



Dedicated to  
Promoting Quality  
Collision Repair of  
Toyota Vehicles

Summer 2018

10



## The GENUINE Advantage

Competitive pricing and a guaranteed fit make Genuine the best choice

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## Discover [www.toyotapartsandservice.com](http://www.toyotapartsandservice.com)

Your go-to place for sourcing Genuine Toyota  
Parts information for any collision repair

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## The Power of Social Media

How to use Yelp to find new customers  
and create a social media presence

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# CP Summer 2018



Contributors to this edition of *Collision Pros*: Ryan Bacsafrá, Michael Kramarz, James Meyer and Ryan Taylor (not pictured)



## What Customers Expect

EARNING NEW BUSINESS IS THE KEY TO ANY SUCCESSFUL BUSINESS PLAN.

While repeat customers are golden, finding ways to attract new business will sustain a company in the long term. But there are so many formulas to follow! What do customers really expect? Turn the question around—what do you expect when you go to a service provider? Knowledge, honesty, and gratitude. You expect people to know their job and offer you an honest service at a fair price, and you appreciate when they're thankful for your business. In this issue, you'll discover information to help you choose the best parts, make the most informed repair decisions, and reach new customers.

First up, you'll read about the easiest and most efficient way to find the right parts for any collision repair at the newly updated [www.toyotapartsandservice.com](http://www.toyotapartsandservice.com). Complete with a dealer locator, application charts, training and product information, this is your go-to site for all of your Genuine Toyota Parts needs. Next learn about the real advantages of using Genuine Toyota Parts—from fit and finish to competitive pricing, it will be clear that using Genuine is always the best choice. On a more technical note, we're happy to answer a couple of common questions from collision repair providers—when exactly to perform a zero point calibration and how to order a replacement certification label. And lastly, as you consider ways of reaching new customers, we provide a step-by-step guide to using Yelp. From creating a Yelp business page to finding customer leads and responding to customer messages and reviews, this handy guide will put you on the right track to creating a more robust social media presence.

Providing you with real information to grow your business and meet customer expectations is our goal. In addition to the training schedule at the back of this issue, be sure to visit our sites for additional training opportunities: Collision Repair & Refinish Training at [www.crrtraining.com](http://www.crrtraining.com) and Genuine Toyota Parts information at [www.toyotapartsandservice.com](http://www.toyotapartsandservice.com). 📄



FOR A FREE ELECTRONIC SUBSCRIPTION OF *COLLISION PROS* MAGAZINE GO TO [www.toyotapartsandservice.com](http://www.toyotapartsandservice.com).

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 **Wholesale Parts**  
Where the Pros Go for Genuine Toyota Parts

 **THE COMMUNICATOR AWARDS**

 **APEX AWARDS FOR EXCELLENCE**





WHEN YOU NEED TO KNOW, GO WHERE THE PROS GO! TOYOTAPARTSANDSERVICE.COM

## DISCOVER



# toyotapartsandservice.com

## Where the Pros Go for Genuine Toyota Parts

MUCH MORE THAN AN ONLINE TOYOTA WHOLESALE COLLISION PARTS ORDERING SITE, TOYOTAPARTSANDSERVICE.COM is the place to go to find support materials and repair resources that can help you and your team get the job done efficiently and help your shop increase customer satisfaction.

### STAYING TECH-SAVVY

The advanced technology in today's vehicles makes staying in the know critical. Understanding how a repair can impact vehicle safety is of utmost importance. At toyotapartsandservice.com, you can find the information you need to stay current all in one place, including parts application charts, access to training and the latest industry articles and news.

### YOUR GO-TO PLACE

Visit toyotapartsandservice.com and you'll find these invaluable resources:

- **Wholesale Parts Support Programs**—Get OEM promotions for the best value on featured Genuine Toyota replacement parts
- **Application Charts**—Find the right parts application charts quickly and conveniently
- **Access to Toyota Collision Repair & Refinish Training**—Learn OEM-recommended processes in quick videos
- **Toyota Dealer Locator**—Find your local Toyota Dealer
- **Industry News & Tools**—Stay current on the latest collision industry news
- **Link to Toyota's Collision Pros e-magazine**—Read current and past issues of *Collision Pros*
- **Microcat® Market access**—Place and track wholesale parts orders seamlessly

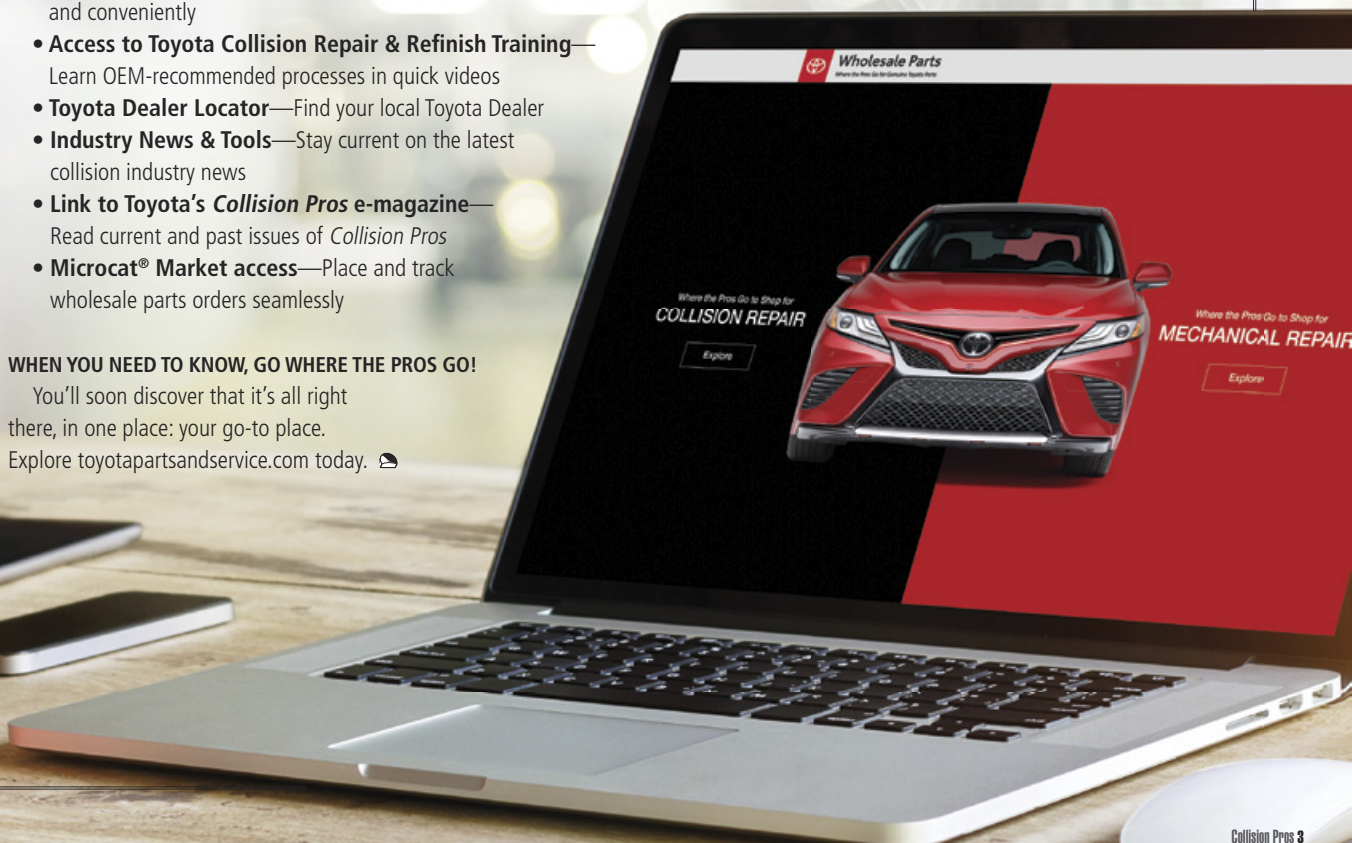
### WHEN YOU NEED TO KNOW, GO WHERE THE PROS GO!

You'll soon discover that it's all right there, in one place: your go-to place. Explore toyotapartsandservice.com today. 📄



Toyota is dedicated to supporting independent collision repair centers to help ensure that every Toyota and Lexus repair is completed to OEM standards. A critical part of that commitment is sharing information. We developed toyotapartsandservice.com with that goal in mind, and it's updated regularly to make it easier than ever to deliver the quality of repair your customers expect."

—Eric Mendoza, Manager,  
Toyota Motor North America,  
Wholesale Parts & Certified Collision



# The GENUINE Advantage

## WHY ARE GENUINE TOYOTA PARTS SUPERIOR TO THE AFTERMARKET?

Aftermarket parts exist alongside Original Equipment (OE) parts. At first glance, you may not see a difference between the two, and your customer may think they're getting the real thing when they're not. The fact is, the majority of your customers rely on your expertise and advice. Therefore, it's up to you to ensure that they understand why Genuine Toyota Parts are the best choice when it comes to restoring their vehicle to pre-loss condition.

### DESIGN, FIT AND PRICE

Genuine Toyota Parts are guaranteed to fit right the first time, where aftermarket parts often require additional installation time. Further, they're engineered to meet all applicable federal regulations required when the vehicle was produced—including crash, emissions and fuel economy standards.

Another important distinction: Genuine Toyota Parts are tailored for each vehicle, whereas an aftermarket manufacturer may have one design for a radiator tank and make that tank work for everything from a Prius to a Tundra. Additionally, when an aftermarket company puts their name on a part, you have no idea who actually manufactured that part or what the quality standards are from one part to the next.

When your technicians don't have to spend extra time to make an aftermarket part fit, you can keep your labor costs in line with your quote. Along these lines, it's important to note that insurance companies often give you a set amount of time to perform the repair. If an aftermarket part requires more time to install, that may negatively affect your standing with that insurance company and ultimately your customer. Additionally Toyota OE parts are competitively priced with aftermarket parts, they're a wise financial choice and the best parts for your customer's Toyota.

### PROVEN PERFORMANCE

Genuine Toyota Parts are rigorously tested to ensure they fit and perform like the original parts on the vehicle. They have been confirmed to work properly under a wide variety of driving conditions, from extreme heat, bitter cold and rough terrain to endurance driving and extensive stopping and starting. The same cannot be said for aftermarket parts.

Finally, you and your customers get peace of mind with Toyota's warranty—we stand behind every part we make.

### RIGOROUS PRODUCT TESTING

For example, Genuine Toyota radiators and condensers are engineered to deliver the ideal cooling capabilities for each specific vehicle application and engine. Below is an example of the types of tests these two products must pass for peak performance under extreme conditions. Can the aftermarket product claim the same testing? Genuine Radiator tests include:

- Radiation Rate Ventilation Resistance
- Passage Resistance
- Airtightness
- Pressure Resistance
- Corrosion
- Vibration

Genuine Condensers must also pass a series of exhaustive tests:

- Heat Radiation Performance / Air Flow Restriction / Flow Path Resistance
- Residual Foreign Substance
- Tube Strength
- Pressure Resistance
- Repeated Pressurization
- Corrosion Resistance Dewing
- Vibration



## Genuine Toyota Parts

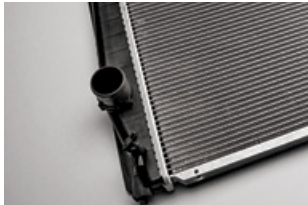
Also known as OE parts (for Original Equipment), Genuine Toyota Parts are made for or by Toyota and must adhere to Toyota's technical specifications as well as Toyota's strict manufacturing and quality standards.

VS

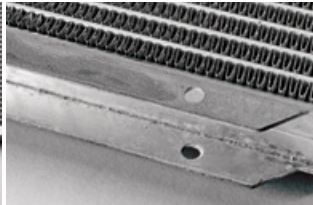
## Aftermarket Parts

Any part made for a vehicle that is not manufactured using OE specifications. Aftermarket parts are frequently developed by copying the original part, also known as "reverse engineering". These parts may not perform the same as parts manufactured following Toyota specifications.

### CONSIDER GENUINE TOYOTA RADIATORS ADDED VALUE



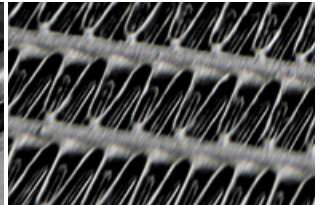
RADIATOR TANK



HEADER PLATE



MOUNTING POINT



TUBES AND FINS

#### RADIATOR TANKS

- Specific thermoplastic materials are used to:
  - Ensure uniform flow during the manufacturing process resulting in consistent tank thickness and shape, and accurate mounting and plumbing features (i.e., inlet and outlet)
  - Provide long-term durability due to high fluid temperatures and heat radiated from the engine
- Manufactured to uniform thickness and molded to help ensure optimal

performance. If the thickness of the tank is too thin overall, or in one spot, it could result in a failed part.

#### HEADER PLATES

- Engineered and precision stamped to provide secure mating with the core, which ensures dependable long-lasting performance.

#### RADIATOR TANK GASKET

- Unique rubber material used to ensure high durability due to temperature cycling.

#### MOUNTING POINTS

- Multi-point comparison to OE product and vehicles to ensure fit.

#### ATTACHMENT POINTS

- The attachment points are guaranteed to be in the correct spot.

#### BRACKETS

- Brackets line up and bolt in for easy installation.

#### RECEIVER DRYER

- Includes the same size desiccant bag as the OE equivalent.

#### TUBES AND FINS

- Tube design and material selection optimize coolant flow allowing for efficient heat transfer to fins.
  - Fin pitch and louver design create an optimal balance between air flow and heat transfer.
  - Stronger tubes designed to withstand impact from road debris.
- #### CONDENSER TANK
- Thick aluminum tanks are engineered to sustain a highly pressurized system.

### THE BAKER GRADE

The Genuine Toyota Radiator and Condenser Product Line is subjected to simulated Baker Grade testing. In just 19 miles the Baker elevation increases 3000 feet with ambient temperatures exceeding 100 degrees. In addition to the grueling elevation change, the maximum passenger and towing payload is added (for example, a Tundra Crew Max towing a trailer).

### THE BOTTOM LINE

Using aftermarket parts rather than Genuine Toyota Parts can be costly in the long run. The reality of installing an aftermarket part is that it may not fit right the first time and may not be manufactured to the same standards, and that may compromise the quality, durability and safety of the vehicle. All of this can lead to customer dissatisfaction.

Studies have shown that customers will switch brands after only one bad experience. Your customers demand quality. Give it to them by relying on Genuine Toyota Parts for all of your repairs. 🛠️

GOTO

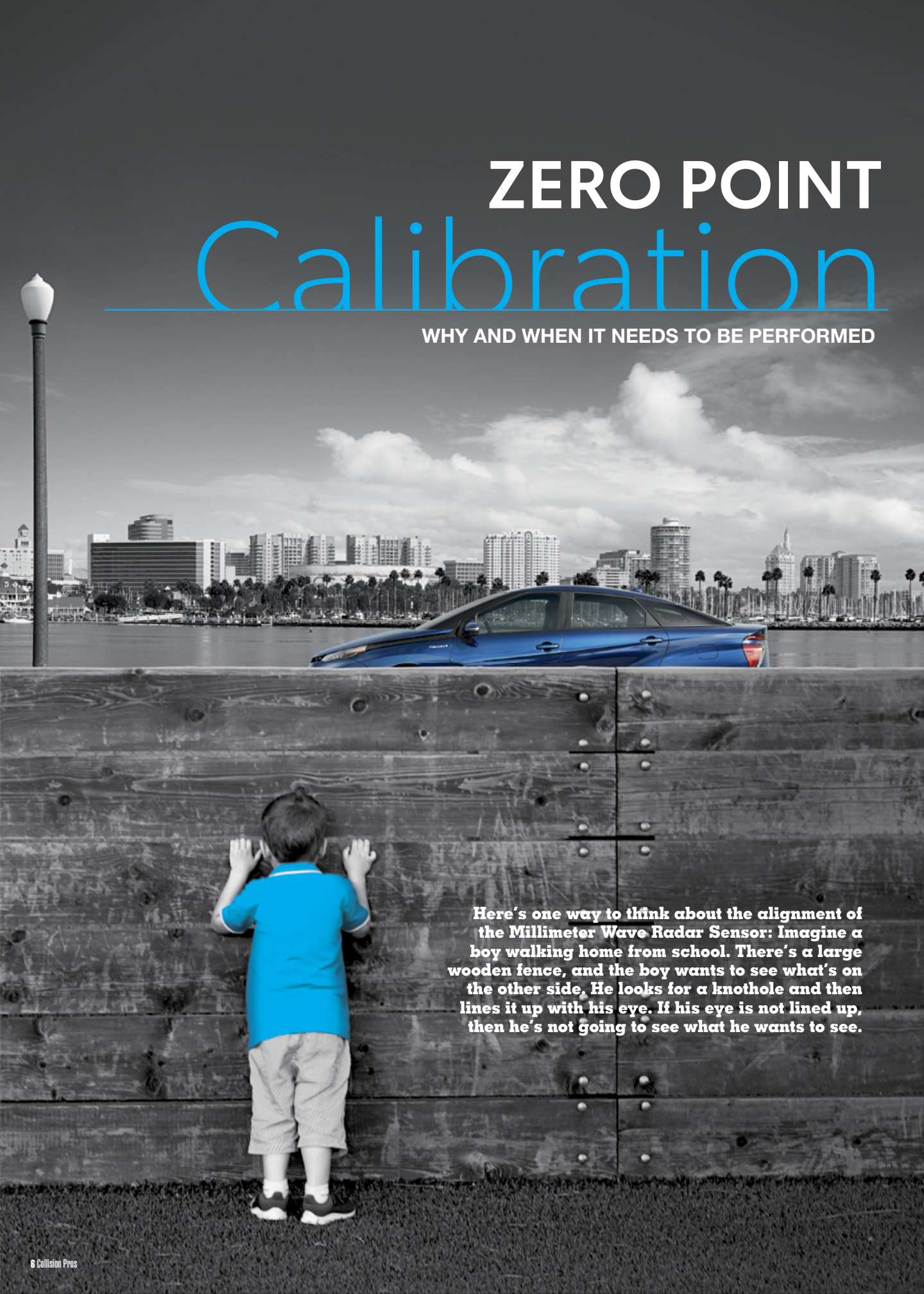


LEARN MORE ABOUT GENUINE TOYOTA PARTS INFORMATION [www.toyotapartsandservice.com](http://www.toyotapartsandservice.com).



# ZERO POINT Calibration

WHY AND WHEN IT NEEDS TO BE PERFORMED



Here's one way to think about the alignment of the Millimeter Wave Radar Sensor: Imagine a boy walking home from school. There's a large wooden fence, and the boy wants to see what's on the other side. He looks for a knothole and then lines it up with his eye. If his eye is not lined up, then he's not going to see what he wants to see.

TODAY'S TOYOTA AND LEXUS VEHICLES FEATURE A VARIETY OF DRIVER ASSIST SAFETY SYSTEMS. These safety systems require system checks and alignment when a sensor is involved in a collision. To be specific, Zero Point Calibration is a necessary procedure when a repair involves wheel alignment, or when components that the front Millimeter Wave Radar sensor are attached to need to be changed. This is to make sure the Millimeter Wave Radar Sensor is aligned correctly to the vehicle and to the direction of travel.

Early on, vehicle safety technology may have required some simple steering angle sensor calibrations, but with the evolution of modern safety systems, more involved calibrations have become necessary to be sure all of the safety systems are working properly and as designed. The days of "set the toe and let it go" are long gone, and ignoring details like required calibrations after wheel alignment have the potential for causing safety system malfunctions because of out-of-spec parameters.

Here's one way to think about the alignment of the Millimeter Wave Radar Sensor: Imagine a boy walking home from school. There's a large wooden fence, and the boy wants to see what's on the other side. He looks for a knothole and then lines it up with his eye. If his eye is not lined up, then he's not going to see what he wants to see. The same principle applies to a Millimeter Wave Radar Sensor if it's not properly aligned to "see" what's in front of the vehicle, then the safety systems cannot perform as designed. The key is to properly align the sensor so it's not focused on the ground, or pointing to the sky, but is looking ahead as intended.

Some examples of when a Millimeter Wave Radar Sensor should be aligned and calibrated are: Whenever an equipped vehicle has a wheel alignment, has had a sensor removed and reinstalled or replaced, and, when any part that the sensor is attached to has been removed and reinstalled or replaced. From a collision repair point of view, that means any time a vehicle has had a bumper cover or grille removed and reinstalled or replaced, or needs a wheel alignment. Whether it's part of a collision repair or for normal maintenance, the repair manual should be reviewed to confirm if a related system needs adjustment or calibration.

The proper procedures for zero point calibration after wheel alignment, sensor alignment and calibration procedures can be found in vehicle-specific repair manuals on the Technical Information System (TIS). Sensor alignment and calibration requirements will be listed in multiple locations, and zero point calibration procedures can be found in the Wheel Alignment Procedures section. A Techstream and Reflector Special Service Tools (SSTs) are required to clear data and perform calibrations.

Depending on the level of technology available in a vehicle, calibration procedures may vary. For example, after wheel alignment:

- A 2018 RAV4 requires Yaw Rate Sensor Zero Point Calibration to complete the procedure.
- The 2019 Avalon gas models require a System Variant Learning and Acceleration Sensor Zero Point Calibration, while the Hybrid Avalon requires you to clear the Zero Point Calibration Data and perform Yaw Rate and Acceleration Sensor Zero Point Calibration.

Once a Millimeter Wave Radar Sensor is properly aligned and calibrated, a health check scan should be performed to make sure all electronic systems are diagnosed as operationally correct and no Diagnostic Trouble Codes (DTCs) are present.

Performing Zero Point Calibration will ensure that the vehicle has been properly repaired and is working as designed. In addition, keep in mind that Zero Point Calibration during the repair process should factor into your estimate. 📌

Here is an excerpt from the 2019 Avalon Repair Manual "Wheel Alignment" Section:

Last Modified: 03-27-2018	6.8:8.0.48	Doc ID: RM100000001A0J7
Model Year Start: 2019	Model: Avalon HV	Prod Date Range: [04/2018 - ]
Title: ALIGNMENT / HANDLING DIAGNOSIS: FRONT WHEEL ALIGNMENT: ADJUSTMENT; 2019 MY Avalon Avalon HV [04/2018 - ]		

## ADJUSTMENT

### CAUTION / NOTICE / HINT

The necessary procedures (adjustment, calibration, initialization, or registration) that must be performed after completing the front wheel alignment procedure are shown below.

#### Necessary Procedures After Procedure Performed

REPLACED PART OR PERFORMED	NECESSARY PROCEDURE	EFFECT/INOPERATIVE FUNCTION WHEN NECESSARY PROCEDURE NOT PERFORMED	LINK
Front wheel alignment adjustment	for Gasoline Model:  1. Perform system variant learning and acceleration sensor zero point calibration.	<ul style="list-style-type: none"> <li>• VSC is disabled or malfunctions</li> <li>• DTCs are output</li> <li>• Slip indicator light illuminates</li> <li>• ABS warning light illuminates</li> </ul>	<a href="#">INFO</a>
	for HV Model:  1. Clear zero point calibration data. 2. Perform yaw rate and acceleration sensor zero point calibration.	<ul style="list-style-type: none"> <li>• DTCs are stored</li> <li>• ABS warning light illuminates</li> <li>• Brake warning light / yellow (minor malfunction) illuminates</li> <li>• Slip indicator light illuminates</li> <li>• VSC is disabled or malfunctions</li> </ul>	<a href="#">INFO</a>

# THE POWER OF Social Media





## PART ONE: Building Customer Advocacy

**THERE'S NO DENYING IT:** In national news, personal networks and business, social media has quickly become an incredibly powerful communication tool. Word of mouth, good or bad, can spread like wildfire, making reputation management an important part of your shop's marketing efforts.

### BUILDING YOUR SOCIAL MEDIA PRESENCE

When a customer is involved in a vehicle collision, how do they choose a body shop? Typically, a recommendation will come from a friend, an online search or their insurance company. Online search is where your social media presence matters and, with a little effort, can help grow your business and manage your reputation. With so many social media options, like Facebook, Instagram, Twitter and YouTube, where do you start? The answer: start with the basics and go where your customers go!

A great starting place is Yelp—it's the most popular destination for consumer reviews on just about everything. Your business is most likely already listed on Yelp. If you haven't done so already, your first step in building your social media presence is to claim your business on this powerful review site.

### HELP WITH YELP!

Claiming your Yelp Business Page and creating a business login is a great, free way to engage the Yelp community. To do so, follow these simple steps:

- **Claim It!**—Search for your business at [biz.yelp.com](http://biz.yelp.com), the official Yelp for Business Owners website. Yelp will then walk you through all the steps to claim your page and set up your business account.
- **Confirm It!**—To verify that you are the owner of your business, Yelp will call the number listed on your business page and ask you to enter a verification code. Be sure you are at your place of business to answer this phone call.
- **Manage It!**—After confirming your Yelp Business Page, you'll be able to:
  1. Update information such as your business hours and phone number
  2. Track user views and customer leads
  3. Add photos and link to your website\*
  4. Respond to reviews with direct message or public comment

*\*You need a website. It doesn't have to be fancy or robust. A one-page landing page that promotes your business is a good place to start.*

### MANAGING YOUR REPUTATION

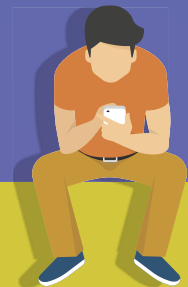
Yelp and other review sites are great forums for spreading the good word about your business and harvesting referrals. Don't let one bad apple spoil the whole bunch! You can amplify the impact

of good reviews and minimize the hit from the bad by using Yelp for Business to monitor reviews. The key is to be responsive.

Be sure to thank the positive reviewers for their feedback. Just as important, proactively and publicly acknowledge any bad review and use a direct message to resolve the issue privately, directly with the customer. Turning a bad experience into a good one by acknowledging and fixing the issue goes far in customer satisfaction. That customer may return to Yelp and write a glowing review on how you resolved the problem. Happy ending!

### YELP SUCCESS STORIES

According to Yelp, 3.6 million business owners have claimed their Yelp Business Page. Visit [biz.yelp.com/support/case\\_studies](http://biz.yelp.com/support/case_studies) to view Yelp success stories from a variety of businesses. There, you may find some great Yelp game plans you can use to help your collision repair business grow! 📱



### Facebook Primer

Facebook is still the largest social network in the world, catering to more than one billion users. It gives you the widest variety of options and functionality of the social channels.

With a Facebook page, you can directly message anyone who wants to know more about your business. Similar to Yelp, your customers can also leave you reviews, and if you want to respond, you can either do so publicly or by sending a private message.

We'll take a deeper dive into Facebook in the next issue of *Collision Pros*, giving you tips on how to set up your Facebook page and manage your content to present the best image for your business. Stay tuned!



# 502:

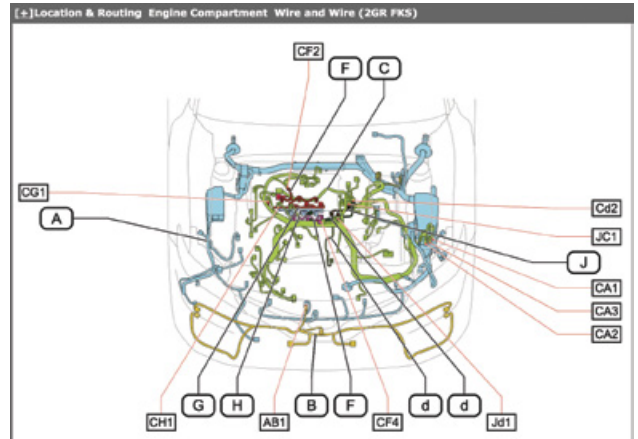
## BODY ELECTRICAL DIAGNOSIS AND REPAIR

IT HAPPENS ALL THE TIME—your customer makes firm contact with a parking pole or backs into the neighbor’s fence, and now the sensors and backup cameras on their Camry are damaged. Properly repairing a newer model Toyota after a collision means you’ll also need to be equipped to repair and recalibrate the electrical components on the outside of the car. This isn’t a job for an amateur—you need to know the particulars to get these complicated repairs right.

If you’re a collision repair technician, estimator or manager who regularly inspects and repairs Toyota vehicles, you should consider taking Toyota’s recently reintroduced course 502: Body Electrical Diagnosis and Repair. This two-day instructor-led course will help any collision repair professional inspect, accurately diagnose and correctly repair electrical damage after a collision.

On day one, instructors will guide you through electrical concepts and circuit theory as you build simulated electrical circuits and measure voltage and currents in the classroom; on day two you will be introduced to using Toyota’s Technical Information System (TIS) to repair vehicles. You’ll put your skills to the test reading wiring diagrams and repairing wire harnesses, terminals and connectors. Once completed with these practical, hands-on sessions you’ll be prepared to restore a vehicle to factory standards after a collision.

Visit [www.crrtraining.com](http://www.crrtraining.com), to register for class 502. Any Toyota/Lexus dealer or independent repair facility sponsored by a Toyota/Lexus dealer can enroll using their Toyota/Lexus Spin and dealer code. 📍



## The Toyota Collision Repair & Refinish Training Calendar

SEPTEMBER — NOVEMBER 2018

### PLANO, TX

09/04/18	300	Welding Techniques For Collision Repair
09/05/18	301	Non-Structural Body Repair Techniques
09/11/18	502	Body Electrical Diagnosis & Repair
09/13/18	601	Hybrid Collision Repair
09/14/18	602	Advanced Hybrid Collision Repair
10/02/18	200/201	Color Matching For Painters
10/04/18	250	Advanced Painting Techniques
10/09/18	300	Welding Techniques For Collision Repair
10/10/18	460	Structural Body Repair Techniques
10/24/18	101	Paint Finish Repair
10/25/18	601	Hybrid Collision Repair
10/26/18	602	Advanced Hybrid Collision Repair
11/20/18	200/201	Color Matching For Painters
11/22/18	250	Advanced Painting Techniques

### JACKSONVILLE, FL

09/10/18	601	Hybrid Collision Repair
09/11/18	300	Welding Techniques For Collision Repair
09/12/18	301	Non-Structural Body Repair Techniques
10/01/18	601	Hybrid Collision Repair
10/02/18	300	Welding Techniques For Collision Repair
10/03/18	301	Non-Structural Body Repair Techniques



### WEST CALDWELL, NJ

09/18/18	300	Welding Techniques For Collision Repair
09/19/18	301	Non-Structural Body Repair Techniques
10/02/18	503	Steering & Suspension Analysis & Repair
10/03/18	460	Structural Body Repair Techniques
10/16/18	200/201	Color Matching For Painters
10/18/18	250	Advanced Painting Techniques
10/23/18	300	Welding Techniques For Collision Repair
10/24/18	601	Hybrid Collision Repair
11/06/18	503	Steering & Suspension Analysis & Repair
11/07/18	602	Advanced Hybrid Collision Repair
11/13/18	301	Non-Structural Body Repair Techniques
11/20/18	300	Welding Techniques For Collision Repair

For a complete training schedule and the latest information on Toyota’s Collision Repair & Refinish Training, visit [www.crrtraining.com](http://www.crrtraining.com).

### CHECK US OUT ON FACEBOOK AND TWITTER!

You’ll also find the latest information on tools, classes and repair procedures on our social media sites.

 Toyota Collision Repair Training  
 @ToyotaCRR





**Wholesale Parts**

Where the Pros Go for Genuine Toyota Parts



**JUST BECAUSE YOU CAN,  
Doesn't Mean  
You Should!**

You lose money when aftermarket parts don't fit. Toyota dealers are your best source for Genuine Toyota Parts. All it takes is one call.

**Genuine Toyota Parts ordering—simplified.**



**FIND A PRODUCT**

**toyotapartsandservice.com**

Where the Pros Go for Genuine Toyota Parts

GENUINE TOYOTA PARTS • GUARANTEED FIT • COMPETITIVELY PRICED • ALWAYS RIGHT

