414-542-0906

SURVEY RESULTS

The May survey was sent to 266 members, 225 of which are independent collision repair shops or dealerships with a collision repair center. Eighty-four responded to the survey

If you spend additional time adjusting for fit when installing aftermarket parts, do you charge for this additional time?

28 Yes 49 No 6 Sometimes

If yes, do you receive payment from the insurance companies?

20 Yes 6 No 8 Sometimes
1 charges supplier

If the estimate calls for aftermarket parts, how often do you substitute OEM, absorbing the cost without notifying the insurance company?

11 Most of the time
24 About 1/2 the time
31 Seldom 17 Never

What percent of the time, on vehicles less than 5 years old, do insurance companies specify non-original parts?

11 - 100% 39 - 75-99%
24 - 50-74% 8 - 25-49%
2 - Less than 25%

When an insurance company specifies non-original parts, what percent of the time do you feel the customer is unaware of this fact until you, the repairer, explains that non-original parts are called for?

9 - 100% 45 - 75-99%
16 - 50-74% 8 - 25-49%
5 - Less than 25%

What percent of your customers insist on OEM and are willing to pay the difference themselves when non-original has been specified by their insurance company?

0 - 100% 0 - 75-99%
2 - 50-74% 8 - 25-49%
74 - Less than 25%

substituting OEM at his expense until he found he couldn't afford to continue that practice.

Another member suggested to a customer whose insurance company was aftermarketing his car to death that they ask the insurance company to split the savings in using non-OEM parts. Since the insurance company reduced their costs, why not reduce the deductible, which was \$500.

Thank you to all who responded. If you have any survey suggestions, please contact the WACTAL office.

Comments: One shop had been

ACCEPT NO SUBSTITUTES!

**DON'T LET INSURANCE COMPANIES INSIST THAT
YOU USE IMITATION PARTS YOU DON'T WANT.
REMEMBER, IT'S YOUR CHOICE!**

WARNING: FIT

Lower-cost tooling and stamping helps to keep imitation parts prices down, but may sacrifice fit. This may compromise the finished look of your vehicle.

WARNING: FINISH

Don't settle for an unsatisfactory finish to your repair job. Your body shop can restore your vehicle to its pre-accident condition... but only if your insurance company will let it. Tell your insurance adjuster you want Genuine factory parts.

WARNING: FUNCTION

Many parts on your vehicle may be made with high-strength steel for improved collision performance. Imitation replacement parts may not use high-strength steel. Don't compromise the performance of your vehicle.

WARNING: CORROSION PROTECTION

Many parts on your vehicle may be made with galvanized steel for improved corrosion protection. Imitation replacement parts may not be made with galvanized steel. Don't compromise the protection designed into your vehicle.

TIPS FOR DEALING WITH YOUR INSURANCE COMPANY...

- Ask for a complete explanation of your repair estimate.
- Ask the insurance adjuster if imitation parts have been specified. Many computerized estimates automatically select cheaper imitations.
- Remember that selecting a repair shop is your choice — your adjuster's recommendation may be the cheapest, but may not be the best.
- If your insurance adjuster refuses to pay for Genuine body parts, contact your agent for help.
- If your insurance company refuses to repair your vehicle with original factory parts, we recommend that you contact the office of your State Insurance Commissioner or local consumer protection agency. The address and phone number of your State Insurance Commissioner can be obtained by calling toll free at 1-800-331-4331.

INSIST ON GENUINE BODY PARTS



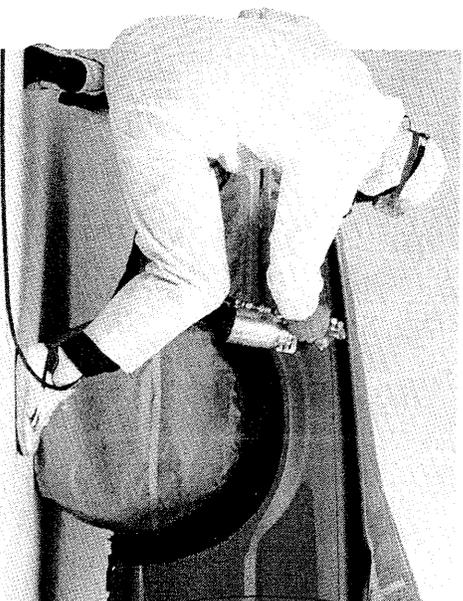
TOYOTA

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00100 - 00500
90-PTS-406

ACCEPT NO SUBSTITUTES!

**DON'T LET YOUR
INSURANCE COMPANY
PAINT OVER INFERIOR
REPLACEMENT PARTS!**



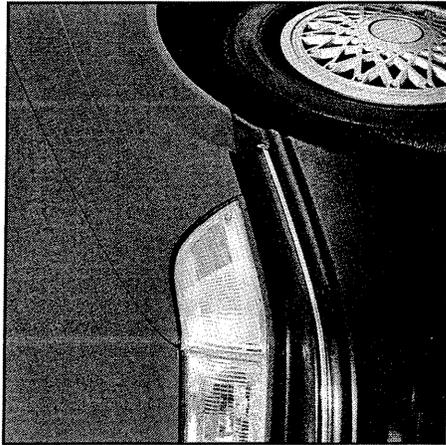
INSIST ON GENUINE BODY PARTS

IT'S A MATTER OF

IT'S A MATTER OF

IT'S A MATTER OF

QUALITY SAFETY CHOICE!

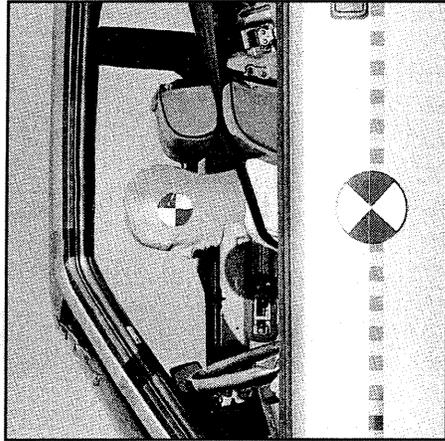


You Paid For Quality When You Bought Your Vehicle. Tell Your Insurance Company You Want To Keep It That Way!

Your insurance company may tell you that the imitation parts they want to use to repair your vehicle are of "like kind and quality" or "quality replacement parts." Ask for a copy of the standards used to make these parts. Industry tests have revealed serious fit, finish, function and corrosion protection problems with imitation parts.

Protect Your Investment

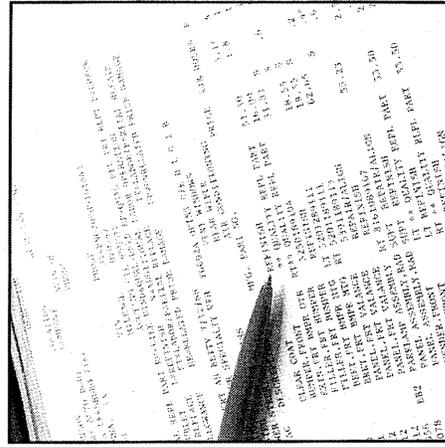
Your car is more than just transportation — it's probably your second largest investment after your home. Be sure you get the original fit, finish, function and corrosion protection only Genuine factory body parts can guarantee.



Imitation Parts Equal

Unknown Collision Performance

Your vehicle was designed to meet all Federal Safety Standards. This design incorporates collision performance requirements which are important to your safety. Imitation parts may not be tested or certified by their makers, sellers or the insurance companies who want you to use them. Imitation parts cannot guarantee your vehicle will meet the specifications of the original manufacturer or the testing standards of the U.S. Government.

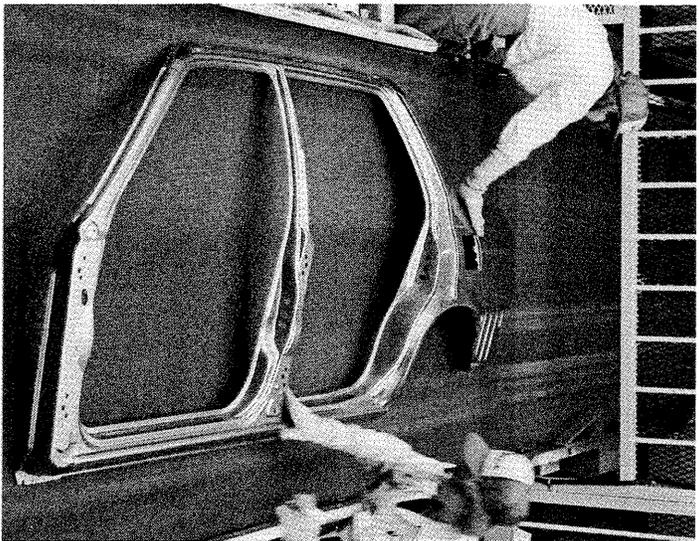


The Choice Is Yours!

Be certain your car is as good after it has been repaired as it was before your accident. Using imitation parts may void your new vehicle warranty for that part. Many states have passed laws which regulate the use of imitation collision parts. Some states give you the right of consent. Ask your body shop or car dealer about the law in your state.

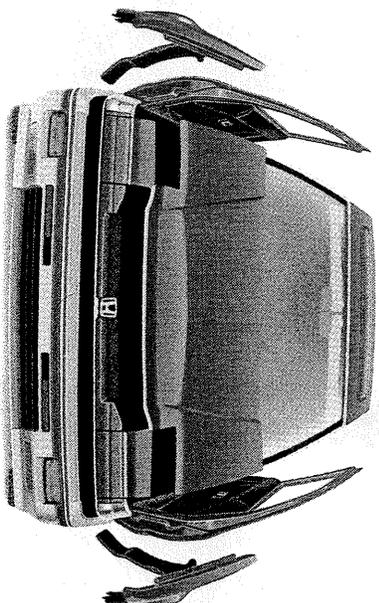
Don't Let Your Insurance Company Make It Worse By Taking Away Your Freedom of Choice.

INSIST ON GENUINE BODY PARTS

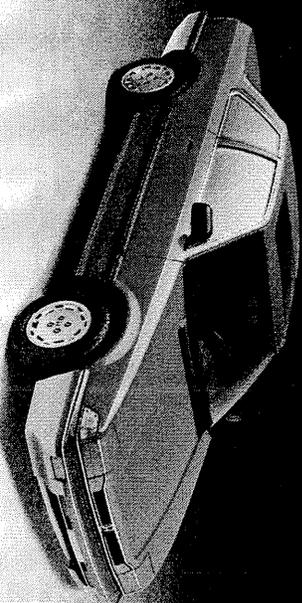


As good as new. The same care taken in producing original Honda parts for your car—such as those made at Honda's manufacturing facility in Marysville, Ohio—also goes into every Honda replacement part.

Insist on Genuine Honda Body Parts.



Before.



Be sure the quality you want is the quality you get.

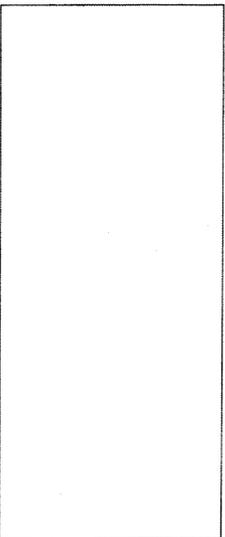
You bought a Honda because you know the value of craftsmanship, and how important it is in your car. Be sure that when your Honda needs repair work that you get the same high quality you originally invested in.

And the best way is to make sure Genuine Honda Body Parts are used in its repair.

More and more, cheap imitation body parts are being used in place of genuine parts—often through pressure from insurance companies who want to keep their settlement costs down, and many times without the insurance company letting the customer know of the substitution.

Although described as "like kind and quality", to our knowledge there is no certification to prove these parts meet Honda's high quality standards. And, in fact, they are generally regarded by experts—the body shop owners themselves—as inferior in both fit and overall quality to original Honda parts.

By insisting on Genuine Honda Body Parts, you're insisting on your right to ensure that your car has the same high quality after the repair as it did when you first bought it.



HONDA

Maintain the Quality.

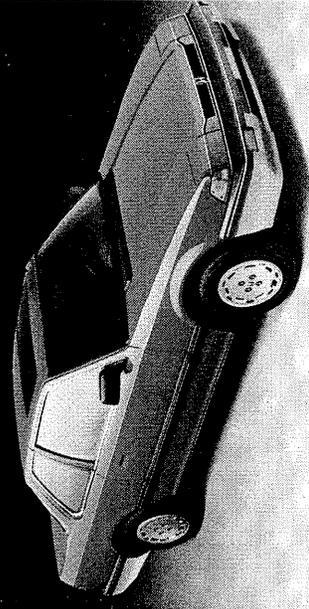
American Honda Motor Co., Inc., 100 West Alondra Blvd., Gardena, CA 90248
© 1987 American Honda Motor Co., Inc.

Reorder #21-156

HONDA

Maintain the Quality.

After.



Honda quality. The one ingredient no one can imitate.

Despite claims of "like kind and quality," here's what body shops nationwide have to say about imitation body parts.

"Our informal tests have shown that many of the aftermarket parts are poor quality materials, poorly finished, and have precipitated premature corrosion and paint problems."

Dan Walters; Owner
Ross-Beakes Collision Services, Ann Arbor, MI
(Imitation parts) seldom fit like genuine parts. Body lines do not match; shape is often different, uneven mounting holes, etc."
Gary Potter; President
Coachercraft, Monrovia, CA

"We feel the imitation parts don't come close to the quality of the genuine Honda parts in any way."
Bill Rishel; Vice-President
Frederick Auto Body Shop, Frederick, MD

"Quality is very important to us, and we don't feel we can provide our customers with that quality when we use aftermarket parts."

Ray Bannan; Manager
Peoria Heights Auto Body, Peoria Heights, IL
"If a part doesn't fit right, the customer won't be satisfied. And with imitation parts you just don't know how they'll fit."
Clifford Knudsen; Owner
Knudsen Brothers, Westland, MI

"There's no doubt in my mind that when you get into quality, Honda far surpasses aftermarket merchandise."

Peter D. Ramaglia; President
Pete's Auto Body, Wilson, NC

"To avoid customer comebacks and assure customer satisfaction, we use OEM (Honda) parts."

Steve Forti; Co-Owner
Forti's Body & Glass Co., El Paso, TX

"I would not want imitation parts used on my own car."

Bill Stacey; Manager
Carriage Shop, Margate, FL
"I think it should be the right of the customer to choose which part he wants to be used on his car."
Mark Lonczak; Assistant Manager
Bertolucci's Body & Fender Shop, Sacramento, CA

The quality is always the same as before.

Honda's reputation is based on a single premise: building cars that exemplify the highest quality possible. And judging by the feelings of Honda owners—who were responsible for making Honda #1 in customer satisfaction* and customer loyalty**—it's an effort that is well appreciated.

The same high quality that goes into the original car also goes into the replacement parts. All Honda replacement body parts are made according to the same stringent quality control standards as the original parts.

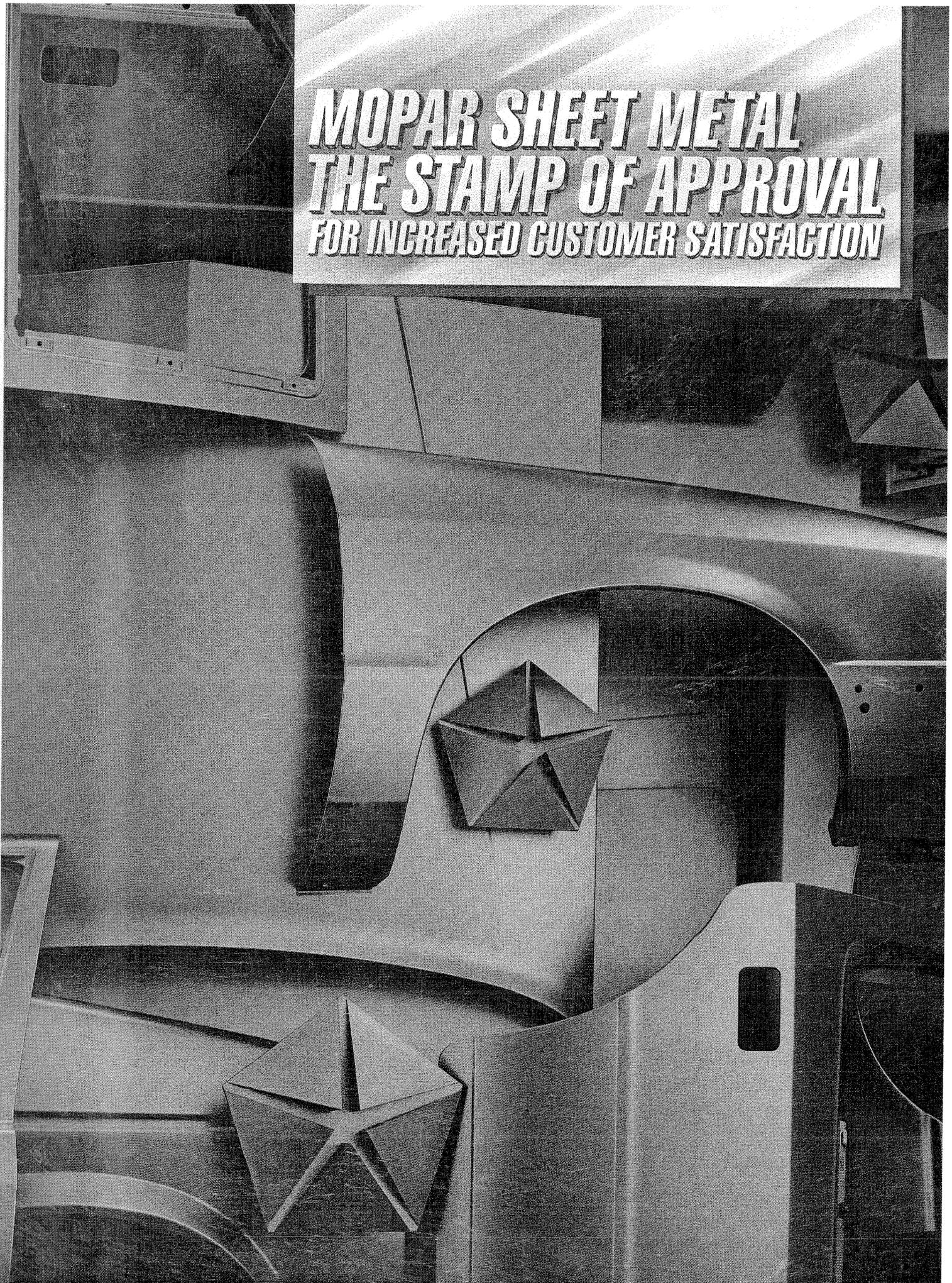
So, there's never any question that the quality and fit you want is the quality and fit you get. With Genuine Honda Body Parts, it's always the same as before.

*J.D. Powers & Associates '86 Customer Satisfaction Index.
**R.L. Polk & Co. '85 MY New Car Buyer Analysis.



Maintain the Quality.

MOPAR SHEET METAL
THE STAMP OF APPROVAL
FOR INCREASED CUSTOMER SATISFACTION



THERE'S NOTHING LIKE MOPAR SHEET METAL FOR YOUR BUSINESS

In a world of imitators, nothing compares to the original, like Chrysler Corporation's genuine Mopar Sheet Metal. You see, only Mopar Sheet Metal Replacement Parts are computer-manufactured on the same stamping dies as the original sheet metal that's on Chrysler Corporation vehicles. Only Mopar Sheet Metal meets Chrysler's high quality standards. There's no costly reworking to make genuine Mopar body panels fit, unlike most imitation sheet metal. Since installation is easier, you don't waste time and effort.

So when it comes to maintaining your profitability and keeping your customers completely satisfied, the right choice is Mopar Sheet Metal.

WHAT INSURANCE COMPANIES DON'T TELL YOU

Your customers paid for genuine Chrysler quality parts when they purchased their Chrysler Corporation vehicle. Why should they have to settle for anything less during collision repairs?

Many insurance companies claim that imitation body parts from Taiwan can ultimately save them hundreds of millions of dollars in repair costs. They also claim these imitation body parts will help them hold down future policy rate increases; however, this has not happened. Insurance premiums, for the most part, continue to increase year after year.

These same insurance companies have acknowledged that there are quality problems with these imitation parts. Yet they still require auto body repair shops to use them, jeopardizing their customers' new vehicle anticorrosion warranty.

PROTECT YOUR CUSTOMERS' INVESTMENTS

If insurance adjusters specify that imitation sheet metal parts be used, ask for written proof that these parts are of like kind and quality to Mopar Sheet Metal. Or, suggest that your customer request proof of like kind and quality in writing. This is, of course, impossible to prove because no imitation part can stand up to Mopar quality for fit, finish, and corrosion resistance.

MOPAR SHEET METAL: COMPLETE COVERAGE FOR PARTS AND LABOR

Why risk using imitation sheet metal? Mopar Sheet Metal's Seven-Year/Unlimited Mileage Limited Warranty* is effective from the date of installation and covers parts and labor.

Imitation sheet metal parts installed on your customers' vehicles are not covered by either Chrysler's New Vehicle Anticorrosion Limited Warranty* or Mopar Sheet Metal's Seven-Year/Unlimited Mileage Limited Warranty*. In addition, if these imitation sheet metal panels exhibit corrosion-bleed onto adjacent panels, the warranty on those panels is also voided.

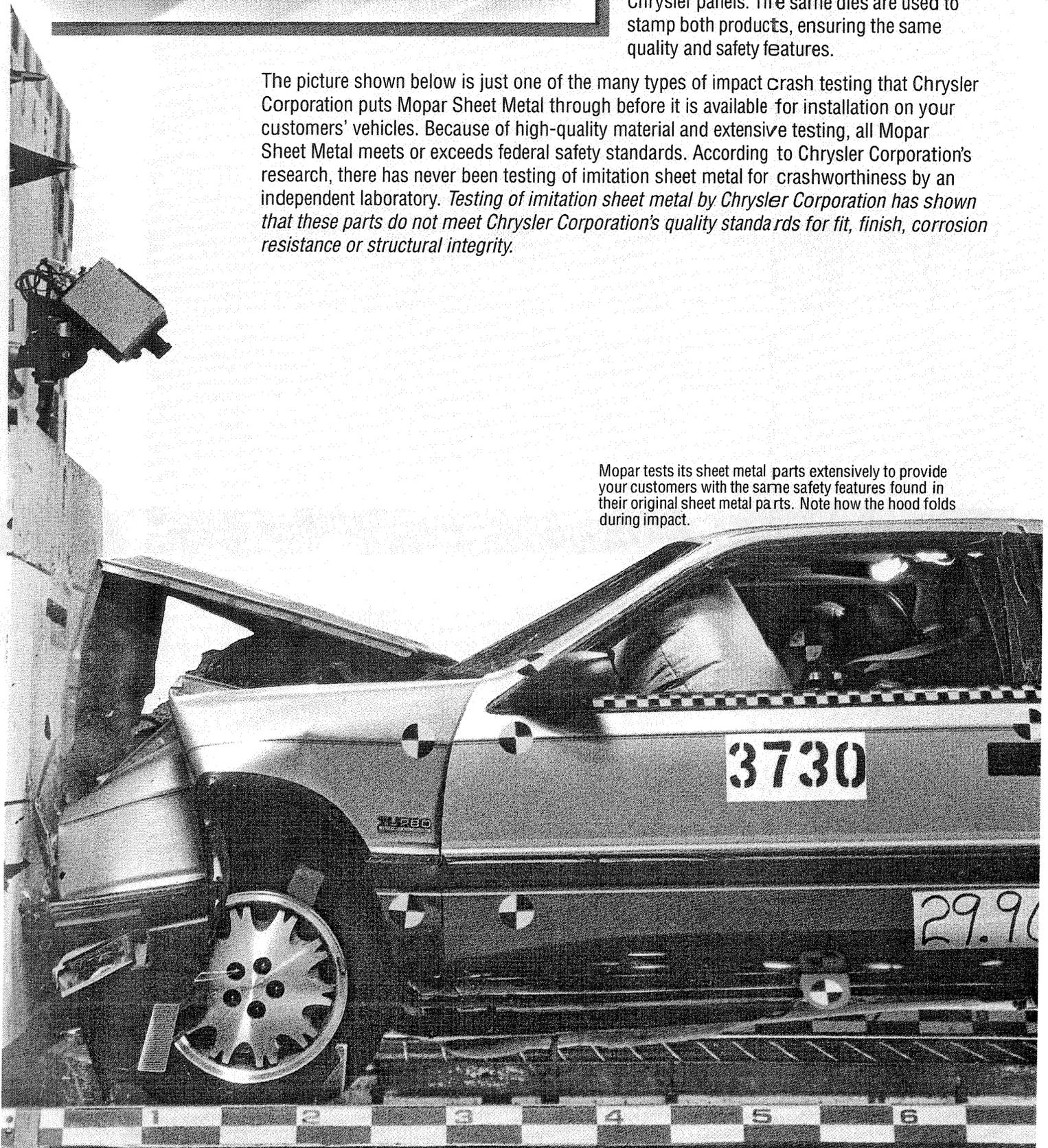
*See your dealer for complete limited warranty statement.

MOPAR SHEET METAL VS. THE IMITATORS: LE BARON IMPACT TESTING

Only Mopar Sheet Metal Replacement Parts undergo the same processes as the original Chrysler panels. The same dies are used to stamp both products, ensuring the same quality and safety features.

The picture shown below is just one of the many types of impact crash testing that Chrysler Corporation puts Mopar Sheet Metal through before it is available for installation on your customers' vehicles. Because of high-quality material and extensive testing, all Mopar Sheet Metal meets or exceeds federal safety standards. According to Chrysler Corporation's research, there has never been testing of imitation sheet metal for crashworthiness by an independent laboratory. *Testing of imitation sheet metal by Chrysler Corporation has shown that these parts do not meet Chrysler Corporation's quality standards for fit, finish, corrosion resistance or structural integrity.*

Mopar tests its sheet metal parts extensively to provide your customers with the same safety features found in their original sheet metal parts. Note how the hood folds during impact.



MANUFACTURING and STAMPING

Mopar Sheet Metal is computer-produced, using the same stamping dies and galvanized metal as Chrysler vehicles' original sheet metal parts.

Extra care is taken at every step of the manufacturing process to ensure that every Mopar Sheet Metal part not only meets Chrysler Corporation's tough requirements but also meets or exceeds all federal safety standards. To reach this objective, Chrysler Corporation's stamping plants subject Mopar Sheet Metal to a series of rigorous on- and off-line checks to ensure that all panels will be free of any fit and finish defects.

MOPAR

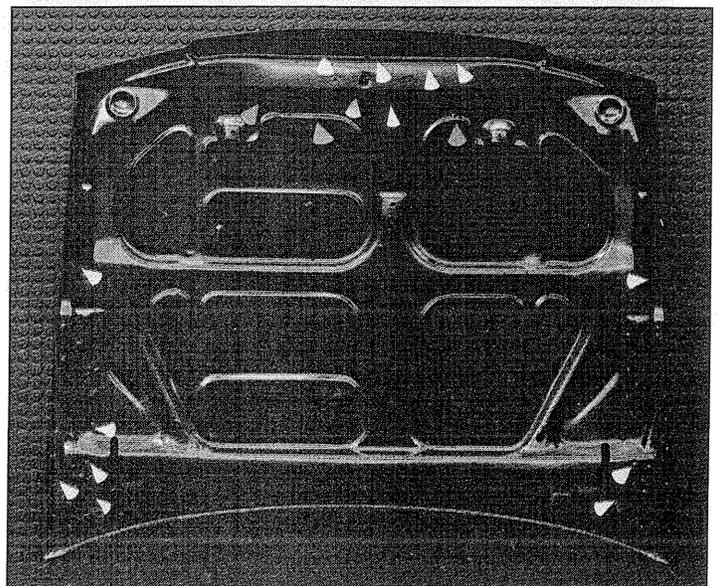
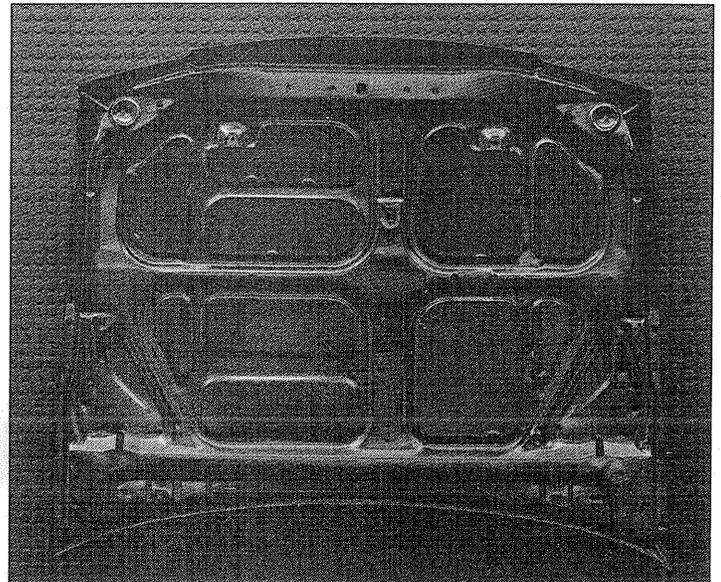
Mopar Meets All Federal Safety Standards

- Welds are properly placed for maximum structural integrity.
- Properly constructed and placed formation details ensure proper "fold" of sheet metal to minimize the risk of passenger injury in event of an accident.
- Adhesive sealant bonds inner and outer panels together to enhance sound deadening and strengthen the part.
- Expandable adhesives are used between inner and outer panels to prevent hood fluttering.

IMITATION

Chrysler Stamping Engineering evaluated the features of the imitation hood shown here. Through weld and comparison testing, the imitation hood failed seven of nine structural tests and does not meet Chrysler Corporation's standards for structural integrity. Areas of structural defects included:

- Hood welds that were either missing, improperly placed, or had an incorrect weld depth which will compromise the structural integrity during everyday use.
- Five of the hinge-to-latch welds were missing.
- Metal thickness for the hinge reinforcement was 34 percent thinner than Mopar Sheet Metal.
- The plate for the hinge attachment was 84 percent weaker than Mopar Sheet Metal. Any variation in metal thickness from original Chrysler specifications can alter the performance of the part and the vehicle in everyday usage, as well as affect crash protection.



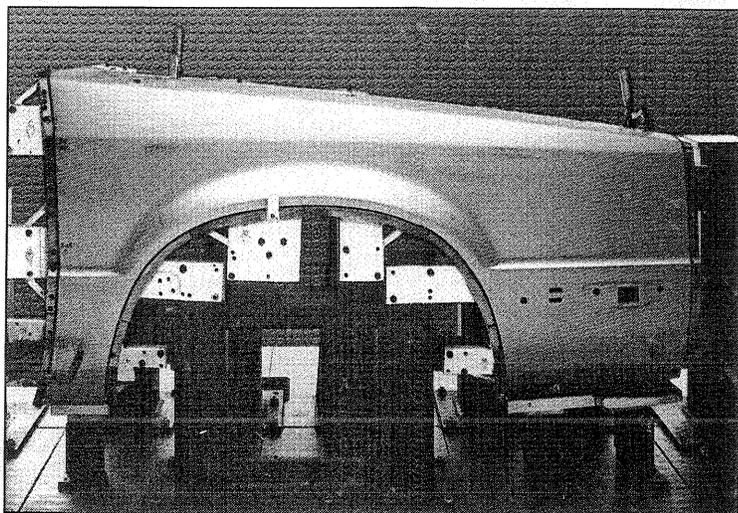
- ▲ Indicate missing and defective welds.
- ▲ Indicate brackets under specific gauge.
- ▲ Indicate missing gum drops.



MOPAR

To guarantee the quality of Mopar Sheet Metal, Chrysler Stamping Plants use a specially constructed fixture to duplicate vehicles' original design dimensions. Sheet metal parts are then randomly picked off the line and placed into these fixtures to test for accuracy. The fixtures simulate mounting procedures, ensuring that replacement sheet metal parts can be matched properly to existing panels through precise placement of attaching holes.

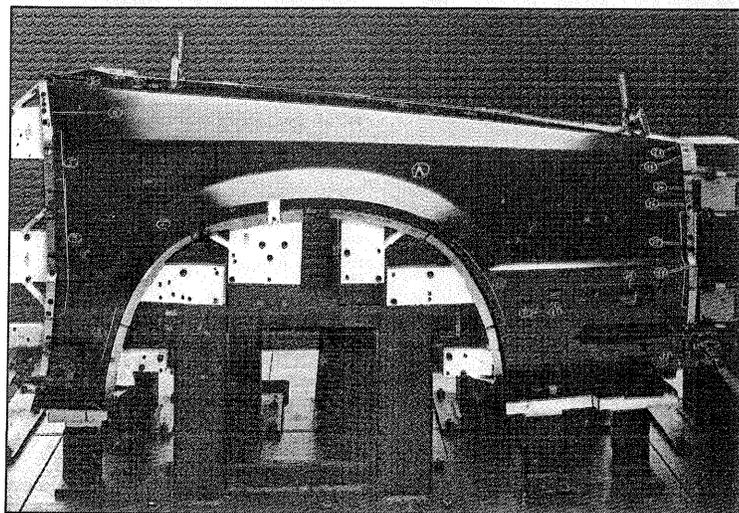
- Multiple flange and piercing process ensures crisp character lines for proper matching of panels and precise placement of attachment holes.
- No reworking required, parts fit as intended.

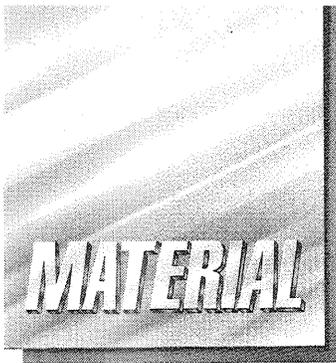


IMITATION

The photo to the right shows the imitation fender in the same fixture used to examine the Mopar fender. The testing revealed more than 70 defects. A few of these defects are:

- **Item #8:** Door line radiuses were not consistent from top to bottom, causing unsightly gaps between the door and fender and leading to additional reworking.
- **Item #15:** Character line at door line was low and washed out. It will not match adjacent door panel, causing customer dissatisfaction with work performed.
- **Item #23:** Excess metal was present on the front fascia flange. This requires additional time to rework and causes a distortion between the panels.
- **Item #27:** Flange was missing from front edge of rear fender skirt and would cause the area to be weakened and not allow an attaching point for inner fender shield. This would also cause a distortion of the inner shield that could compromise the fender's appearance to the customer.
- **Item #43:** Wheelhouse holes were off location and elongated, causing additional reworking to install the inner fender shield.



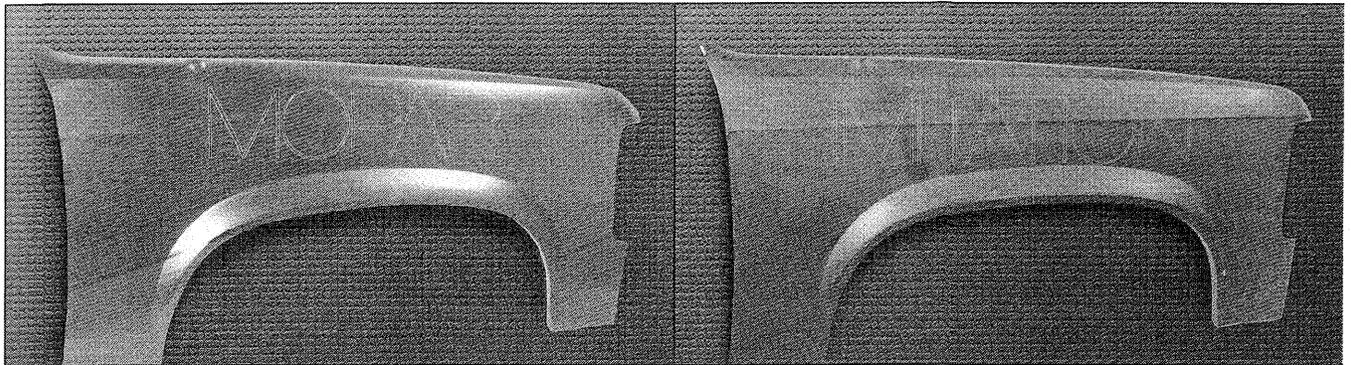


MATERIAL

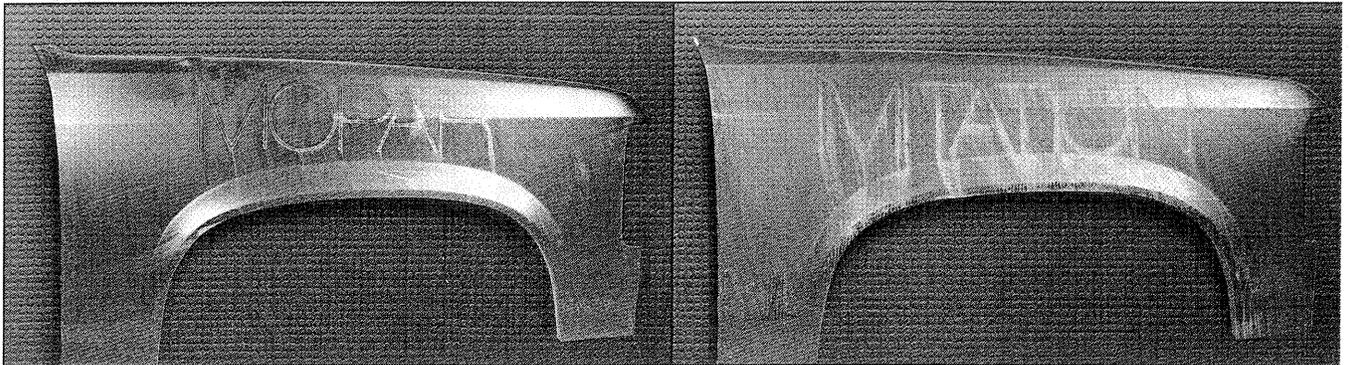
Mopar uses one-and-a-half or two-sided galvanized (zinc-coated) steel or two-sided galvanized (zinc/iron-coated) steel to construct its tough sheet metal parts to provide maximum protection. Coated steel is far superior to uncoated steel in reducing corrosion because the coating acts as a barrier between the metal and the elements.

To prove this fact, a Mopar fender was tested against an imitation fender in a grueling salt spray test. As can be seen by these photographs, the imitation fender failed and showed rust bleed-through prior to 96 hours of testing. After 192 hours, the Mopar fender still did not exhibit any rust.

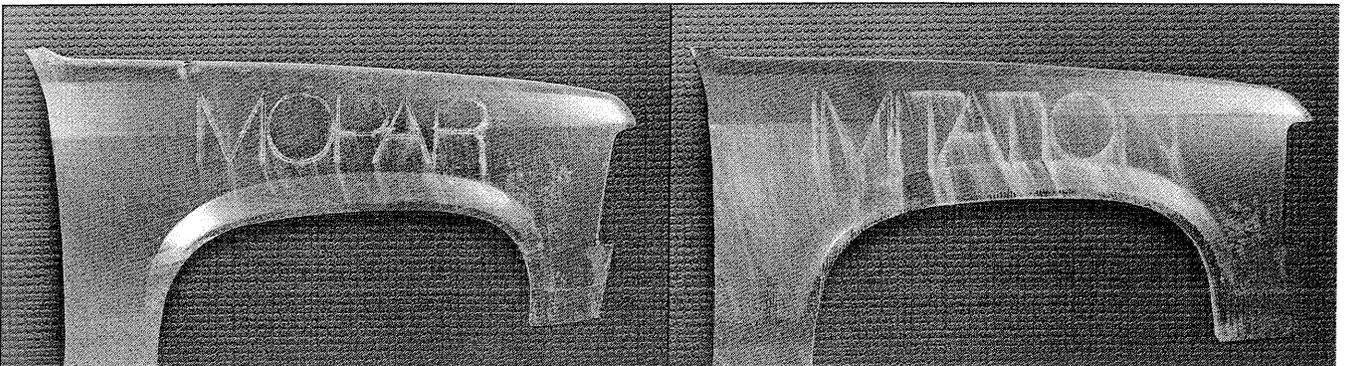
**20
HOURS**

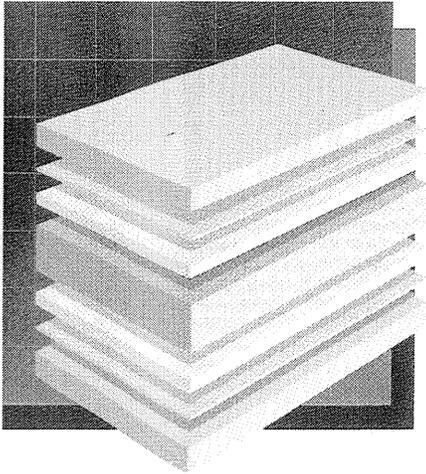
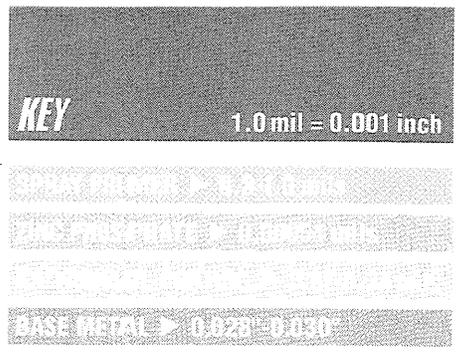
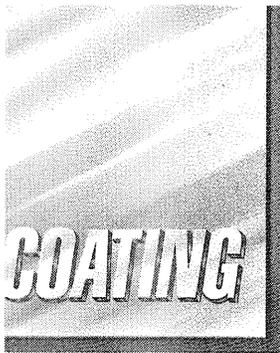


**96
HOURS**



**192
HOURS**



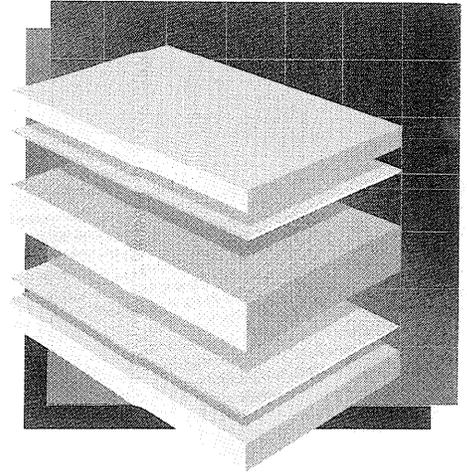


◀ MOPAR

- Zinc coating on the exterior of the panel provides superior corrosion protection and a smoother surface for strong paint adhesion.

IMITATION ▶

- Cold-rolled steel process provides inferior protection against corrosion.

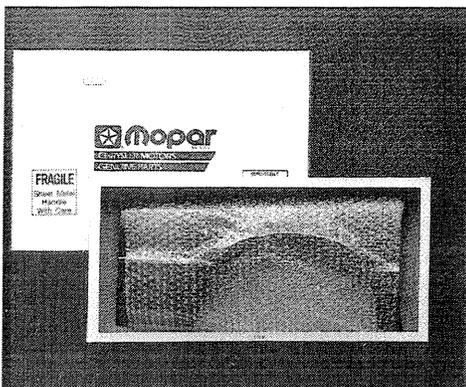


! Mopar Sheet Metal includes a galvanized coating between the spray primer and base metal to provide superior corrosion protection. Notice how the imitation sheet metal does not feature any galvanized coatings.



Mopar prides itself in having its parts arrive in mint condition, the result of stringent quality control and world-class packaging. Every finished body panel must pass several quality inspections under high-intensity lights.

Every part is covered with protective bubble-wrap with fillers added to protect protruding sections. Each part is then placed in a corrugated container that is puncture-resistant up to 200 psi. Computer-controlled equipment folds and seals each box. This packaging technology provides Mopar Sheet Metal Replacement Parts with up to four times more protection during shipment than imitation parts.

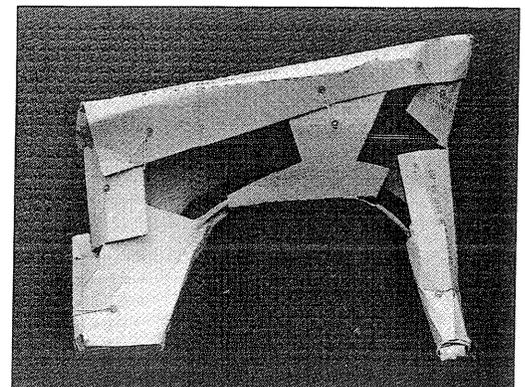


◀ MOPAR

- Protective bubble-wrap and fillers maximize shipping protection.

IMITATION ▶

- Inferior packaging increases the risk for damage.



MOPAR SHEET METAL IS GOOD FOR YOUR CUSTOMERS AND YOUR BUSINESS

If you use anything other than Mopar Sheet Metal for replacement parts on Chrysler-built vehicles, you're not taking full advantage of what Mopar can do for your business.

The quality of your repair is only as good as the quality of the part used. Why jeopardize your reputation and business because of poor-quality sheet metal? Customers place their confidence in your ability to repair their vehicles and return them to pre-accident condition. Don't shatter their confidence by using imitation sheet metal that's of lesser quality than the part you're replacing.

Only Mopar Sheet Metal Parts meet Chrysler's tough quality standards. That commitment to excellence is backed by Mopar's Seven-Year/Unlimited Mileage Limited Warranty: your customers are completely covered, unlike warranties provided by the imitation sheet metal distributors.

Despite what insurance companies may say, you know there is a difference. Mopar Sheet Metal Parts are the original. Using anything else puts your business reputation and your customers' trust in jeopardy. If you care about your business and your customers' long-term satisfaction, use only Mopar Sheet Metal Parts on Chrysler Corporation vehicles.



S.A. Torok

S.A. Torok
General Manager-Mopar Parts





CLIFFORD OTTE

WISCONSIN STATE REPRESENTATIVE
27TH ASSEMBLY DISTRICT

December 9, 1997

TO: Members,
Assembly Committee on Consumer Affairs

FROM: Representative Clifford Otte, Chair *CO*

RE: Future Meetings

At this time, I intend to schedule two more meetings for the Committee, **January 29** and **February 26**. PLEASE MARK YOUR CALENDARS and KEEP THESE DATES FREE.

Tentatively, our agenda on January 29 will include (but will not necessarily be limited to) a hearing on AB 400 and AB 466, (previously scheduled for December 4), and executive action on AB 389, AB 416 and SB 322.



CLIFFORD OTTE

WISCONSIN STATE REPRESENTATIVE
27TH ASSEMBLY DISTRICT

MEMO

January 28, 1997

TO: Members,
Assembly Committee on Consumer Affairs

FROM: Representative Clifford Otte, Chair *C.O.*

RE: **January 29 Executive Session**

Please find attached a substitute amendment to Assembly Bill 416 (LRBs0438/1) for the executive session tomorrow morning. **Please bring this copy with you, tomorrow.**

Also, attached is the latest Consumer Watch column.



CLIFFORD OTTE

WISCONSIN STATE REPRESENTATIVE
27TH ASSEMBLY DISTRICT

MEMO

October 21, 1997

TO: Members,
Assembly Committee on Consumer Affairs

FROM: Representative Clifford Otte, Chair

RE: October 23 Executive Session - *Additional amendment*

Please find attached LRBa0886/2, AA to AB 416, for our executive session on Thursday.

With this distribution, you should have three distributions to bring to the executive session on Thursday, October 23.