

IT'S YOUR CALL

# FACTS YOU NEED TO KNOW

HOW TO AVOID THE PITFALLS OF COLLISION REPAIR



# THE DIFFERENCE IS GENUINE IT'S YOUR CALL

## 1 DON'T WAIT TILL IT'S TOO LATE

*Ford use advanced automotive technology to help customers avoid accidents. With features such as rear-view cameras, Electronic Stability Control and by adding other safety features such as the use of exotic metals, high-strength steels, side airbags, side curtains and rear inflatable belts, the occupants are better protected if they are involved in an accident.*

### It Will Never Happen to Me?

Although we hope you never experience an automobile crash, accidents do happen. In this case, being prepared ahead of time can certainly help minimise the aggravation associated with a vehicle collision and repair.

### You Should Know

This brochure provides facts that every vehicle owner should know in order to be prepared in case they are involved in an accident. Ford has developed this information to help you navigate through the collision repair process with your insurance company and the Ford Certified National Body Shop Network. It illustrates the important benefits of having your vehicle repaired with Genuine Ford Original Equipment collision replacement parts. These parts help preserve the function of the vehicle's safety systems as a whole, as well as its appearance.

In addition, there are factors to consider when purchasing insurance that will help make the repair process less of a hassle. Let's hope this is information you will never need. However, the time to think about it is before an accident, — when you are purchasing your insurance policy. After an accident it will be too late.



## 2 COLLISION REPAIR RELATIONSHIPS

**Q: What are the three primary relationships involved in collision repair?**

**A:**

- You and the Ford Certified National Body Shop Network.
- You and the insurance company.
- The Ford Certified National Body Shop Network and the insurance company.

**Q: Why are these relationships important?**

**A:** Understanding each of these relationships helps you to make decisions that best protect:

- You and your family.
- The performance of your vehicle's safety systems in the event of a future collision.
- The resale value of your vehicle.

In these three relationships, YOU are the most important person. YOU have rights you should understand before you purchase your vehicle and drive it for the first time.

**Q: Why do I need to understand the collision repair process?**

**A:** The collision repair process really starts with purchasing the right insurance policy to protect you, your family and your vehicle. Therefore, before you can understand what insurance best fits your needs, you should educate yourself about the important benefits of having your vehicle repaired with Genuine Ford Original Equipment parts, as these parts will help preserve the function of the vehicle's safety systems as a whole. As well as its appearance. You as the customer should also know which body shops are Ford certified.

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### 3 SELECT THE RIGHT INSURANCE POLICY

Before you buy insurance, you should read the policy and know what you are purchasing.



Choosing the right insurance company and policy can make all the difference.

*The best time to minimise the headaches of a vehicle collision repair is before an accident happens. Choosing the right insurance company and policy can make all the difference.*

**Q:** Why shouldn't I just shop around and take out the least expensive insurance?

**A:** If you do have an accident, you will likely get what you pay for when it comes to your insurance policy. An insurance company's role in providing vehicle insurance is to spread the financial risk of collision repairs across its policy-holders. Many people begin their vehicle insurance policy search thinking they will never have an accident and, therefore, look for the least expensive policy without understanding what is covered by

the policy. By following this process, you could experience a less than satisfactory claims experience in the event of an accident.

**Q:** If I'm in an accident, isn't my Ford vehicle automatically repaired with Genuine Ford Parts?

**A:** Not necessarily. When a new Ford vehicle is built, all the components are Genuine Ford Original Equipment Parts (we'll define this later). Ford Motor Company has invested millions in research, development, engineering and testing of all these parts. They are extensively tested as an entire vehicle system to deliver the intended level of safety and performance. Many people think Genuine Ford Original Equipment collision replacement parts are the only parts used for collision repairs after an accident, however, nearly all vehicle insurance policies allow for the use of alternatives.

**Q:** How can I ensure that repairs are made with Genuine Ford Parts?

**A:** Before you take out insurance, you should read the policy and know what you are purchasing. Ask your insurance representative about parts and other restrictions prior to purchase. That way you will pay for the protection you want at the price you're willing to pay. When you purchased your new Ford vehicle, you bought an original. You can help keep it an original by ensuring that your insurance company uses Genuine Ford Original Equipment collision replacement parts when repairs are needed.

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## 4 SELECT THE RIGHT BODY SHOP

*OK, so the unthinkable has happened and your vehicle is involved in a collision. Now the collision repair process begins.*

**Q: Who do you need to contact to have your vehicle repaired?**

- Your dealership?
- Your insurance company?
- Your local Ford Certified Body Shop?
- Your friends and family?

**A:** Our advice is to talk to ALL of them before you select a body shop for repairs. When doing this, carefully consider the benefits of each:

**Your dealership** may or may not have a body shop. If the dealership doesn't have a body shop, ask a dealer representative for a list of Ford Certified shops in your area. A full list of Ford Certified National Body Shops is also available on <https://www.ford.co.za/owner/approved-body-repairers/>.

**Your insurance company** needs to be contacted to begin the claims process.

**Local Ford Certified National Body Shop:** It is highly recommended that your vehicle is taken to a Ford Certified National Body Shop in the case of any collision damage, paint or structural repairs to ensure that the repair work effected validates the warranty of your vehicle within the warranty period.

**Your family and friends:** Word of mouth could be one of your best sources for finding a reputable body shop. The best advice you can get is from a family member or friend who may have already gone through a similar process.

**Q: I've heard about insurance companies having their own direct body shops. Is this a good choice?**

**A:** If your insurer directs you to one of its direct repair facilities this may be a good choice, but you should check it out prior to taking your vehicle there for repairs. If you are not comfortable with your insurance company's recommendation, you still have the right to go to another body shop of your choice. Refer to the list of Ford Certified National Body Shops in your area on <https://www.ford.co.za/owner/approved-body-repairers/>.

Ultimately, the body shop is repairing YOUR vehicle for YOU. You have the right to select the body shop and choose the parts used to repair your vehicle. Your insurance company pays the bill on which you and the body shop have agreed. But all this must be decided and agreed to before repairs begin, not after the vehicle is returned to you.



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### 5 SELECT THE RIGHT PARTS

*Select the right collision parts to repair your vehicle. This is key, because the right parts are critical to your vehicle's long-term performance/safety and your peace of mind.*

**Q:** **Why is it so important to have my vehicle repaired with genuine parts from Ford?**

**A:** Today's vehicles use more advanced high-strength steels, exotic metals and composite materials than ever before. Ford Motor Company vehicles also include highly advanced crash avoidance and safety-system technologies. It is critical for these systems to be repaired with parts that will deliver the intended level of form, function, performance and safety our engineers originally specified. The only way to be certain you are getting original-equipment performance is to use Genuine Ford Original Equipment collision replacement parts.

Many customers tell us they are not aware that anything other than Genuine Ford Original Equipment collision replacement parts would be used to repair their vehicle after an accident. Unfortunately, this is not the case. Knowing the difference is a very important step in ensuring your long-term satisfaction and safety.

**Q:** **Do I have the right to choose which parts are used to repair my vehicle?**

**A:** Absolutely. A reputable Ford Certified Body Shop will inform, in detail, the parts allocated to repair your vehicle before it starts repairs. This is required by law. You always have the right to choose the parts to be used



Have the body shop or insurer explain any acronym or comment on the repair quote you don't understand.

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for your repair; however, your insurance company may require you to pay any price variance if your policy allows for the use of low cost alternate parts. This is another good reason to fully read and understand the policy before you purchase vehicle insurance.

**Q:** **How can I tell what parts are being specified for my repairs?**

**A:** Ask the body shop or insurer to explain any acronym or comment on the final assessed repair quote you don't understand, before you sign the repair authorisation. These are the different types of parts you may encounter.

**Genuine Ford Original Equipment Collision Replacement Parts**

Sometimes called "OEM Part" on the quote, these parts are designed by Ford Motor Company and produced to the same specifications and tolerances as the parts on the vehicle when it was manufactured. These parts meet stringent requirements for fit, finish, structural integrity, corrosion protection and dent resistance. They are the only parts proven during vehicle development to deliver the intended level of protection as a whole system. The only way to know for sure you are getting this level of protection is to use Genuine Ford Original Equipment collision replacement parts. No other parts meet this level of testing. Using them removes any doubt caused by non-OEM parts, and ensures your new-vehicle warranty remains intact.

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## (CONTINUED) **SELECT THE RIGHT PARTS**

Make sure you know the difference in part types and approve of the parts being specified for your vehicle.



Quality concerns may exist with salvaged parts because the source, condition and durability of the parts are not known.

### **Aftermarket Collision Parts**

Sometimes called "Aftermarket Part" on the quote, these copies are made by companies other than Ford Motor Company or its OEM suppliers, and may not be made of the same material or to the same tolerances and specifications as Genuine Ford Original Equipment collision replacement parts. As a result, some new aftermarket crash parts may not be of the same quality or have the same performance characteristics as OEM parts. Some aftermarket companies may offer a lifetime warranty, but that does not make them equivalent to Genuine Ford Original Equipment collision replacement parts in either quality/safety or performance.

### **Salvaged Parts**

Sometimes called 'Salvaged', 'Used', 'LKQ', or 'Recycled' parts on the quote, these parts are removed from vehicles in scrap-yards. Quality concerns may exist with salvaged parts because the source, condition and durability of the parts are not known. In some cases the part could be a salvaged aftermarket part.

### **Remanufactured / Reconditioned Collision Parts**

Sometimes called 'Reman' or 'Recon' parts on the quote, most of these collision parts are removed from vehicles in scrap-yards and reconditioned. Like salvaged parts, quality concerns may exist with these parts because the source, condition and durability of the parts are not known. Collision parts that are commonly reconditioned are bumpers, fascias, wheels and lighting.

Making sure you know the difference in part types and approve of the parts being specified for your vehicle — before the repairs begin — this will lead to a more satisfying repair experience.

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## | 6 IT'S ALL ABOUT VALUE

*Ford Motor Company recommends that you carefully consider the use of Genuine Ford Original Equipment collision replacement parts for collision repair.*

**Q: Why?**  
You receive many benefits when you use Genuine Ford Original Equipment collision replacement parts:

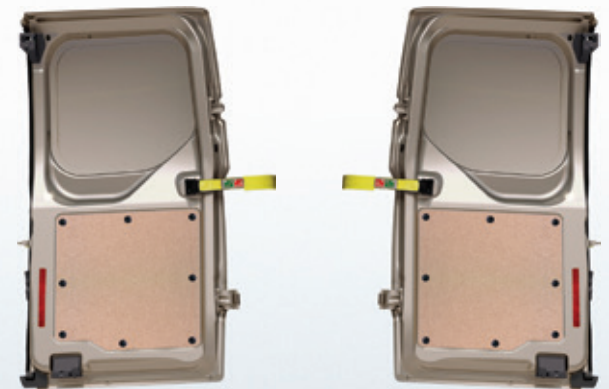
**A: Repair Appearance**  
Genuine Ford Original Equipment collision replacement parts provide a precise fit because they are produced to the same specifications as the new vehicle. This ensures that body lines, contours and gaps are the same as when your vehicle was originally manufactured.

**Repair Time**  
You want your vehicle repaired as quickly as possible. The use of aftermarket, salvaged or reconditioned parts may increase the repair time as they may require modifications to achieve an acceptable fit and are not always available. Genuine Ford Original Equipment collision replacement parts are readily available at Ford dealerships, are easier to fit and therefore will reduce your repair time.

**Structural Integrity**  
Genuine Ford Original Equipment collision replacement parts play an integral role in your vehicle's overall structural integrity and the function of its safety systems. When these parts are installed using factory recommended materials and procedures, they deliver the same structural performance characteristics as those originally found in your new vehicle. The same can't be said for aftermarket, salvaged or reconditioned parts.

**Vehicle Resale Value**  
The use of aftermarket, salvaged or reconditioned parts may decrease resale value because of potential poor quality, fit, finish and appearance. Using Genuine Ford Original Equipment collision replacement parts for repairs is one way to help keep your vehicle looking "like new," which may help to maintain its value. This may also be required if you're leasing your vehicle — be sure to check your lease agreement for this requirement.

**Original Manufacturer's Warranty**  
Genuine Ford Original Equipment collision replacement parts are the only service replacement parts warranted by Ford Motor Company. Aftermarket, salvaged or reconditioned parts used for collision repair are not warranted by Ford Motor Company. Damage to your vehicle or its parts caused by the failure of aftermarket, salvaged or reconditioned parts may not be covered by your Ford Motor Company new-vehicle warranty.



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### Supplementary Restraint System (SRS): Airbag System Component Replacement

The use of salvaged, used or reconditioned airbag modules or airbag system components to repair collision damage to vehicles raises serious concerns about safety, quality, warranty and liability. Ford Motor Company recommends the use of only new replacement airbag modules and airbag system components provided by Ford Motor Company through its authorised dealers. The use of any alternative, salvaged, used or reconditioned replacement airbag module or airbag system components not recommended by Ford Motor Company can affect the safety characteristics of the vehicle, and could result in an increased risk of personal injury and death.

These parts are not covered by Ford Motor Company's new vehicle service parts warranty or any variety of the Ford Extended Service Plan. In addition, any damage to or failure of a Ford part caused by the installation or improper performance of an alternate, salvaged, used or reconditioned airbag module or airbag system component is not covered by Ford Motor Company's new vehicle service parts warranty or any variety of the Ford Extended Service Plan. Ford believes the interests of vehicle owners and collision repairers are best protected when Genuine Ford Original Equipment Parts are used.



### Know Your Rights

Peace of mind comes from educating yourself and knowing your rights on collision repair before an accident happens. When it comes to selecting the right parts for your vehicle, the only way to truly know what you are getting is to use Genuine Ford Original Equipment collision replacement parts.

### Ford Motor Company Position Statement

Ford Motor Company parts used to produce the vehicle are thoroughly tested during the vehicle development process. Ford vehicles are subjected to a battery of stringent internal tests as well as Motor Vehicle Safety Standards (MVSS) tests to help ensure all individual components work as a system during a crash sequence and meet or exceed the performance standards established by Ford Motor Company. Genuine Ford Original Equipment collision replacement parts meet our stringent requirements for fit, finish, structural integrity, corrosion protection and dent resistance. Ford Motor Company strongly recommends the use of original equipment replacement parts for all collision repairs. Use of aftermarket, salvaged or reconditioned parts could result in both diminished value of the vehicle and increased damage in a subsequent collision. The use of aftermarket, salvaged or reconditioned parts could result in both the diminished value of the vehicle and an increased risk of injury to the occupants of the vehicle in the event of a subsequent crash.