



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

Summer 2016



OEM vs. AFTERMARKET

THE DIFFERENCE MATTERS

Your customers deserve a Genuine Toyota replacement part for the highest level of safety, fit and finish.



SAFETY

PERFORMANCE

DURABILITY

ENHANCED STYLE

FIT & FINISH

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LEARN NEW THINGS

As the calendar turns and the end of summer approaches, my kids begin to dread the start of a new school year. For me, however, the beginning of the new school year means that they get a fresh start and the opportunity to learn new things. As I determined the articles for this issue of *Collision Pros*, I found a similar theme of education linking all of the stories together. As you read through the articles, you will see how being armed with the right information, parts and training, when making a collision repair, is extremely important to customer safety and to ensure that your business is as successful as it can possibly be.

In this issue of *Collision Pros*, you will learn how to make more informed repair decisions by focusing on four key strategies that will help you fix a Toyota right the first time. Next, we'll illustrate the difference between Genuine Toyota Parts and aftermarket parts and how each greatly affects repair efficiency and customer safety. You'll also get a behind-the-scenes glimpse at what goes into the making of a Toyota Collision Replacement Part, and the possible risks associated with using salvage parts as opposed to Genuine Toyota Parts. Finally, take a peek at some of the exciting new offerings Toyota will debut at this year's SEMA Conference in Las Vegas. It's sure to be a fun, informative and memorable week.

In this issue of *Collision Pros*, we will provide you with a full spectrum of information to help you choose the right parts and processes to keep your customers safe and satisfied.

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...being armed with the right information, parts and training, when making a collision repair, is extremely important to customer safety and to ensure that your business is as successful as it can possibly be."

– Kathy Capozza



TELL US YOUR IDEAS—email us at info@collisionprosmagazine.com

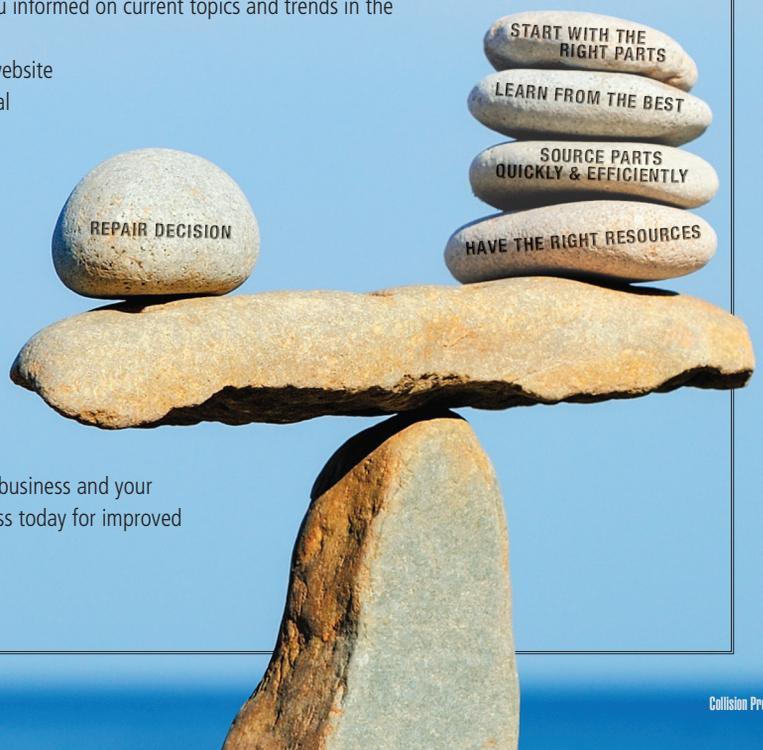
Making Better Repair Decisions

REPAIRING VEHICLES REQUIRES A LARGE NUMBER OF CRUCIAL DECISIONS, AND HIGH EXPECTATIONS FROM YOUR CUSTOMERS. The pressure to deliver a quality repair on budget and on time is a constant battle. In order to meet those demands, everything needs to go as planned. Unfortunately, no two repairs are ever identical. Each one requires a new approach to the repair and various new parts as well.

While that may sound challenging, it really isn't if you have the right approach to your business operations. Here are four things that can quickly improve your repair decisions:

- 1. START WITH THE RIGHT PARTS.** Using Genuine Toyota Parts relieves you of the guess work. Genuine Toyota Parts are of the highest quality and are precisely manufactured for the best fit and finish possible, helping to reduce your cycle time, comebacks and costs.
- 2. LEARN FROM THE BEST.** Knowing Toyota vehicles inside and out is beneficial to any repair facility. Whether that means knowing the grade of steel being welded in the vehicle, or the correct paint application process, Toyota provides interactive, hands-on instructor-led training to anyone and everyone.
- 3. SOURCE PARTS QUICKLY AND EFFICIENTLY.** A streamlined parts ordering system like OPS (Overall Parts Solution) or Auto Parts Bridge will help save you both time and money. Not to mention, they give you added peace of mind so you can schedule repairs accordingly and notify customers when to expect their repair to be finished.
- 4. HAVE THE RIGHT RESOURCES.** As mentioned before, there are never two identical repairs, which is why it's so important to have the right resources to help you build the perfect repair plan. Toyota provides a number of resources available to you, which include:
 - **Collision Pros Magazine**, which keeps you informed on current topics and trends in the automotive repair industry.
 - **Technical Information System (TIS)**, a website that provides service support with all the vital information you'll need to service Toyota vehicles. Use TIS to access CRIB Bulletins, interactive diagrams and other repair information to feel confident that you are making the correct repair decisions.
 - **CRRTraining.com** – *Collision Repair and Refinish Training*, provides access to online training courses, trainers and tech information to help keep you knowledgeable on Toyota vehicles and their repair processes.

Making better repair decisions benefits both your business and your customers. Integrate these practices into your business today for improved operations and watch it grow! 📈



OEM or Aftermarket

The Difference Matters

IN ORDER TO MAKE A QUALITY REPAIR, YOU MUST FIRST START WITH THE RIGHT PART. As a collision repair professional, your job is to restore a damaged vehicle to its *Toyota/Lexus Factory Repair Specifications*. After a collision, various parts will need to be replaced, and aftermarket offerings are numerous and often cheaper, which is one of the reasons they might be chosen over OEM replacement parts. So with all these compromises, you have to ask yourself: are you really restoring a vehicle to its "*Toyota/Lexus Factory Repair Specifications*" when you use aftermarket parts?

Let's review some of the facts about Toyota Genuine Parts when compared to aftermarket parts...

Air Conditioner Condenser

Genuine Toyota air conditioning condensers are designed to work efficiently and specifically with your climate control system. They ensure that the refrigerant passes through the system at the correct pressure needed in order to cool the cabin to the desired temperature. This specific detail is important because if the pressure isn't correct, the system will have to run longer in order to cool the cabin, which sacrifices fuel economy.

Windshield

Genuine Toyota windshields meet the vehicle's original specifications. Aside from just the shape and size of the windshield, color, durability, thickness, UV protection and noise muffling qualities also play big parts in the vehicle's quality. For example, incorrect color and UV protection can compromise the visibility of the navigation screen, and for vehicles with a Heads-Up Display or Lane Keep Assist, aftermarket windshields may not include the special treatment needed for the display to work properly or to utilize the Lane Keep Assist's camera.

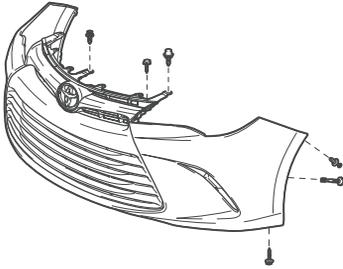
Grille

Genuine Toyota grilles are constructed to the same standards as the original part. This may not seem significant, but for vehicles with Dynamic Radar Cruise Control, the emblem is designed to be transparent so the sensor can function properly. The sensor is extremely sensitive and if it is misaligned because of an imprecise part, its functionality can be compromised.



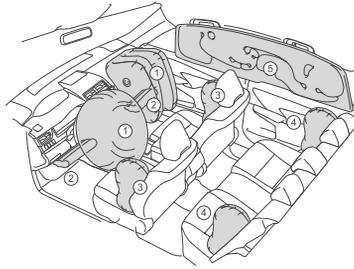


DID YOU KNOW: Choosing a Genuine Toyota Part is the only way to ensure that your customer's vehicle meets Toyota's factory standards and quality after a repair.



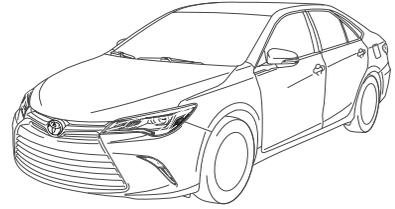
Bumper Cover

Genuine Toyota bumper covers are constructed to the same specifications as the original part, which ensures a precise fit and finish for cosmetics, as well as the correct thickness. Many Toyota and Lexus vehicles are being equipped with Blind Spot Monitoring systems that use radar behind the bumper covers. In order for them to function properly, the radar waves must be able to pass through the bumper covers.



SRS Components

Genuine Toyota Supplemental Restraint Systems (SRS), or airbags, should always be used when repairing a vehicle. Toyota does not support the use of any used, salvaged or imitated parts for repairing SRS components. Doing the right thing means never leaving safety up to chance, and saying no to parts that haven't been certified, or aren't guaranteed to provide the function the vehicle engineers originally intended.



Fenders & Hoods

Genuine Toyota/Lexus steel body components are designed and manufactured for maximum corrosion protection and a perfect fit. And even though their specifications already ensure a quality fit and finish, some of the steel components are also treated with special galvanized coatings and Electrophoretic-Deposition Primer, or E-coat, during the manufacturing process in order to protect them from corrosion. Aftermarket parts may not have this specialized galvanized coating or E-coat, which may not provide the same level of corrosion protection and can be suspect, imprecise and lead to misaligned gaps. Technicians will occasionally have to modify aftermarket parts to make them securely fit to the body, and this adds time to the repair and compromises a quality finish.



Using aftermarket parts severely compromises the quality of your hard work, the safety of your customers and the integrity of their Toyota factory warranty. While "Toyota/Lexus Factory Repair Specifications" can have several interpretations depending on who you ask, most state laws generally preserve the Insured's right to have his or her vehicle restored to "Toyota/Lexus Factory Repair Specifications". It is important to discuss this with customers and to inform them on the importance of using Genuine Toyota Parts when repairing their vehicle. Toyota provides a variety of information you can share with customers, including a list of Toyota/Lexus certified collision repair facilities, collision repair brochures, and forms highlighting the parts used in repairs. For your customers, genuine OEM parts and shops which have been through factory training help maintain the safety and resale value of their vehicle. For your repair facility, OEM parts and Toyota/Lexus Factory Training help deliver customer satisfaction and build trust in your facility's brand. 🍷

GENUINE TOYOTA PARTS

Tested for **QUALITY.**
Warrantied for **SATISFACTION.**



IT IS NO SECRET THAT TOYOTA GENUINE PARTS ARE TESTED TO THE SAME HIGH STANDARDS AS NEW VEHICLE PARTS, and are actually warranted parts themselves. This benefit is possible because

Genuine Toyota Parts are developed and tested from the moment the vehicle starts to be designed. Toyota emphasizes Replacement Part integrity. From the designers to the takumis, procedures are in place to ensure part accuracy and to detect flaws throughout production.

Take sheet metal and molded plastic parts as an example. When these parts are being manufactured, Toyota has stringent requirements, so that parts fit vehicles precisely. This attention to detail prevents the technician from having to waste extra time modifying the part and compromising its structural qualities. For the customer, it means getting the quality part that provides the fit and finish they were accustomed to before their vehicle was damaged.

The quality control begins with checking individual parts relative to their original design standards. Gauges are used to ensure that parts are cut correctly and that their thickness and edges are trimmed as well. The mounting holes are also checked to ensure that they are drilled to the right size and in the correct place. Only parts that meet these strict requirements make it to the next phase of testing.

The second phase includes a master check of the part's fit and finish. Parts are mounted on components to help guarantee that they will fit the vehicle

on the production line or in the collision repair facility. The part's appearance is then scrutinized to ensure that scratches, color blemishes, sink marks and excessive flash don't make their way into the part's manufacturing.

The final phase of testing involves master gauges that ensure components are produced to their design requirements. For example, a master windshield will be used to make sure the A pillars, roofline and cowl have been welded together properly, so that the opening is correct for windshield installation. Results of each of these phases are constantly reviewed to ensure that all the machines and processes are functioning properly.

When Toyota finds a part that doesn't meet its standards, that part and all of the ones produced in the same run are checked to determine if it's an isolated incident or if the flaw is in other parts as well. Quality is constantly and thoroughly checked, and those that don't make the cut are recycled to reduce waste and to lessen the manufacturing's environmental impact.

Toyota constantly scrutinizes its processes, and not just in the factory with the various systems checks. Toyota offers resources like the Customer Call Center that can alert them of issues surrounding a specific part. Dealerships and collision repair facilities have also been known to raise red flags. As you may know, most aftermarket parts are actually developed after the vehicle goes on sale and are then rushed to market. Aftermarket competitors are also manufacturing parts for other OEM's vehicles off of the same exact production lines. Toyota is always focused on quality.

The next time you are faced with a repair decision that involves using an aftermarket part, remember that Genuine Toyota Parts are tested to great lengths in order to ensure their quality. For the repair technician, it means an easier installation, and for the customer, it means peace of mind and the promise of quality they have come to expect and associate with Toyota. 🚗





Come
VISIT
Toyota at
SEMA
NEVADA

TOYOTA'S BOOTH #24800 AT THIS YEAR'S SEMA CONFERENCE IN LAS VEGAS IS SURE TO BE PACKED WITH PLENTY OF EXCITEMENT AND NEW DEVELOPMENTS. Stop by the booth and check out the all-new program announcement for new collision parts and learn how to improve your processes for Collision and Refinish repairs. As always, there will also be plenty of opportunity to network and interact with our Toyota experts in a fun and focused environment.

TOYOTA & SPECIALTY EQUIPMENT MARKET ASSOCIATION (SEMA)

Find Out What's New with Toyota Genuine Parts

At SEMA, Toyota will be launching a new competitive radiator and condenser program for the collision industry. 98 new part numbers will be added to the Toyota Genuine Parts portfolio. These new additions will cover 80% of the approximately 20 million Toyota vehicles on the road today. In addition to the competitive pricing and numerous applications, the program also offers the peace of mind of knowing that these additions include the quality, performance and fit expected from a Toyota Genuine Part. These competitively-priced parts will be available to order from your local Toyota dealerships in December 2016.

Meet the Collision Repair and Refinish Training Team!

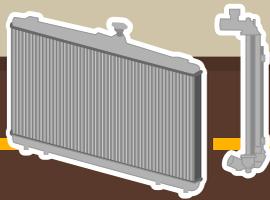
Come by the Toyota booth and learn about special repair techniques for Toyota vehicles. Members of Toyota's Collision Repair

and Refinish Training Team will be on hand to answer questions and offer Toyota specific information.

Our instructors hold ASE Master Certified Collision Repair/Refinish Certification and have broad experience in the industry. Classes are conducted in state-of-the-art facilities at three locations across the country. Toyota trainers are experts when it comes to Toyota resources and training for Toyota, Lexus and Scion vehicles. Toyota trainers create the training and address current issues surrounding Toyota products, and have a wealth of product knowledge and understand the benefits of Toyota resources. Take this opportunity to discuss with members of the team where can you access Toyota resources and training curriculum that is available and applicable to you and your repair facility.

For starters, visit www.crrtraining.com. 📄

TOYOTA TO SHOWCASE NEW PROGRAM AND SKILLS AT SEMA



NEW RADIATOR & CONDENSER PROGRAM



SPECIAL REPAIR TECHNICAL SKILLS



MEET THE TOYOTA TEAM!

SALVAGE PARTS

AREN'T WORTH THE RISK...



The use of used salvage and or imitation counterfeit parts is not covered by the transferable limited warranty on such parts and all adjoining parts and systems which are caused to fail or rust by those parts.”

WHEN VEHICLES ARE DAMAGED IN A COLLISION, REPAIR OPTIONS CAN VARY DEPENDING ON WHO YOU ASK. While it's necessary in most cases to write an estimate based on visible damage, it may not include the details of a proper repair plan. Repair plans are typically formulated from actual on-task experience and knowledge, but without proper training and manufacturer-specific technical information, even a seasoned technician could end up guessing the wrong way to go about a repair. This uncertainty likely accounts for the difference in opinion from collision repair professionals.

For example, welded body and frame components are an area of repair in which opinions often vary. Specifically, the use of salvage/recycled components to reduce repair costs is controversial. In this situation, one must weigh the regard for safety with the quality of the repair, and the individuals who make repair decisions for their shops and customers are ultimately responsible for all of the above.

Toyota's position on the use of welded salvage/recycled components is addressed in three published Collision Repair Information Bulletins (CRIB).

CRIB #122

“*Body Sectioning*” points out the fact that salvage/recycled components are harvested from “vehicles that sustained severe damage, where a presumed salvageable portion of one vehicle is joined to another”. The down side of this repair theory is as follows:

- Quality of salvage components cannot be certified or verified
- Installation welding can reduce strength and safety from the original design in some situations
- Body and drive components can exhibit poor fit and alignment
- Squeaks, rattles, wind noise, and water leaks can occur
- Extensive corrosion potential can occur

In addition, the tasks necessary to dismantle and rejoin formerly welded salvage/recycled components to Toyota specifications are much more labor intense and extensive than the same tasks associated with Genuine Toyota Parts.



DID YOU KNOW: Using salvage parts can be like a shell game. There could be hidden damage within the part itself.

CRIB #157

"Collision Parts Position Statement" notifies collision repair professionals and customers that there are warranty implications:

"The use of used salvage and or imitation counterfeit parts is not covered by the transferable limited warranty on such parts and all adjoining parts and systems which are caused to fail or rust by those parts."

It further states that Toyota wants to ensure that customers are made aware of the consequences of using salvage parts, and provides a disclosure statement to help collision repair professionals educate their customers on this position.

CRIB #180

"Use of Non-OEM Parts on Toyota Vehicles" further reinforces that using anything other than Genuine Toyota Parts can compromise a vehicle's performance:

"Due to the sensitive nature of the safety and performance systems and lack of testing to determine their effect on vehicle crashworthiness, Toyota, Lexus and Scion do not recommend the use of alternative parts for the repair of Toyota vehicles."

When it comes to making good repair decisions, Toyota provides Technical Information, Specifications, Genuine OE parts, Training and CRIBs to help collision repair professionals make more informed decisions. Making repair decisions based on cost savings and disregarding a manufacturer's specifications can create "the perfect storm", and there's a chance that the repaired vehicle's safety and the repair facility's reputation will be compromised.

Taking advantage of Toyota's Training and Technical Resources is the best way for collision repair professionals to attain the knowledge necessary to make better repair decisions and to ensure the customers' satisfaction. Visit Toyota's Collision Repair & Refinish Training website crrtraining.com for more information. 📄

PRICES FALLING ON

Toyota Genuine Windshields!

CONTACT YOUR LOCAL TOYOTA DEALER FOR MORE DETAILS!



CP The Last Word

THE TRAINING CALENDAR



WWW.CRRTRAINING.COM

West Caldwell, NJ

- 08/16 502 Body Electrical Diagnostics & Repair
- 08/18 504 Air Conditioning for Collision Repair
- 08/23 200/201 Color Matching For Painters
- 08/25 250 Advanced Painting Techniques
- 09/13 460 Structural Body Repair Techniques
- 09/15 503 Steering & Suspension Analysis & Repair
- 09/20 300 Welding Techniques For Collision Repair
- 09/21 301 Non-Structural Body Repair Techniques
- 10/04 602 Advanced Hybrid Collision Repair
- 10/05 503 Steering & Suspension Analysis & Repair
- 10/11 200/201 Color Matching For Painters
- 10/25 301 Non-Structural Body Repair Techniques
- 10/27 601 Hybrid Collision Repair
- 11/08 200/201 Color Matching For Painters
- 11/15 300 Welding Techniques For Collision Repair
- 11/16 301 Non-Structural Body Repair Techniques
- 11/18 601 Hybrid Collision Repair

Jacksonville, FL

- 08/16 601 Hybrid Collision Repair
- 08/17 300 Welding Techniques For Collision Repair
- 08/23 200/201 Color Matching For Painters
- 08/25 250 Advanced Painting Techniques
- 09/20 601 Hybrid Collision Repair
- 09/21 300 Welding Techniques For Collision Repair
- 09/22 301 Non-Structural Body Repair Techniques
- 10/03 601 Hybrid Collision Repair

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Get the latest information on tools, training and repair procedures on our social media sites.

Toyota Collision
Repair Training
@ToyotaCRR

- 10/04 300 Welding Techniques For Collision Repair
- 10/05 301 Non-Structural Body Repair Techniques
- 10/17 602 Advanced Hybrid Collision Repair
- 10/18 503 Steering & Suspension Analysis & Repair
- 10/19 460 Structural Body Repair Techniques
- 11/07 200/201 Color Matching For Painters
- 11/09 250 Advanced Painting Techniques

Torrance, CA

- 08/24 250 Advanced Painting Techniques
- 08/30 601 Hybrid Collision Repair
- 08/31 602 Advanced Hybrid Collision Repair
- 09/01 503 Steering & Suspension Analysis & Repair
- 08/02 300 Welding Techniques For Collision Repair
- 09/21 301 Non-Structural Body Repair Techniques
- 09/27 602 Advanced Hybrid Collision Repair
- 09/28 460 Structural Body Repair Techniques
- 10/05 503 Steering & Suspension Analysis & Repair
- 10/06 101 Paint Finish Repair
- 10/11 300 Welding Techniques For Collision Repair
- 10/12 301 Non-Structural Body Repair Techniques
- 11/08 460 Structural Body Repair Techniques
- 11/10 503 Steering & Suspension Analysis & Repair
- 11/15 300 Welding Techniques For Collision Repair
- 11/16 601 Hybrid Collision Repair

Can't find what you're looking for?

More courses can be found at www.crrtraining.com

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

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WholesaleParts
Where the Pros Go for Genuine Toyota Parts



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