

Dedicated to
Promoting Quality
Collision Repair of
Toyota, Lexus and
Scion Vehicles

Fall 2017

Collision Counterfeit Parts

Not Worth the Risk!

That look-alike part may be an imposter—how to spot and avoid counterfeit parts.

PAGE 6

Sharpen Your Welding Skills

From eLearning to instructor-led, Toyota offers welding classes to meet your dealership needs.

PAGE 9

When Fit, Finish & Quality Matter

Using Toyota original equipment replacement parts—the best choice.

PAGE 4



Contributors to *Collision Pros*: (from left to right) Scott Nunez, Rod Amezcua, Ruben De Loera, Eric Mendoza, Dave Pyle, Ryan Bacsafrá and Steve Brodie; James Meyer; Agustín Diaz



The Formula for Success

Top performing shops have a formula for success: highly-trained technicians, well-equipped facilities, strong relationships with insurance professionals and a dedication to customer satisfaction. In this issue, we'll explore some key industry challenges, starting with the very real dangers of counterfeit parts—what they are, how can you spot them, and most importantly, how to avoid them. You'll see how Toyota's parts price matching program, Auto PartsBridge, makes it easier for shops to know the true cost of replacement parts and how it helps them avoid creating a wide gap between an estimate and the cost of the final repair. You'll also read about how Toyota is using the move to Plano to expand its already robust collision repair training program by opening a new training facility—making it even more convenient for dealers and independent repair facilities to learn Toyota-approved repair techniques from the best instructors in the industry. And you'll discover what really goes into a well-designed, properly engineered part when we reveal the technical detail that makes the high-quality line of replacement radiators and condensers fit and perform like original equipment parts. Lastly, we cover the details of a new welding course that will teach your technicians the best way to return a vehicle to pre-accident condition.

We're committed to bringing you the latest on industry trends and Toyota repair procedures. Let us know what you'd like to see in future issues of *Collision Pros*, and earn a chance to win one of ten \$50 Amazon gift cards by filling out a reader survey. You'll find our survey here: <https://www.surveymonkey.com/r/cpf17>. Thanks—we look forward to hearing from you!

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TOYOTA'S NEW RADIATOR & CONDENSER PRODUCT LINE

Perfectly Engineered, Competitively Priced

WHERE HIGH QUALITY AND COMPETITIVE PRICING MEET

Thanks to a competitive pricing structure, precision engineering, and a great warranty, the new Radiator and Condenser Product Line is a hit with mechanical and collision repair shops, vehicle owners, and insurance adjusters.

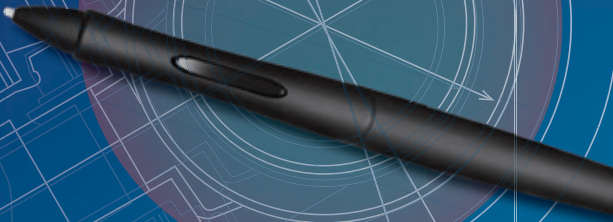
"It used to be that Toyota OEM Radiators and Condensers weren't an option in the collision repair budget set by the insurance companies; you had to use an aftermarket part," explains Matt Goldstein, Parts Manager at Dayton Toyota in Dayton, New Jersey. "Now, the new product line easily fits into the insurance budget, so we can offer customers the option to use OEM Toyota parts which offer superior quality and precise fit."

IT'S THE DETAILS THAT MATTER

From the beginning, the new Radiator and Condenser Product Line was manufactured following Toyota's exact engineering standards, ensuring the highest quality at every step. Using Toyota's original engineering specifications, the team developed products that perfectly fit Toyota vehicles.

THE VALUE

"My wholesale customers are very impressed with the fit and the price of the new product line," says Tony Bryan, Wholesale Parts Manager at Yokem Toyota in Shreveport, Louisiana. "Many aftermarket parts just don't fit," he continues.



"The new line provides superior quality, an exact fit and is competitive with aftermarket prices. Our customers get peace of mind knowing that their Toyota is repaired with the same quality parts that made them choose a Toyota in the first place."

THE FIT

"Precision engineering means parts drop right into place—shops don't have to make any adjustments or need to use any brackets or extra parts to make these components fit, saving time, and time means money" says Eric Mendoza, Manager, Toyota Motor North America, Wholesale Parts & Certified Collision.

THE PERFORMANCE

The new product line endured extensive performance and product strength testing and the packaging was tested for moisture absorption and box durability to ensure protection from damage during shipping. Finally, before coming to market, the product line was subjected to a series of demanding product performance evaluations which confirmed the line met Toyota's high standards.

The end result—a new Radiator and Condenser Product Line, designed, tested and approved by Toyota, and brought to market at prices competitive with aftermarket prices. 📌

When Fit, Finish & Quality Matter

USING TOYOTA ORIGINAL EQUIPMENT REPLACEMENT PARTS—THE BEST CHOICE

WHY AND WHEN DO FIT, FINISH AND QUALITY MATTER? They matter when your customers bring their vehicle to your shop for collision repair and they look to you to provide advice along with reliable parts and quality repair. When you offer your customer Genuine Toyota Parts rather than aftermarket, used or reconditioned parts you are ensuring that their vehicle is repaired back to Toyota's stringent quality control specifications, keeping their Toyota a Toyota.

Toyota understands that the repairer is in a predicament when working with their customers' insurance companies. It's the insurer's job to keep costs down, so when aftermarket, used or reconditioned parts are available, the insurance company may tell your shop to use less costly parts in lieu of Original Equipment Manufacturer (OEM) parts. Unfortunately, using aftermarket, used or reconditioned parts can cause issues later with fit, finish, quality, durability and ultimately, customer satisfaction.

IT'S NOT JUST TOYOTA'S OPINION

"Most customers don't know that their insurance company can authorize the use of aftermarket, salvage or remanufactured parts, and they also don't know how that aftermarket part may affect their Toyota's performance, safety and warranty," says Jay Cassel, Manager at Bennett Collision Center, in Allentown, Pennsylvania.

THOROUGH ESTIMATES

"We understand the complicated relationship that exists between customers and insurance companies, and Toyota has taken steps to increase the use of Genuine Toyota parts," says Eric Mendoza, Toyota Motor North America, Wholesale Parts & Certified Collision. "Using a program like Auto PartsBridge can help shops get OE parts at more competitive prices." Mendoza notes that tools such as Auto PartsBridge send the estimate to dealership parts experts who can spot the updated parts, missing clips, and fasteners needed to complete the repair at the beginning. You normally don't get paid for all of the additional parts because you don't know you need them. A more thorough estimate, however, can help reduce supplements and most importantly save time.

"From Toyota's engineers to our collision repair trainers' perspective, there's no substitute for Toyota quality, and that includes using Genuine Toyota Parts and our approved collision repair techniques," Mendoza adds, "Anything less would compromise the integrity of the Toyota product."

INFORMED CONSENT

The fact is, more than 50% of collision repair business is word of mouth, and many of those customers are return customers. So, it's worth the effort to build relationships with your customers and the insurance appraisers, and to make sure everyone understands the value of Toyota Genuine Parts. Cassel advises that the first step is to close the communication gap. "My estimators call their customers to make them aware of their coverage—and if that includes aftermarket or used parts. The customer may assume new OEM parts are being used when they are not covered. If the consumer wants to use new OEM parts anyway, we'll work with them to ensure the vehicle is repaired to their satisfaction," adds Cassel.

"If you read the fine print, many insurance policies allow the use of aftermarket and/or used parts, and most customers are unaware of this stipulation. It's worthwhile to have customers read their policies and understand the limitations and disclosures to ensure they understand both before begin-



The customer may assume new OEM parts are being used when they are not covered. If the consumer wants to use new OEM parts anyway, we'll work with them to ensure the vehicle is repaired to their satisfaction,"

—Jay Cassel
Manager, Bennet Collision
Center, Allentown, PA



Be sure to check us out on Facebook as well as our collision repair and refinish website at www.crrtraining.com; there you can enroll in classes, download *Collision Pros* magazine, get the latest Toyota Collision repair bulletins and so much more.

ning any repairs," says Cassel. While some states have insurance departments that theoretically oversee the replacement-part practices of car insurance companies, only a handful have consent or disclosure laws regarding the use of aftermarket parts. If a state doesn't have either, it may be in your best interest to create your own disclosure statement. "We also build relationships with insurance appraisers to gain their trust," says Cassel. "That trust goes a long way, especially when you consider that most of your collision repairs are approved by insurance companies. We can spend a lot of time negotiating with insurance appraisers, filing parts, matching orders, and going back and forth with the customer," Cassel continues, "but we're committed to always delivering quality repairs that meet Toyota standards."

As a collision repair shop, you're an advocate for your customers with a goal to repair the vehicle properly. To help you, Toyota provides training at its four training centers, including repair bulletins, training materials, and repair processes. Moreover, training isn't just for technicians, it's also for estimators and shop managers. 📧



Collision Counterfeit Parts

NOT WORTH THE RISK!



COUNTERFEIT PARTS ARE A MULTI-BILLION-DOLLAR INDUSTRY, BUT IT'S NOT JUST ABOUT LOST REVENUE. Consider this: if a repair facility uses a non-Original Equipment Manufacturer (OEM) airbag during a repair and that vehicle gets in another accident, when the airbag fails and the driver is injured—the repair facility may be liable!

Collision counterfeit parts have been in the headlines more and more lately because they have become a serious issue—one that directly impacts collision repair facilities. We talked with Teena Bohi, Brand Protection Analyst, Toyota Motor North America, to find out more about this subject.

"Toyota's Brand Protection Program was established in 2014 because this is a very real problem. Toyota, along with many other manufacturers, are working together to address this issue to help protect our owners," says Bohi.

Counterfeit, or fake parts, pose multiple problems: On the outside, they may look the same, but the reality is, to keep costs low, counterfeiters typically use inferior materials when making their parts. In addition, counterfeit parts often don't fit correctly from the start, requiring additional time to install. And, they don't deliver Genuine Toyota quality so, in the long run, body parts may rust or break down sooner. Plus, with counterfeit parts, like suspension members, steering components, etc., you have no way of knowing if they will perform in a collision like Genuine Toyota Parts, putting customer safety at risk and your shop in a vulnerable position.

Think about this: When a Toyota has been in an accident and brought to your facility for repair, the owner is expecting his or her Toyota to come back as good as new, and that means using Genuine Toyota Parts for the repair.

WHAT ARE COUNTERFEIT PARTS?

Counterfeit parts are parts bearing fake Toyota trademarks that may be substantially indistinguishable from Genuine Toyota Parts. They are not regulated, are not quality tested and do not meet Toyota specifications. Further, they're illegal.

"To make matters worse, the industry has seen the entities that are importing gray market parts mix true counterfeit parts in their shipments because counterfeit parts 'blend in' with the gray market parts," Bohi adds. "We get calls from Customs to come to the port to authenticate if these are authorized parts because they look legitimate."

Toyota along with other manufacturers has formed the Automotive Anti-Counterfeiting CouncilSM (www.a2c2.com) to work to stop the influx of counterfeit parts. This group works hand-in-hand with Immigration and Customs Enforcement (ICE), Homeland Security Investigations (HSI), the National Intellectual Property Rights Coordination Center, the Federal Bureau of Investigation (FBI), the U.S. Patent and Trademark Office, the U.S. Post Office and many other agencies.



Counterfeit, or fake parts, pose multiple problems: On the outside, they may look the same, but the reality is, to keep costs low, counterfeiters typically use inferior materials when making their parts.”

—Teena Bohi
Brand Protection Analyst, Toyota Motor North America



COUNTERFEIT: NOT A GOOD “FIT” FOR YOUR CUSTOMERS

A lot of collision repair facilities use non-Genuine Toyota Parts to remain competitive with the shop down the street. But what a shop saves up front can hurt it in the long run. Using counterfeit parts can damage your reputation—customers can go on social media to complain about the quality of the parts—and it increases your liability if that vehicle is in another accident and the counterfeit part fails.

This is not a new problem—counterfeiters have been around for more than 30 years. But it’s becoming more of an issue with the recent influx of inferior parts from third world countries. This is motivated by greed as those manufacturers have no concerns when it comes to counterfeit parts infringing on U.S. patents and “stealing” legitimate intellectual property rights owned by Toyota.

That raises the question: What can you do? It’s a two-part answer: The first is prevention. The second is detection.

THE POWER OF PREVENTION

Prevention starts with awareness of what parts are being forged. As Bohi says, “We have seen virtually every component of a vehicle counterfeited which can compromise the safety of Toyota owners. A counterfeit airbag, for example, is not going to perform as it should. Counterfeit parts put everyone on the road at risk.”

The issue of counterfeit airbags is so serious that the National Highway Traffic Safety Administration conducted a series of tests and shared their results that show counterfeit airbags failing to perform and, in some cases, exploding.

With a counterfeit part, you have no way of knowing how much

time went into the engineering, assembly, or the materials used to make the part—and, because it’s counterfeit, there are no quality control standards to which the manufacturer has to adhere.

Therefore, the easiest way to prevent this problem is to buy Genuine Toyota Parts from a Toyota dealer. That way, you know that part was built to original equipment specifications.

DETECTION: HOW DO YOU TELL A FAKE FROM AN ORIGINAL

Spotting a counterfeit part is not always easy because the good ones look a lot like the OE parts—that’s on purpose! If they look real, they’re easier to sell.

Here are some suggestions on how to tell a counterfeit part from a genuine part:

- Consider the source. Where did the part come from? A Toyota dealer or a third-party vendor?
- If you’re the shop manager and you’re not installing the part, ask to see the part and package. Counterfeiters copy the box and packaging as well as the part.
 - If the packaging appears flimsy or the graphics don’t quite match the other Genuine Toyota Parts you have in inventory, it could be counterfeit.
 - If the packaging appears to be Genuine Toyota but is in a foreign language, it could be a gray market part.
- If the price is “too good to be true”, you should be suspicious.

Toyota even has people walking the floor at the annual SEMA (Specialty Equipment Market Association) and AAPEX (Automotive Aftermarket Products Expo) shows in Las Vegas to be on the lookout for counterfeit parts to try to stop the problem at the source.

Continued on page 8

Collision Counterfeit Parts: NOT WORTH THE RISK! (CONTINUED)

THE CONSEQUENCES OF COUNTERFEIT PARTS

No one wins when using counterfeit parts. They may be more affordable in the short term, but in the long run, they have a negative impact on your entire business:

- **Parts That Don't Fit:** Counterfeit parts don't deliver the fit and quality of Genuine Toyota Parts. That means they will take longer to install because they don't fit correctly the first time. Time is money, and that makes counterfeit parts costlier.
- **Negative Effect on Durability:** People buy Toyota vehicles because of their quality and durability. Anything that compromises that can cause repercussions for your facility and for Toyota. That's why it's imperative to always rely on Genuine Toyota Parts.
- **Safety Compromised:** With counterfeit parts, there are no checks and balances—no assurance that counterfeit parts perform in a collision the way OE parts perform—and the repair facility that uses counterfeit parts is liable if that vehicle is in an accident and the part fails.
- **Economic Impact:** The U.S. Federal Trade Commission (FTC) estimates that counterfeit automobile parts cost the United States' automotive parts industry \$3 billion in lost sales, as well as thousands of lost jobs due to the parts being made offshore.

Counterfeit parts can also affect the vehicle's appearance and decrease its resale value, both of which negatively impact customer satisfaction.

REMEMBER: GENUINE MEANS GENUINE

Bohi concludes, "No one intends to use counterfeit parts. They're sold deceptively and shops may unwittingly use parts that could fail when the driver needs them the most. Counterfeit parts jeopardize how a vehicle reacts in an accident, so don't be fooled. You get what you pay for."

So, when repairing a Toyota, rely on Genuine Toyota Parts, and the only source for those parts is from a Toyota dealer. That way, you and your customers know they are always getting the authenticity and quality of Toyota—and that's priceless! 🐾

Have you been deceived?

Even the most vigilant might overlook a small packaging detail—were you fooled?



SHARPEN YOUR WELDING SKILLS



WELDING CLASSES FOR TECHNICIANS, ESTIMATORS AND MANAGERS

Toyota offers both convenience and flexibility when it comes to collision repair training classes. Participants can take on-line and instructor-led classes to become more familiar with Toyota's specific welding specifications and techniques.

Welding Techniques for Collision Repair (PB300/PLB300) provides access to welding training information-based resources, without a trip to a training center. This is a win-win for many collision repair professionals, like estimators and managers who don't actually weld on Toyota/Lexus vehicles on a regular basis. The self-paced e-learning will explain different types of welds, how to tune a welder and how to test weld strength. You'll learn how to properly maintain welding equipment, how to prepare weld-on components for Toyota/Lexus vehicles, how to test for weld strength on both MIG and squeeze-type resistance welds and how to use TIS to find model-specific welding specifications.

Once you've completed PB300/PLB300, you'll be ready to take the instructor-led (IL) **Welding Techniques for Collision Repair** (T300/L300) available at any one of Toyota's Collision Repair & Refinish Training centers. You'll be expected to pass a written test at the conclusion of the course, and also demonstrate competency during a hands-on welding lab. You must complete welds as instructed that pass the scrutiny of the instructor and demonstrate the skills needed for welded component replacement. Strong welds are the key to properly and safely restoring a damaged vehicle to OE specifications. You'll also learn about the heat-affect caused during welding and how to manage it and, how to produce welds that don't require excessive grinding, which is often overlooked. This training will help collision repair professionals produce quality welds that are both strong and visually appealing. 🛠️



FOR ADDITIONAL TRAINING OPPORTUNITIES OR TO REGISTER FOR A CLASS, VISIT WWW.CRRTRAINING.COM



Superior Training Superior Results



The automobile collision industry is always evolving: New materials. New systems. New processes. New equipment. To stay on top of all the changes that are taking place, it is essential to keep up on training."

—Chris Chartron
Manager, Toyota Motor North America,
Quality, Collision Repair & Refinish Training

Toyota Opens New State-of-the-Art Training Center

LEARN IT RIGHT. FIX IT RIGHT.

There's only one correct way to learn how to properly repair a Toyota vehicle after a collision and that's by getting trained through Toyota. And now, with Toyota's new state-of-the-art Collision Repair & Refinish Training Facility in Plano, Texas there are even more training opportunities for you and your staff, in addition to the classes offered at the California, New Jersey and Florida collision training centers.

"This is a great opportunity for us to expand our training—we've added a key location to help cover our people in the Midwest. It encourages participation by Toyota dealership technicians as well as those employed by independent repair facilities who work with a sponsoring Toyota dealership," says Chris Chartron, Manager, Toyota Motor North America, Quality, Collision Repair & Refinish Training. "When students arrive, they'll discover a

state-of-the-art facility that's stocked with the latest equipment and supplies. Plus, the facility itself is very impressive, with plenty of space and lots of natural light—it's one of the nicest training centers in the country."

The Texas Collision Repair & Refinish Training Center offers the exact curriculum as the other Toyota training centers and is staffed by instructors who hold ASE Master Certified Collision Repair & Refinish certification.

The Toyota Collision Repair & Refinish Training Center is a logical choice for training because:

- Our instructors know the products better than anyone else, and they have direct access to the factory for more complex issues.
- Technicians learn how to restore vehicles according to factory repair guidelines—that's the best assur-

ance that repaired vehicles will safely perform as originally intended.

- These courses give participants hands-on repair experience.
- Properly trained technicians save shops time and money because repairs are performed right the first time.

Everyone who attends Collision Repair & Refinish instructor-led training, or takes online e-learning modules, must have a Secure Personal Identification Number (SPIN). Independent facilities can learn about how to be sponsored by a Toyota dealership and how to obtain a SPIN by going to: www.crtraining.com/CRR2/spin-info.

The bottom line: The only right way to fix a Toyota is to get the right training—and now, that training is available at four locations nationwide, including the new Collision Repair & Refinish Training Center in Plano, Texas. 📍



FOR MORE INFORMATION, OR TO REGISTER FOR CLASSES, GO TO: WWW.CRRTTRAINING.COM

B005 ESTIMATING SOLUTIONS FOR PROFIT

With the assistance of collision expert Mike Anderson from Collision Advice, the B005 Estimating Solutions for Profit class will be refreshed and enhanced for 2018.

"The Toyota Collision Center Estimators must continually enhance their skills to help improve negotiations with insurance companies to ensure that Toyota customers receive the highest quality repair possible" says Dave Pyle, Sr. Analyst, Wholesale Parts & Certified Collision, Toyota Motor North America. "This includes using Genuine Toyota Parts, using the proper Toyota repair documentation and ensuring the Collision Center is paid fully by the insurance company for all repairs performed."

Focusing on customer satisfaction is paramount. To help Collision Centers keep this top of mind, a customer satisfaction segment was added. From the first encounter with the estimator, including customer updates throughout the repair process, to ensuring satisfaction with the final results of the repair, this customer focus will ultimately enhance the overall repair experience.

After pilot testing in the fall, the updated B005 will launch early in 2018. Be sure to keep an eye out for updates and register when the class becomes available so you can take advantage of this excellent opportunity to improve your overall shop performance! 🍷



Collision Pros Reader Survey

Share your opinion for a chance to win one of ten \$50 Amazon gift cards! We'll keep bringing you collision industry information you need so you can continue to provide your customers with the excellent service they deserve.

Go to <https://www.surveymonkey.com/r/cpf17>

The Toyota Collision Repair & Refinish Training Calendar

JANUARY — MARCH 2018

WEST CALDWELL, NJ

01/17	300	Welding Techniques For Collision Repair
01/18	601	Hybrid Collision Repair
01/23	503	Steering & Suspension Analysis & Repair
01/24	602	Advanced Hybrid Collision Repair
02/06	301	Non-Structural Body Repair Techniques
02/08	460	Structural Body Repair Techniques
02/20	200/201	Color Matching For Painters
02/22	250	Advanced Painting Techniques
03/05	601	Hybrid Collision Repair
03/06	300	Welding Techniques For Collision Repair
03/07	301	Non-Structural Body Repair Techniques
03/13	460	Structural Body Repair Techniques
03/15	503	Steering & Suspension Analysis & Repair
03/20	602	Advanced Hybrid Collision Repair

JACKSONVILLE, FL

01/08	601	Hybrid Collision Repair
01/09	300	Welding Techniques For Collision Repair
01/10	301	Non-Structural Body Repair Techniques
01/22	602	Advanced Hybrid Collision Repair
01/23	503	Steering & Suspension Analysis & Repair
01/24	460	Structural Body Repair Techniques
02/05	601	Hybrid Collision Repair
02/06	300	Welding Techniques For Collision Repair
02/07	301	Non-Structural Body Repair Techniques
02/12	200/201	Color Matching For Painters
02/14	250	Advanced Painting Techniques
03/05	601	Hybrid Collision Repair
03/06	300	Welding Techniques For Collision Repair
03/07	301	Non-Structural Body Repair Techniques
03/12	602	Advanced Hybrid Collision Repair

03/13	503	Steering & Suspension Analysis & Repair
03/14	460	Structural Body Repair Techniques



TORRANCE, CA

01/09	460	Structural Body Repair Techniques
01/11	503	Steering & Suspension Analysis & Repair
01/17	601	Hybrid Collision Repair
01/22	101	Paint Finish Repair
01/23	200/201	Color Matching For Painters
01/25	250	Advanced Painting Techniques
02/06	300	Welding Techniques For Collision Repair
02/07	301	Non-Structural Body Repair Techniques
02/13	602	Advanced Hybrid Collision Repair
02/14	460	Structural Body Repair Techniques
02/21	601	Hybrid Collision Repair
02/22	503	Steering & Suspension Analysis & Repair
03/05	300	Welding Techniques For Collision Repair
03/06	301	Non-Structural Body Repair Techniques
03/08	460	Structural Body Repair Techniques
03/13	601	Hybrid Collision Repair
03/14	200/201	Color Matching For Painters
03/21	602	Advanced Hybrid Collision Repair
03/22	908	ISC Retractable Hard Top

For a complete training schedule and the latest information on Toyota's Collision Repair & Refinish Training, visit 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.

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GENUINE TOYOTA

RADIATOR & CONDENSER

PRODUCT LINE

FOR THE **PERFECT FIT** AND THE **PERFECT PRICE**



CONTACT YOUR TOYOTA DEALER TODAY

Use Genuine Toyota Parts to give your customers a repair they can count on and keep their Toyota a Toyota.

▶ TOYOTA FIT AND QUALITY
Manufactured to OEM Specifications

▶ COMPETITIVELY PRICED
70% Off Condensers and
Up to 50% Off Radiators*

▶ READY TO INSTALL
All Factory Fitments Attached

▶ AVAILABLE
For Most Toyota Models

**Price reduction based upon pricing for prior generation Genuine Radiators & Condensers*



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