

## newschannel update

TO: General Managers, Service Directors Service Managers, Parts Managers	FROM: Benito Cid, Collision Business Manager Product Management - Service
RE: Certified Collision Program: Hold on New Tier 2 Certified Collision Centers	DATE: December 19, 2014

In an effort to ensure optimum access and convenience for our customers, the MBUSA Collision Team recently reviewed the coverage area for Tier 2 Elite Certified Repair Facilities. Based on the number and location of shops that are currently on the program, we have determined there is now sufficient coverage throughout the country to meet our customers' needs.

As a repair facility must make a significant investment to secure and maintain certification, proper coverage will allow for outstanding customer experience and a ROI for current Tier 2 facilities. Therefore, based on our analysis, the Certified Collision Program will not add any new Tier 2 facilities at this time. The only exceptions will be:

- 1) A dealership not currently participating in the Certified Collision Program may certify their "in house" collision center.
- 2) A dealership not currently participating in the CCP may sponsor an independent facility onto the program as a Tier 2. The facility would still need to meet all the program requirements for certification and reside within the sponsoring dealer's AOI.

If you have any questions or need assistance please do not hesitate to contact the MBUSA Collision Team.

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If contacting us via email, please be sure to provide your full contact information including dealer code, phone number and tool/equipment numbers if applicable.

