

For Ford, Lincoln and Mercury Wholesalers and the Collision Repair Industry

# FORD REFRESHES COMPETITIVE PARTS PROGRAMS

Ford Customer Service Division (FCSD) has updated the offerings on each of its two competitive parts initiatives – the Collision Parts Truckload Program and the "Steel the Sale" program.

Thirty-seven new parts — all with significant list-price reductions — are now available on Ford's popular Truckload program, which offers nearly 400 high-volume collision parts covering more than a dozen part types. The new additions include: one valance (50.2 percent list price reduction); two tail lamps (-39.7 percent); three wheels (-38.4 percent); six radiators (-30.6 percent); three steel bumpers (-29.1 percent); a grille opening reinforcement (-28.4 percent); two isolators and a bracket (-25.9 percent); eight fascias (-23.8 percent); six mirrors (-16.8 percent) and four headlamps (-13.1 percent).

To achieve its competitiveness in the market, the Ford Truckload program utilizes reduced packaging costs, in combination with discounted list prices, and passes the savings on to collision repair shops that purchase the parts from participating Ford and Lincoln Mercury dealers.

"Steel the Sale" has seen the list prices of its 54 program parts trimmed by an average of 3.6%.

"Steel the Sale," which targets Ford's most competitive sheet metal parts – hoods, fenders and tailgates – has seen the list prices of its 54 program parts trimmed by an average of 3.6 percent, allowing dealers to more effectively compete with the imitation crash parts in the market. It's the second price reduction on those parts in the last 10 months. Ford launched the program in July 2008, cutting the list prices at the time to within 10 percent of average aftermarket list.

"Both programs offer repairers and insurers the ability to provide our customers – Ford vehicle owners – with the genuine parts needed for a complete and safe repair at a competitive price," said George Gilbert, manager of both FCSD part programs.

The list of new additions to the Truckload Program follows (and continues on page 2). For more information about "Steel the Sale," including its current list of available parts, contact your local Ford or Lincoln Mercury collision parts wholesaling dealer or the Ford Collision Parts Hotline at cphelp@ford.com.

## **On The Inside**

- New Technical Service Bulletins
- Feature Vehicle: 2010 Transit Connect
- Inside the Industry
- Updated Ford Safety Belt Position Statement



#### **April 1, 2009, Collision Truckload Program Additions**

Bumper	Bumper Fascias					
Part Number			MY	Vehicle	Description	
3L1Z	17K835	GABCP	04-06	Expedition	Rear Bumper Cover	
6S4Z	17K835	BACP	04-06	Focus	Rear Bumper Cover	
1L3Z	17D957	BBCP	99-04	F-150	Front Bumper Fascia	
2L1Z	17D957	LAACP	03	Expedition	Front Bumper Fascia	
2L8Z	17D957	AACP	02-08	Escape / Mariner	Front Bumper Fascia	
4F4Z	17D957	BACP	04-07	Sable	Front Bumper Fascia	
5L8Z	17D957	DAACP	05-07	Escape / Mariner	Front Bumper Fascia	
6C3Z	17D957	BACP	05-08	F-Series over 8500	Front Bumper Fascia	
Steel B	Steel Bumpers					
Part Number			MY	Vehicle	Description	
5C3Z	17757	CAACP	05-07	F-Series over 8500	Front Bumper (PTM)	
6L3Z	17757	BACP	06-07	F-150	Front Bumper (Chrome)	
6L3Z	17757	CACP	06-08	F-150	Front Bumper (PTM)	

#### **INSIDE THE INDUSTRY**

#### **CAPA Decries Lack of Parts Availability**

The Certified Automotive Parts Association says a review of popular industry parts catalogs finds just 12 percent of all certifiable part applications are currently listed as CAPA-certified. Among plastic part and lighting manufacturers the CAPA rate stands at just six and eight percent respectively, while metal part makers offer 35 percent of their applications as certified.

Last year, the association reported that even among those parts that were listed as CAPA-certified, 31 percent were either not being manufactured at all or were being made in very small quantities. CAPA estimates that about 80 percent of all aftermarket parts used are not certified, and that the average collision shop uses about 100 CAPA-certified parts per year.

#### LKQ Records Strong Numbers; VP Stepping Down

LKQ Corporation has released another solid earnings report, despite the down economy. The company says its first-quarter revenue was \$518 million, up 5.3 percent from a year ago, while net income increased 4.6 percent to \$32.3 million. Organic revenue growth also increased, by 5.1 percent.

In other news, Mark Spears, executive vice president and chief financial officer of LKQ, has announced that he will resign his position at the end of the year, after 10 years with the company. A replacement has yet to be appointed.

#### **CIC Estimating Best Practices**

The Collision Industry Conference Insurance Relations Committee is still seeking feedback on the latest draft of its "Estimating Best Practices" document. The committee is hoping to be able to adopt a final version during the next CIC meeting, July 29-30 in Washington, D.C. Go to <a href="https://www.ciclink.com">www.ciclink.com</a> for more information.

#### **Traffic Volume Up Slightly**

April saw U.S. motorists drive 0.6 percent (1.4 billion miles) more than they did a year ago, the first year-over-year increase in vehicle miles traveled (VMT) since November 2007, according to the U.S. Department of Transportation. Cumulative VMT for the first four months of the year, however, is still down an estimated 1.1 percent.

#### **Uninsured Drivers on the Rise**

The number of uninsured motorists is on the way up, thanks mainly to the current economic slide. That's according to a report released by the Insurance Research Council, which expects the percentage of drivers without insurance nationwide to reach 16.1 in 2010, up from the 13.8 percent in 2007. The IRC says every one-percentage point increase in the unemployment rate results in a more than three quarters of a point rise in uninsured motorists.

#### **Audatex Improves Metal Identification**

With the release of the latest version of its estimating software, Audatex North America has included a set of special material codes for use in helping collision repairers identify the location of boron / high-strength steel and mixed substrates, both of which have seen an increase in usage during vehicle construction. The new feature was created in part due to a request made by the Collision Industry Conference Database Task Force, which listed substrate identification as one of the most pressing issues for collision repairers today.

#### **April 1, 2009, Collision Truckload Program Additions**

Exterior Lighting					
Part Number			MY	Vehicle	Description
6C3Z	13008	ABCP	06-07	F-Series over 8500	Right Headlamp
6C3Z	13008	BBCP	06-07	F-Series over 8500	Left Headlamp
6C1Z	13008	ACP	06-07	Taurus / 500 / Sable / Montego	Right Headlamp
6C1Z	13008	ВСР	06-07	Taurus / 500 / Sable / Montego	Left Headlamp
5F1Z	13404	ACP	06-07	Taurus / 500 / Sable / Montego	Right Tail Lamp
5F1Z	13405	ACP	06-07	Taurus / 500 / Sable / Montego	Left Tail Lamp
Grilles /	GOPs / GORs				
	Part Num	iber	MY	Vehicle	Description
4L5Z	8A284	AACP	04-05	Ranger	Grille Reinforcement
Isolator	s / Impact Pad	s / Shafts / Brack	ets		
	Part Num	ıber	MY	Vehicle	Description
YS4Z	17C882	AACP	00-08	Focus	Isolator
3L2Z	17C882	AACP	02-05	Explorer / Mountaineer	Isolator
1C3Z	17C882	AACP	01-04	F-Series over 8500	Bracket (Right)
Mirrors					
	Part Num	ber	MY	Vehicle	Description
F5CZ	17C882	AACP	99-01	F-Series over 8500	Mirror RH (Power)
F5CZ	17C882	AACP	99-01	F-Series over 8500	Mirror LH (Power)
F5CZ	17C882	AACP	01-03	Focus	Mirror RH
F5CZ	17C882	AACP	01-03	Focus	Mirror LH
F5CZ	17C882	AACP	05-07	F-Series over 8500	Mirror RH
F5CZ	17C882	AACP	05-07	F-Series over 8500	Mirror LH
Radiato	rs				
Part Number			MY	Vehicle	Description
F5CZ	8005	ACP	90-03	Escort / Tracer	Radiator
YS4Z	8005	BBCP	00-08	Focus	Radiator
5F9Z	8005	AACP	05-07	Taurus / 500 / Sable	Radiator
6W4Z	8005	AACP	05-06	Lincoln LS	Radiator
3C3Z	8005	FACP	99-04	F-Series over 8500	Radiator
3L2Z	8005	AACP	02-05	Explorer / Mountaineer	Radiator
Valance	Panels				
Part Number			MY	Vehicle	Description
4L5Z	17626	BABCP	04-05	Explorer / Mountaineer	Front Valance Panel
Wheels	/ Wheel Cover	s			
Part Number			MY	Vehicle	Description
7L2Z	1007	ECP	07-10	Explorer / Mountaineer	Aluminum Wheel
1C3Z	1015	DACP	01-06	F-Series over 8500	Steel Wheel
3L2Z	1015	BACP	04	F-Series over 8500	Steel Wheel



#### **INSIDE THE INDUSTRY**

Continued from page 2

#### **New Roof Strength Standard**

The National Highway Traffic Safety Administration has introduced new roof-strength regulations, increasing the requirement from the current standard of 1.5 times the weight of the vehicle to three times the weight of the vehicle. Phase-in of the new standard will begin in September 2012, and all vehicles are required to meet the new regulation by the 2017 model year.

#### P-C Industry in the Black Last Year

The property-casualty insurance industry earned \$2.4 billion after taxes in 2008 despite the ongoing economic turmoil, according to ISO and the Property Casualty Insurers Association. That figure is down, however, from the \$62.5 billion the industry earned in 2007.

#### Farmers Buys AIG's Personal Auto Business

In a deal that creates the nation's third-largest private auto insurer, Farmers Insurance has completed the acquisition of AlG's U.S. Personal Auto Group, which includes 21st Century Insurance Co., for approximately \$1.9 hillion

The purchase puts Farmers behind only State Farm and Allstate among personal auto insurers, and makes it the largest in several states.

#### **SCRS Selects New Board of Directors**

The Society of Collision Repair Specialists has selected its new Board of Directors for 2009 – 2010, with Barry Dorn sworn in as chairman. The other board members include Dan Bailey (vice chairman); Aaron Clark (secretary); Craig Griffin (treasurer); Rollie Benjamin (director-at-large); and Gary Wano (immediate past chairman).

#### **Traffic Deaths Decrease**

The U.S. Department of Transportation says the number of people killed on U.S. highways last year was the lowest since 1961. The 37,261 deaths represented a decline of 9.7 percent from 2007, and a fatality rate of 1.27 persons per 100 million vehicle miles traveled – that's down about 7 percent from the previous year, and a new record low.

#### "Sully" to Keynote NACE

NACE has landed heroic pilot Chesley "Sully" Sullenberger as its keynote speaker for this year's show. The former Air Force captain gained international acclaim in January of this year when he and his crew safely guided his U.S. Airways Airbus 320 jet, with 155 people on board, to an emergency water landing on the Hudson River after losing both engines to a bird strike. His speech will take place during the Opening General Session on November 5th.

### Disagreement on Bumper Prompt Continues

CCC Information Services' decision to reinstate a bumper refinish prompt in version 4.5 of its Pathways estimating system is still drawing heated reaction from the Collision Industry Conference Database Committee. The committee recently released a several-page statement detailing why it feels the prompt should be removed, along with answers from five major paint companies to questions posed by the committee, aimed at clarifying their positions. CCC responded with a statement of its own justifying its action. At the same time, the company announced its newly formed industry advisory panel will address the issue at its first meeting, which has not yet been scheduled.

## Ford Updates Safety Belt Position Statement

Ford Motor Company has issued an updated position statement on the repair and replacement of safety belt assemblies. The updated version states:

Ford encourages proper usage and repair of safety belts, the No. 1 life-saving device in automobiles, after the driver. Since Ford introduced the industry's first safety belts in the 1950s, the company has enhanced the feature with new technologies such as adaptive load-limiting retractors and pretensioners.

Load-limiting retractors can help reduce the force on the occupant's chest from the safety belt during a high-severity crash event by allowing a controlled release of webbing from the retractor. Pretensioners in the safety belt system can tighten the driver and right front passenger safety belts and enhance the overall protection that the safety belt system provides.

Ford recommends replacement of all safety belt assemblies in use at the time a vehicle is involved in an accident. However, if the collision was minor, Ford Motor Company describes recommended functional testing procedures for both shoulder harnesses, and lap belts and retractors in Ford factory service manuals. If a qualified technician finds that safety belt assemblies do not show damage and continue to operate properly per these functional test procedures, they do not need to be replaced. Safety belt assemblies not in use during a collision should also be inspected and replaced if either damage or improper operation is noted.

Before installing a new safety belt assembly, the safety belt attaching areas must be inspected for damage and distortion. If the attaching points are damaged or distorted, the sheet metal must be reworked to its original shape and structural integrity. In addition, be sure that if new safety belt service parts are needed, they are intended specifically for the vehicle in which they are being installed.

Furthermore, Ford Motor Company does not approve the use of used restraint system modules, safety belts, buckles or retractors, from pre-owned, salvage or damaged vehicles. The use of such parts could lead to serious injury.

## OE Reman Direct Program Replaces ROE

Ford Customer Service Division (FCSD) has made a significant change to its Recovered Original Equipment (ROE) Parts Program, turning all management duties over to OE Reman Direct, a subsidiary of Monroe, Mich.-based Ternes Packaging, the longtime supplier of both the Collision Truckload and ROE Programs. The development means OE Reman Direct is now exclusively responsible for all ordering, billing and shipping of program parts.

While the program will continue to offer slightly blemished Ford sheet metal parts — including hoods, fenders and doors — and re-chromed steel bumpers, it will now include the addition of completely remanufactured, primed plastic fascias as well. None of OE Reman Direct's parts have previously been installed on a vehicle, and each provides a cost-effective alternative to aftermarket collision parts.

Though FCSD has relinquished management of the program, independent repair facilities should continue to contact their local Ford or Lincoln Mercury dealer to purchase all OE Reman Direct products.

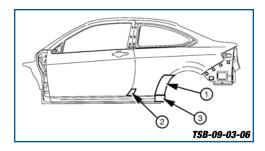
For more information about the program, visit the company's website at www.oeremandirect.com.

## **NEW TECHNICAL SERVICE BULLETINS**

Ford Motor Company has released several collision repair-related Technical Service Bulletins (TSB) in recent months, each covering important information repairers need to fix their customers' vehicles right the first time. Here's the rundown:

## TSB 09-03-06 – Paint Degradation / Road Abrasion

Informs repairers that some 2008-2009 Ford Focus vehicles may experience paint damage or road abrasion on the rocker panel and on the side of the vehicle located slightly ahead of the rear tires on both two-door and four-door models. This has been reported in geographical areas that commonly experience snow and ice conditions and use various forms of traction enhancers. The service bulletin outlines the procedures involved to repair existing damage and to protect the areas from further damage.



#### TSB 09-06-03 – Foam Gasket Sliding Under Rear Liftgate Spoiler

Advises that some 2007-2009 Ford Edge and Lincoln MKX vehicles may experience the foam gasket sliding out from under the rear liftgate spoiler. The bulletin directs repairers to remove the rear liftgate spoiler and replace the foam gasket.

#### TSB 09-07-05 - Loose Seat Back

Alerts repairers that some 2007-2008 Ford F-Super Duty 650-750 vehicles may exhibit a loose seat back. The service bulletin directs repairers to replace the recliner bolts and pivot bolt with revised bolts available in a recliner kit.

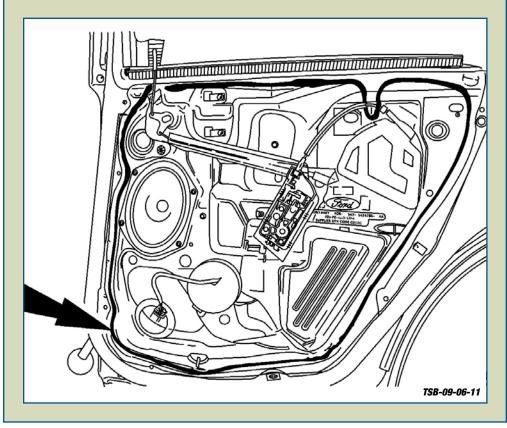


#### TSP 09-09-03 – Passenger Front Airbag Trim Cover Fit

Advises that some 2008-2009 Ford Taurus X vehicles may have a passenger front airbag trim cover with a poor fit / finish or uneven appearance at the corner of the airbag cover. The fit may be caused by an unsecured cover hook and window to the airbag module housing. The bulletin directs repairers to remove the passenger front airbag and inspect the trim cover hooks and windows for correct alignment.

#### TSB 09-06-11 - Rear Door Water Leak (Supersedes TSB 08-23-07)

Warns that some 2008 Ford Focus four-door vehicles may exhibit a water leak at the rear doors, due to excessive water entering the door cavity and perforating the water shield, resulting in water accumulating on the rear floor. The bulletin directs repairers to replace the belt molding with a revised version that incorporates an additional foam seal to reduce and redirect water entering the door cavity.





## TSB 09-08-08 – Windshield Wiper Performance

Cautions repairers that some 2008 Ford Escape and Mercury Mariner vehicles, built before 4/1/08, may exhibit windshield wiper performance issues, such as smearing / streaking, near the middle of the blade during second half of travel. The bulletin outlines the procedure for identifying if the existing wiper arm — and not the wiper blade — needs to be replaced.

Dealers can get complete details on each of these TSBs at FMCDealer.com, while independent repairers should contact their local Ford or Lincoln Mercury wholesaling dealer for more information.



The 2010 Ford Transit Connect is now making its North American debut, as it began exporting from Europe to both the United States and Canada in mid-June. Developed and built by Ford Otosan, based in Turkey, the Transit Connect is a compact panel van, introduced in Europe in 2002 as the successor to the Ford Escort.

Built with the small-business owner in mind, the high-ceiling, low-floored Transit Connect features considerable storage space and is more fuel-efficient (EPA-estimated 25 hwy mpg) and practical than larger, full-sized vans. The vehicle is front wheel drive, and features distinctive side walls, which provide a clean surface for business logos and contact information. It's versatile enough, however, to serve as both a cargo van and a passenger minivan.

The following information on the 2010 Transit Connect is important to all collision repairers:

#### **Overview**

- Transit Connect is Ford's first dedicated small commercial van and is now available in the United States
- Serious payload and GVWR capability in an agile, city-smart package
- Dual-purpose functionality with Van and Wagon models
- Transit Connect offers small-business owners a great foundation for customizing their vehicles to meet specific needs
- Upfit packages have been configured and are available

#### **Model Availability**

Available as a 2-passenger Van or as a 4- or 5-passenger Wagon

- Van ModelsXL
- Wagon Models
- XL
- XLT
- XLT

#### **Powertrain / Functional**

- Duratec 2.0L 16-valve DOHC I-4 engine
- · 4-speed automatic transmission
- · Front-wheel drive
- 1,600-lb payload capacity
- 4,965-lb GVWR for Wagon models
- 5.005-lb GVWR for Van models
- Dual-side sliding cargo doors
- Dual 180-degree swing-open rear cargo doors
- Dual front airbags
- · Front-seat side airbags
- AdvanceTrac<sup>®</sup> with Roll Stability Control<sup>™</sup>
- Lockable hood
- Durable, thick high-strength steel
- Reinforced body shell with partial double skin sides and twin side crossmembers

#### **Damageability / Reparability**

- Front and Rear Bumper Covers are TPO
- · All exterior body panels and closures are steel
- The body pillars and reinforcements are either HSLA 300 or HSLA 250 steel
- Front and rear rail-sectioning procedures are available and documented in section 501-35 of the workshop manual
- Front door outer panels will be available for service, with the repair procedure in section 501-35 of the workshop manual
- Roof panel will also be available for service, with the procedure documented in the workshop manual

The quarter panel can be sectioned at several points depending on location of the damage – refer to the illustrations in section 501-35 of the workshop manual.







#### **Decisions Delayed on Crash Part and Airbag Fraud Models**

The National Conference of Insurance Legislators (NCOIL) will consider possible revisions to both its crash parts and airbag fraud model acts, after hearing significant opposition – including from ASA and SCRS – at the July 11th meeting of its Property-Casualty Insurance Committee in Philadelphia.

The current crash parts model would, among other things, place CAPA-certified parts on par with OEM parts, while the airbag model would endorse the use of salvage airbags. NCOIL's next meeting is scheduled for Nov. 19-22 in New Orleans.

Here's an update on other crash parts-related state and federal legistation:

Gov. Entity	Bill Number	Bill Status and Description
CA	S 350	Amended version deletes presumption that CAPA parts are like kind and quality to OEM; requires insurers to warrant non-OE parts are at least equal to OEM.
	S 427	Passed Sen. Amended version deletes invoice requirements; now allows for free repair inspections.
	A 1179	Sent to Gov. Amended version allows insured to seek estimate independent of insurer.
	A 802	Amended version changes from anti-steering to insurance fraud bill.
	A 1200	Passed Assem. Amends anti-steering law to allow insurer to provide "truthful and nondeceptive" information on its benefits.
CO	H 1094	Signed 6 / 1. Prohibits drivers under 18 from using cell phone or texting.
СТ	H 6450	Died in Sen. Changes how value of a totaled vehicle is determined.
	S 457	Sent to Gov. Strengthens anti-steering law.
DE	H 40	Passed House 5 / 14. Substitute bans texting while driving.
FL	S 172	Died in comm. Restricts hand-held cell phone use and texting while driving.
ID	S 1031	Died in comm. Bans text messaging while driving.
IN	H 1242	<b>Died in Sen.</b> Restricts use of personal communication devices by drivers under 18.
KY	H 309	Signed 3 / 20. Excludes airbags from total loss calculation.
MA	H 897	Requires disclosure and consent for use of non-OE parts; also requires part identification.
	H 285	Comm. hearing scheduled 9 / 15. Access to repair information.
	H 228	Comm. hearing scheduled 9 / 15. Access to repair information.
	H 282	Comm. hearing scheduled 9 / 15. Access to repair information.
	S 124	Comm. hearing scheduled 9 / 15. Access to repair information.
MD	H 160	Signed 4 / 14. Prohibits acting as an adjuster without a license.
MI	S 440	Prohibits insurer ownership of body shops.
MN	S 842	Prohibits insurer ownership of body shops.
MO	H 946	Prohibits insurer from requiring certain vendors for repairs.
	H 683	Signed 7 / 1. Eliminates vehicle inspection requirement for first five years.
MT	H 286	<b>Died in comm.</b> Requires insurers to use all repair costs identified by estim. system.
	H 291	Signed 4 / 9. Requires insurers use "average prevailing market price" for autobody and glass repairs instead of "lowest prevailing" as currently required.
NV	A 297	<b>Died in Sen.</b> Prohibits insurer ownership of body shops and establishes other restrictions.
	A 447	<b>Died in comm.</b> Raises totals threshold from 65% to >100%.
	S 360	Signed 5 / 29. Allows unlicensed buyers at salvage auctions.
NY	A 5964	Requires use of new OEM parts for first three years or warranty period.
	A 6570	Requires non-OE parts must equal or exceed OEM in fit, form, quality and performance.
	A 6483	Access to repair information.
	A 6634	Access to repair information.
NC	Н 9	Signed 6 / 19; effective 12 / 1. Bans text messaging while driving.
OR	S 617	<b>Died in comm.</b> Prohibits insurers from influencing service and repair decisions.
RI	H 5892	Sub. Passed House 6 / 26. Requires insurers to do an appraisal on damage over \$2,000.
TX	H 426	Died in House. Shop estimate requirements. Opposed by ASA-TX.
UT	S 193	Signed 3 / 24. Allows unlicensed buyers at salvage auctions.
WY	H 65	Died in comm. Eliminates insurer DRPs
US	S 1368	Exempts repair parts from U.S. patent laws.
	HR 3059	Same as S 1368.
	HR 2057	Access to repair information. Currently 29 co-sponsors.
	HR 1583	Repeals insurers' anti-trust exemption under McCarran-Ferguson. ASA supports.
	Reg.	Announced 5 / 1. New vehicle roof strength standards double current requirements.
	HR 2346	Signed 6 / 24. "Cash for Clunkers" allowance of \$3,500 - \$4,500.
NCOIL	Model	"Crash Parts and Repair" model would place certified non-OEM parts on par with OEM.

## Ford Settles Patent Disputes with LKQ

Ford Motor Company has agreed to a settlement with LKQ Corporation on both cases involving the infringement of design patents on its collision parts.

The agreement calls for LKQ to forfeit its ability to challenge the validity and enforceability of Ford's design patents, and in exchange allows LKQ to be the sole distributor of all non-OE copies of genuine Ford collision parts protected by design patents. The deal also calls for LKQ to pay Ford a royalty for each such part sold during the course of the agreement, which runs through September 30, 2011, but could be renewed by mutual agreement of Ford and LKQ.

The deal brings to an end legal actions involving parts for both the F-150 and Mustang. The F-150 case was being considered by the Federal Circuit Court of Appeals, following a 2006 U.S. International Trade Commission decision that ordered a halt to the importation of seven non-OE parts that were found to infringe on Ford's patents.

The Mustang case, meanwhile, was still before the ITC, with Ford charging LKQ, U.S. Autoparts Network and five aftermarket parts manufacturers with violating its patents through the importation and sale of 2005-model hoods, fenders, bumpers, side-view mirrors and tail lamps.

## **Insurer Loses Aftermarket Parts Appeal**

The Missouri Court of Appeals has reinstated the \$17-million jury verdict in a non-OEM parts class-action case against American Family Mutual Insurance Company. The three-judge panel found that, "Plaintiff's evidence established that, because of the nature of the engineering, production and materials, aftermarket parts were inferior in fit and performance and, therefore, not of like kind and quality to OEM parts."

The trial court had thrown out the jury's verdict in 2007, ruling that the plaintiffs were required to demonstrate the inferiority of any particular non-OE part to its OEM counterpart in order prove the insurer breached its contract.

The Appeals Court rejected that finding, however, ruling that, "The Plaintiffs presented sufficient evidence for a reasonable juror to conclude that aftermarket parts are not of like kind and quality to OEM parts and that American Family breached its contracts with its policyholders when it paid to return the damaged vehicle to pre-loss condition based on the nature and cost of aftermarket parts." The decision runs counter to the ultimate verdict in the landmark State Farm case, where the alleged breach was based on the actual use of non-OEM parts.

## Get it right.



## From the source.

Ford and Lincoln Mercury Dealers are the one-stop source for all of your collision repair needs.

Not only are they a great source for technical and repair information, their Ford Motor Company Genuine Parts can help your body shop reduce cycle time, improve relationships with insurance companies and satisfy customers. So call your local Ford or Lincoln Mercury Wholesaling

Dealership today for all your Genuine Parts needs.



© 2006, Ford Motor Company

## SHARE YOUR THOUGHTS

The purpose of *On Target* is to provide Ford and Lincoln Mercury dealership parts departments and independent collision repair shops with the general and technical information needed to deliver efficient, high-quality repairs to Ford, Lincoln and Mercury vehicle owners. In addition, information on parts wholesaling policies and procedures, and collision repair industry activities will be featured. *On Target* is scheduled for publication three times a year.

Your comments and article ideas are welcome. Contact *On Target* via fax (313)271-3055, by e-mail at cphelp@Ford.com or by sending a note to Crash Parts Headquarters, P.O. Box 490, Dearborn, MI 48121.

Additional copies of On Target are available through Ad Creator or at FMCDealer. com. Independent collision repair shops should contact their Ford or Lincoln Mercury wholesaling dealer. On Target is also available free of charge at Motorcraft.com under technical resources / quick quides.

#### OnTarget

Produced for Ford and Lincoln Mercury wholesaling dealers and their collision repair customers.

**Editor** 

George Gilbert

**Contributors**Chris Caris Steven Lubinski Waleed Salama



Dealer Return Address Here





Dealership Information

#### **Crash Parts Order Form**

Use this form to provide us with the information necessary to make certain we deliver the right parts on time ... the first time!

The information below can be found on the certification label located on the driver's side door jamb.

If the vehicle is damaged in this area provide us with the Vehicle ID# located on the driver's side front corner of the dashboard.

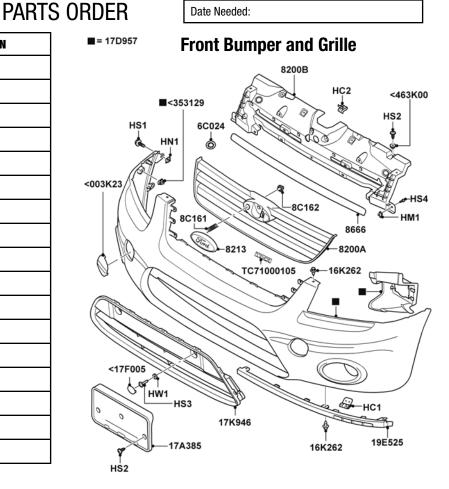
VEHICLE ID# (Need all 17 Digits)		
TRIM CODE	YEAR	DAMAGE AREA (Circle)
MLDG. CODE	MAKE	FRONT REAR
BODY CODE	PHONE: ( )	LEFT SIDE RIGHT SIDE
CONTACT:	SHOP:	UNDERBODY LEFT / RIGHT

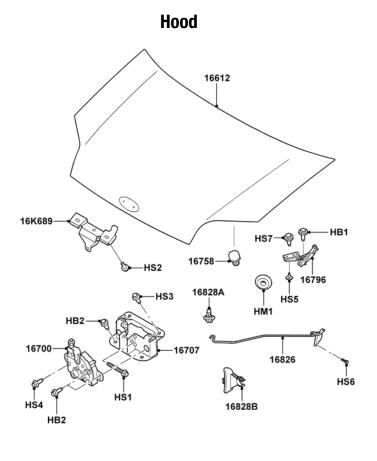
## 2010 FORD TRANSIT CONNECT

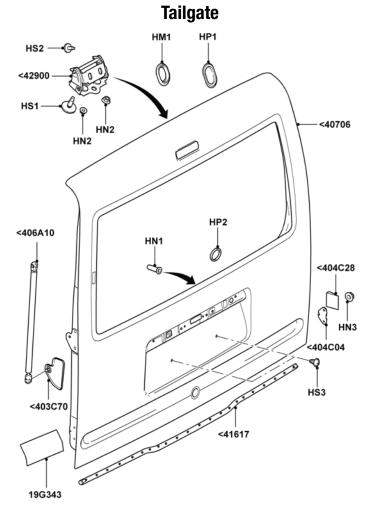
QUANTITY	PART NUMBER / PART DESCRIPTION

Date Ordered:

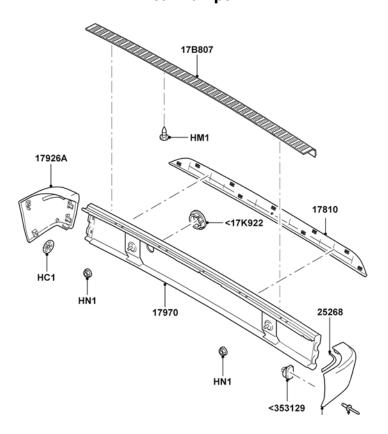
NOTE: Refer to vehicle diagrams for part identification and numbers.







#### **Rear Bumper**



#### **Fender**

