



**GENUINE
PARTS**

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

NEW SITE EASES SEARCH FOR OEM REPAIR INFORMATION

One of the issues voiced most frequently by independent collision repairers in recent years is the lack—or perceived lack—of OEM repair information. Most automakers, including Ford Motor Company, have responded to those concerns by substantially increasing the amount of collision repair information available through each of their corporate websites, such as www.motorcraftservice.com.

With more than 30 vehicle brands finding their way into collisions around the U.S., however, keeping track of the wealth of information now accessible through the Internet may be the bigger problem for repairers. Once again though Ford and other OEMs have stepped up, this time with a collaborative effort to improve the situation. It's called OEM1Stop.com, and it's a single web page that contains direct links to the repair information websites for all participating makes, from Acura to Volvo.

On The Inside

- NACE/TL Anniversary
- New Technical Service Bulletins
- Updated Anti-Theft & Emissions Label Information



The website (also available at www.OEMOneStop.com) is designed to be a simple, evolutionary improvement on repairers' ability to locate the collision repair information that's already out there. By saving the address of just one website, it gives repairers easy access to the up-to-date OEM information needed to make proper repairs and keep customers satisfied.

The website is presented in cooperation with the National Automotive Service Task Force and includes an e-mail link to NASTF, allowing repairers to report problems with any of the OEM sites. OEM1Stop.com went live during last year's NACE, and has been well received during presentations at both NACE and January's Collision Industry Conference in Palm Springs.

INSIDE THE INDUSTRY

LKQ/Keystone Posts Solid Earnings

LKQ Corporation, the nation's largest distributor of new aftermarket and salvage crash parts, reports its fourth-quarter net income more than doubled versus the same period a year ago, to \$21.5 million, as revenue jumped 102.8 percent, to \$414.7 million.

For the year, LKQ says its sales reached \$1.1 billion, an increase of 42.7 percent, while net income climbed 48.4 percent, to \$65.9 million. Same-store sales for the year were up 12.4 percent.

The fourth quarter is the first reporting period that includes the sales generated by the former Keystone Automotive Industries, which LKQ purchased last year for about \$811 million. The acquisition earned formal approval in mid-October.

CAPA Adds Lighting Manufacturer

The Certified Automotive Parts Association's newest lighting manufacturer has had its first lamps certified. CAPA says Taiwan-based Great BestCam recently earned approval on five left and right fog lamps, pushing the total number of certified lighting applications to 732. The company is CAPA's fifth lighting supplier and one of 26 full manufacturing participants.

Insurers On Track for Solid Earnings

The property-casualty insurance industry is expected to post after-tax net income of \$60-65 billion for 2007. That's according to the Insurance Services Office and the Property Casualty Insurers Association of America, which report underwriting profits totaled \$18.1 billion for the first nine months of the year, putting the industry on pace for its second-best underwriting year on record.

Vehicle Age on the Rise

The U.S. vehicle population continues to age. An annual report released by R. L. Polk finds the median age of light trucks in operation jumped to 7.1 years in 2007, up from 6.8 the year before, while the median age of passenger cars held steady at its record high of 9.2 years.

At the same time, 41.3 percent of cars are now 11 years of age or older, up from 40.9 percent, while the number of light trucks in that range increased from 29.2 to 29.5 percent.

How's Your Business?

The Automotive Service Association has released the results of its 2007 "How's Your Business?" survey of independent collision repair shops. Among the key findings:

- 40 percent of shops report profits increased; 43 percent report a decline
- The number of monthly repair orders fell from 98 in 2006 to 84 last year
- 74 percent expect sales to increase in 2008
- 99 percent have access to the Internet, but only 19 percent in service bays
- 88 percent use the Internet to gather repair information
- The number of independent shops grew by 12, to 36,805

The complete survey is available at www.autoinc.org.

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FCSD and NACE Reach Historic Milestones

The 2007 International Autobody Congress and Exposition, otherwise known as NACE, is in the books after another successful run in Las Vegas. The energetic atmosphere of the world's largest annual gathering of collision repair professionals was stronger than usual as the show celebrated its 25th anniversary of service to the industry, while 19 exhibitors, including Ford Motor Company, were recognized for their continuous participation over the entire quarter century.

Ford Customer Service Division, with representatives from Crash Parts, Quality, AERO, and Paint and Body, interacted with thousands of collision repair professionals during the three-day event. Its modern, informative display welcomed the attendees with the eye-catching Lincoln MKR concept, an abundance of collision program material and Recovered Original Equipment (ROE) program parts and information. Another highlight was the information on the new F-150 frame-sectioning kits and the special, live presentations discussing them given by Gerry Bonanni, Ford's paint and body technical engineer. In addition, FCSD sent two lucky winners home with an extra-special memento – a new digital camera.

As NACE observed its silver anniversary, FCSD held special events celebrating 10 years of its popular Collision Parts Truckload Program. George Gilbert, truckload program manager, proudly marked the occasion, saying, "For an entire decade we have remained an integral part in assisting dealers and independent collision repairers in providing vehicle owners with the highest-quality OE parts for the best possible repair on their vehicles."

Looking ahead to NACE 2008, a major change is on the way. The show will now be collocated with the Congress of Automotive Repair & Service (CARS) – which had been held concurrently at another Las Vegas location – under the banner of Automotive Service & Repair Week. The overall goal of ASRW is to bring together buyers and sellers of automotive products and services in one venue that includes both educational and trade show activities. The inaugural event will take place Nov. 5 - 8, 2008, at the Mandalay Bay Convention Center in Las Vegas. See you there!

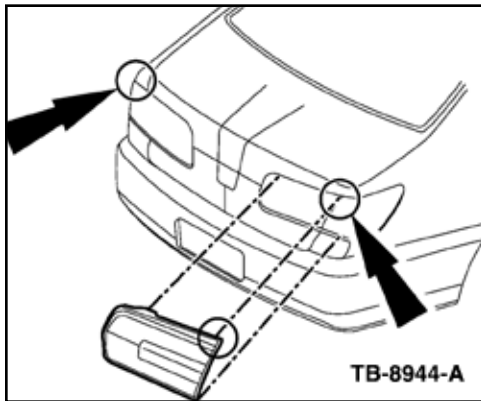


NEW TECHNICAL SERVICE BULLETINS

Ford Motor Company has released a number of new Technical Service Bulletins in recent months, including one dealing with a loose reverse lamp and another on a headliner leak. Here's a brief rundown:

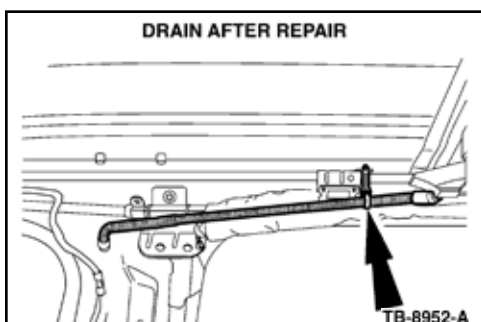
TSB 07-18-7 – Loose Reverse Lamp

Advises that some 2006 Zephyr and 2007-08 Lincoln MKZ vehicles could display a loose lens appearance at the reverse lamp assembly and the luggage compartment lid, possibly due to inadequate sealing adhesive. The procedure illustrates how to correct the problem, and advises the use of proper eye and hand protection and to perform the procedure in a well-ventilated area.



TSB 07-20-6 – Water Leak in Headliner (Supersedes TSB 06-21-17)

Warns of a possible water leak in the headliner/dome lamp area in 2006-07 Explorers and Mountaineers built before 3/27/07 and equipped with a factory-installed roof-opening panel and safety canopy air bag system. The procedure re-routes roof drain hoses to improve drainage.

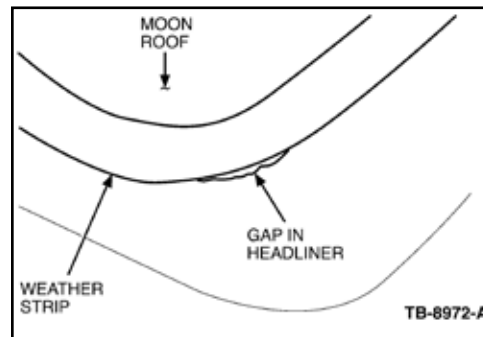


TSB 07-20-5 – Rear-Window Power Motor Stuck in “Up” Position

Informs technicians that some 2002-06 Explorer/Mountaineer, 2002-05 Explorer Sport Trac and 2003-05 Aviator vehicles may encounter a rear power window that intermittently sticks in the “up” position, which may be caused by a temporarily locked-up power motor. It is also noted that this service bulletin does not apply to vehicles built after 1/23/06.

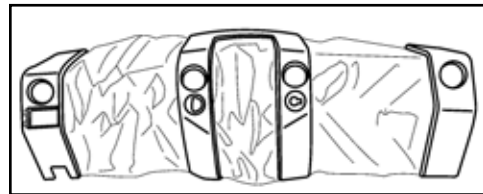
TSB 07-22-3 – Gap Between Headliner and Roof-Opening Panel

Educates repairers that some 2007-08 Expeditions and Navigators equipped with a roof-opening panel may encounter a gap/fit concern between the headliner and the roof-opening panel.



TSB 07-22-7 – Instrument Panel Paint/Scratch Repair Tips (Supersedes TSB 03-15-4)

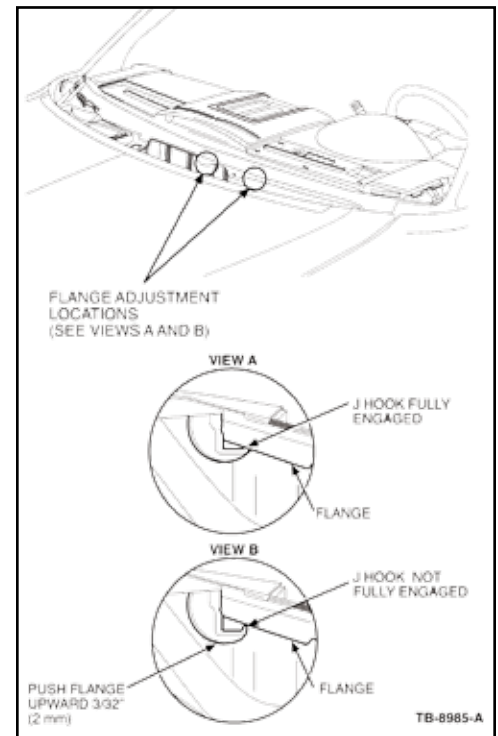
Describes that the paint on the instrument panel in 2004-08 F-150 and 2006-08 Mark LT vehicles contains a high density of metallic flake, and warns



that it can be scratched or marred during normal service operations. Includes recommended paint repair procedure.

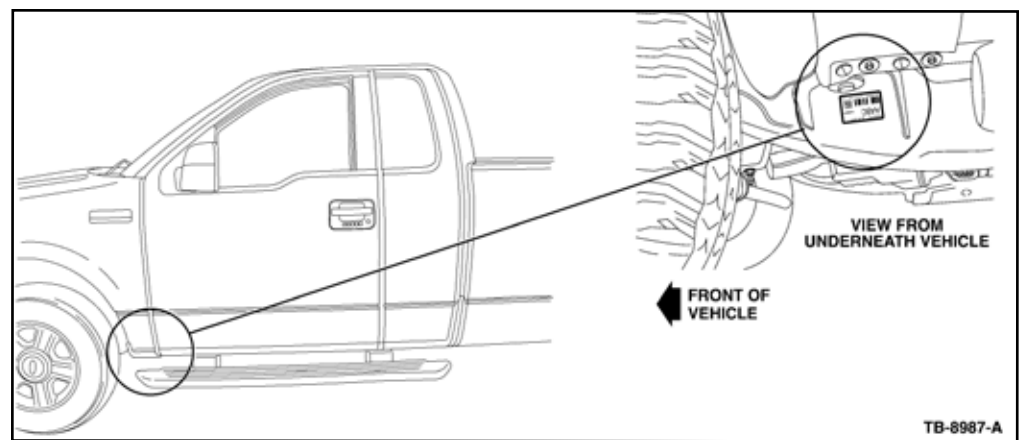
TSB 07-24-5 - Popped-Up Cowl Panel

Clarifies that some 2004-08 F-150 (excluding Heritage) and 2006-08 Mark LT vehicles may exhibit a popped-up windshield cowl panel, or one that is not fully seated or appears warped, on the driver's side of the vehicle. The service bulletin only applies to vehicles built before 11/12/07.



TSB 07-25-13 – Frame-Replacement Matrix (Supersedes TSB 06-10-9)

Instructs repairers that it may be necessary to replace the frames on some 2004-08 F-150 and 2006-08 Mark LT vehicles, and includes a part matrix for determining which parts are required during repairs.



2008 VEHICLES RECEIVE ANTI-THEFT LABELS; VEHICLE EMISSIONS LABELS STILL AVAILABLE

In 1985, the National Highway Traffic Safety Administration (NHTSA) published the Federal Motor Vehicle Theft Prevention Standard, 49 CFR Part 541, requiring certain vehicles to contain identification for production and service replacement parts.

The purpose was to reduce motor vehicle theft by facilitating the tracing and recovery of stolen parts. The standard requires manufacturers to inscribe or attach the vehicle identification number onto 12 (two-door models) or 14 (four-door models) major parts of vehicles selected as high-theft car lines.

The following 2008-model-year Ford, Lincoln and Mercury vehicles have been added to the existing list of vehicles that has been in effect since 1987:

Repairers are reminded, however, that replacement anti-theft labels cannot be ordered and must not be removed from parts at any time.

Vehicle emissions labels are a different story. Also known as Vehicle Emissions Control Information, Important Vehicle Information, and Important Engine Information labels, these can be found in the engine compartment on all Ford, Lincoln and Mercury vehicles.

Unlike anti-theft labels, replacement emissions labels can be ordered on FMCD dealer.com, using form FPS-8604. Forms can be faxed to (734) 374-8460 – please note there is a \$5.00 charge for each label and a \$5.00 charge for shipping and handling. For any questions or concerns, please call the Label Helpline at (734) 374-8353.

EDGE	MKZ	CROWN VICTORIA	MILAN	TRIBUTE
FUSION	MARINER	MKX	ESCAPE	GRAND MARQUIS

INSIDE THE INDUSTRY

Continued from page 2

Study Critical of “Concierge” Repairs

A new study of collision repair customers finds Progressive’s “concierge” service trails the industry in two repair quality measures. J.D. Power and Associates’ 2007 Insurance Claims Study reports 84 percent of concierge customers say their vehicle was fixed right the first time. That’s three percentage points below the industry average and second lowest among those insurers in the study, topping only Allstate, which comes in at 83 percent.

In addition, on a scale of one to 10, concierge customers rate the quality of their repairs an average of 7.9; the study places the industry average at 8.3, while Progressive customers who don’t use concierge give their repairs an 8.1 average rating.

Meanwhile, the study finds concierge repairs averaged an industry-best cycle time of 11.4 days; the industry average was 16.2 and Allstate was last on the list at 19.2.

DEG Site Up and Running

The Database Enhancement Gateway – the fledgling joint effort by ASA, SCRS and AASP aimed at improving the quality and accuracy of collision repair estimates – has launched its new website. The site (www.degweb.org) gives repairers the ability to question information providers about labor times and procedures, then tracks and records the answers to those inquiries.

CIC Writing Estimating “Best Practices”

The Collision Industry Conference has taken on the task of writing a “best practices” document for collision repair estimating. The CIC Insurance Relations Committee presented its first draft to attendees at the January meeting in Palm Springs, and is now in the process of making revisions based on industry feedback.

The aim is to develop a reference piece that could gain widespread acceptance and result in more consistent estimating practices. The committee hopes to have a final document ready sometime this year.

SCRS Condemns Insurer Practices

The Society of Collision Repair Specialists has issued a statement that strongly criticizes what it says are “questionable” and “unacceptable” claims practices being carried out by a number of insurers in dealings with its member shops. Among those cited:

- Disregard of OEM Repair Procedures and Recommendations
- Deceptive Referral Practices of a Malicious Nature
- Disparaging Statements Intended to Steer Customers
- Refusal to Reimburse for Proper Repairs
- Database Manipulation
- Refusal to Negotiate in Good Faith
- Denigrating Repairers for Lack of DRP Relationship
- Unnecessary Delays for Estimate Completion

The association says shops should not accept such practices taking place and that it fully supports the efforts of those repairers attempting to put a stop to them.



LEGAL/LEGISLATIVE UPDATE

It's a busy time of year for state legislatures around the country as they deal with a flurry of newly introduced legislation, and a good number of them are considering collision repair-related measures.

Most popular so far this year are those dealing with the issue of steering, as at least seven states are looking at new bills, while new laws took effect recently in Rhode Island and Montana. In addition, the "right to repair" issue has already emerged in three states, with more expected, while parts-related bills have appeared in California and South Dakota.

Here's a brief look at what is under consideration:

Gov. Entity	Bill Number	Bill Content Description
AL	H 63	Prohibits insurers from recommending or requiring use of a specific shop . Does not apply to glass claims.
CA	S 1059	Amended version prohibits insurers from requiring use of aftermarket parts for first five years.
	S 1167	Prohibits insurers from discussing repair shops if consumer has already selected one.
	A 2825	Requires shops to certify that parts listed on the estimate were installed. Opposed by California Autobody Association.
	S 1371	Prohibits insurers from applying arbitrary limits to labor, parts or materials costs on estimates.
CT	S 288	Extends current anti-steering law by prohibiting insurers from recommending, requesting or requiring use of a specific shop.
KS	H 2655	Requires insurers use an estimating system in its entirety. Does not apply to DRP shops.
	H 2653	Prohibits insurers from influencing choice of shop once consumer has made a selection. Prohibits limiting payment on basis repair would cost less at another shop.
	H 2652	Motor Vehicle Physical Damage Appraisal Act. Requires notification of part type to be used.
MA	H 1085	Establishes labor rate guidelines.
MI	H 4778	Prohibits insurers from owning repair shops .
MO	S 775	Requires insurers inform vehicle owners of right to choose shop and halt efforts to influence shop choice once selection is made.
	S 868	Requires insurers use an estimating system in its entirety. Does not apply to DRP shops.
	H 1486	Exempts vehicles from state safety inspections for first six years.
MT	S 204	Signed in 2007; took effect Oct. 1st. Prohibits insurers from requiring use of a specific shop for estimates or repairs.
NJ	A 803	Right to Repair Act.
	S 1334	Companion to A 803.
OK	H 2820	Rejected by subcommittee. Right to Repair Act.
RI	H 5547	Veto overridden; took effect Jan. 1st. Prohibits insurers from interfering in right to choose repair shop.
	H 5549	Veto overridden; took effect Oct. 30th. Requires insurers to use an estimating system in its entirety.
	H 7146	Allows customer to designate representative to authorize repairs.
	H 7144	Requires independent appraisal for damage in excess of \$1,500.
SD	S 103	Tabled. Allows insurers to require use of CAPA parts after first year; presumes CAPA parts to be like kind and quality to OEM. Opposed by ASA.
	S 35	Requires all replacement crash parts to be like kind and quality to OEM.
VA	S 697	Prohibits insurers from setting arbitrary limits on paint and materials.
	H 1176	Identical to S 697.
WA	H 3053	Prohibits insurers from recommending an auto glass shop if choice has been made.
WI	S 181	Prohibits insurers from requiring use of a specific shop for estimates or repairs; amendment excludes glass repair.
U.S.	HR 2694	Right to Repair Act.
EU		European Parliament voted to allow sale of aftermarket crash parts in remaining 17 EU nations, after five-year transition.

Supreme Court Turns Down Allstate Appeal

The U.S. Supreme Court has decided it will not hear Allstate's appeal of the Texas law that restricts insurance company ownership of collision shops. The statute, passed in 2003, prevents the company from opening any new shops and places restrictions on how it can operate the 15 Sterling Collision Centers it owned in the state prior to the law's passage.

Other Recent Legal Developments

- Former **Allstate adjuster Robert Groebner** has been sentenced to one year probation, 10 months of home confinement, a \$10,000 fine, and must pay nearly \$130,000 in restitution after pleading guilty to tax evasion charges. He was accused of taking cash payments from three Chicago-area repair shops in exchange for remaining on Allstate's PRO program. He was fired by the insurer in 2002.
- Three consumer groups have filed a lawsuit against the federal government for its failure to establish a **national database of vehicle title information**, as required by laws passed in 1992 and 1996. Public Citizen, Consumers for Auto Reliability and Safety, and Consumer Action filed the case in San Francisco federal district court in February, claiming millions of totaled and flood-damaged vehicles are rebuilt and sold to unsuspecting consumers each year.
- A class-action lawsuit has been filed by the former employees of **Fox Collision Centers**, after owner Todd Fox abruptly closed the 18 shops in four states late last year, citing cost pressure from insurers. The former employees are seeking, among other things, 60 days worth of salary. Meanwhile, Fox has filed for Chapter 11 bankruptcy protection.
- The discovery phase is continuing in the multi-million dollar steering lawsuit filed against **Progressive Insurance** by a New York body shop. Greg Cocco, owner of North State Custom, initiated the suit last year, originally seeking \$40 million; five of the eight counts have since been dismissed, however, reducing the case to \$15 million. A trial date is not yet set. Meanwhile, Progressive's fraud suit against North State, filed in 2005, is scheduled to go to trial April 1st.

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.



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SHARE YOUR THOUGHTS

The purpose of *On Target* is to provide Ford, Lincoln and 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, Lincoln and Mercury wholesaling dealer. **On Target** is also available free of charge at Motorcraft.com under technical resources/ quick guides.

On Target

Produced for Ford, Lincoln and 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!

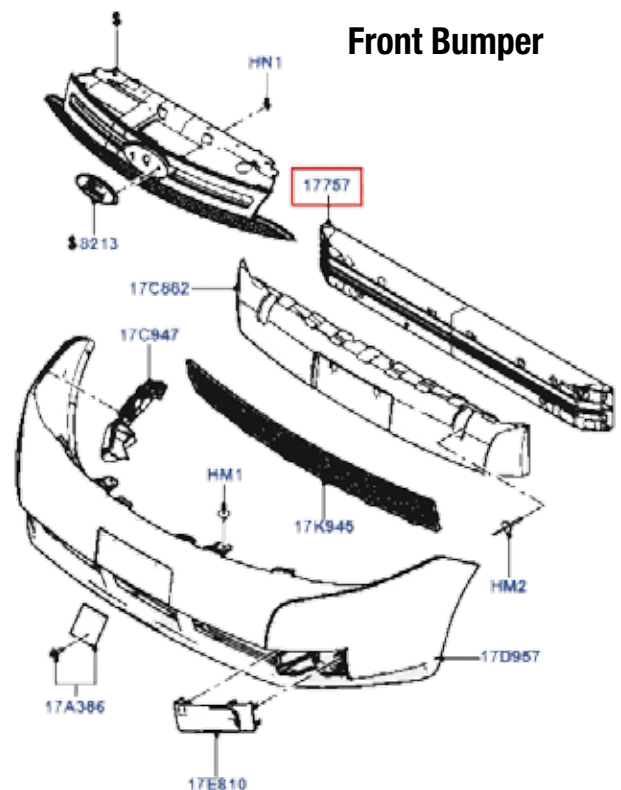
The information below can be found on the certification label located on the driver's side door jamb.
If the vehicle is damaged in this area provide us with the Vehicle ID# located on the driver side front corner of the dashboard.

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

2008 FORD FOCUS

Date Ordered:

PARTS ORDER

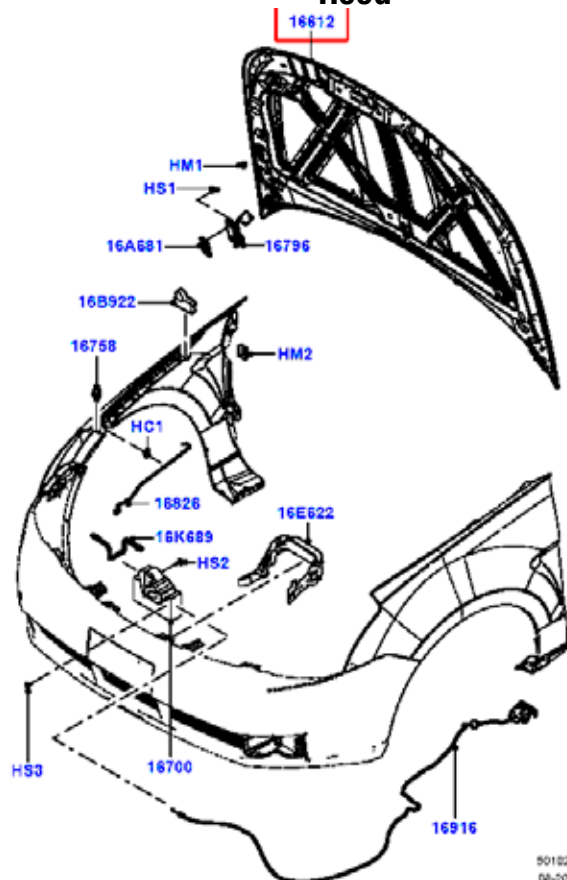
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NOTE: Refer to vehicle diagrams for part identification and numbers.

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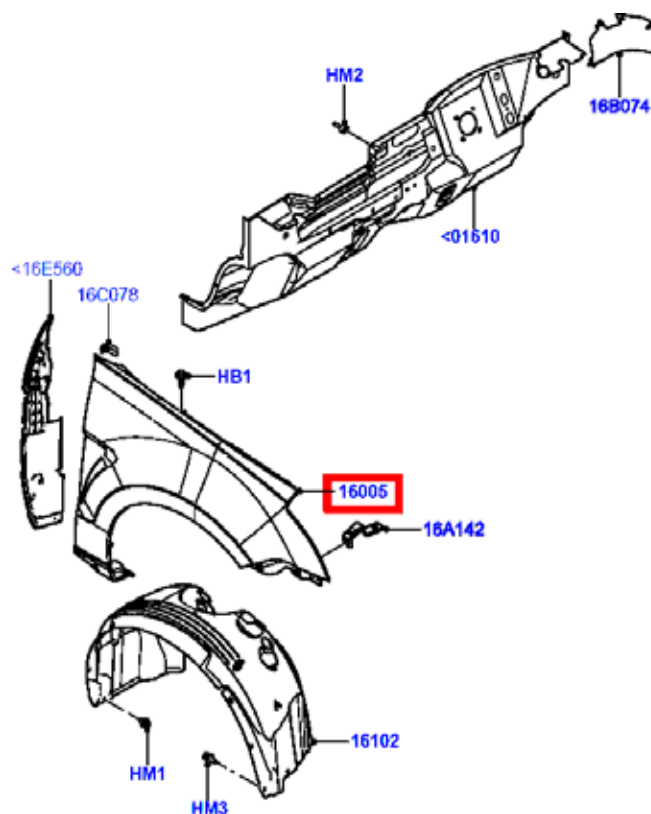
Hood



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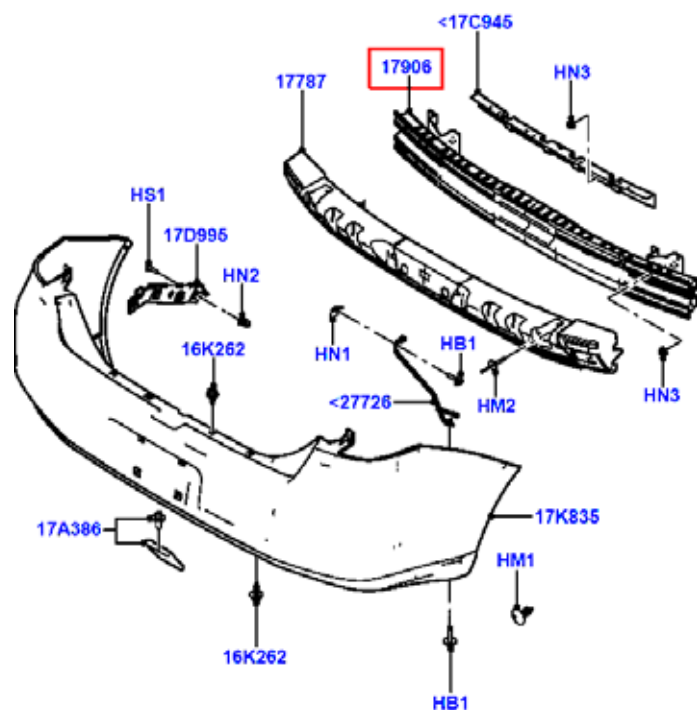
Fender



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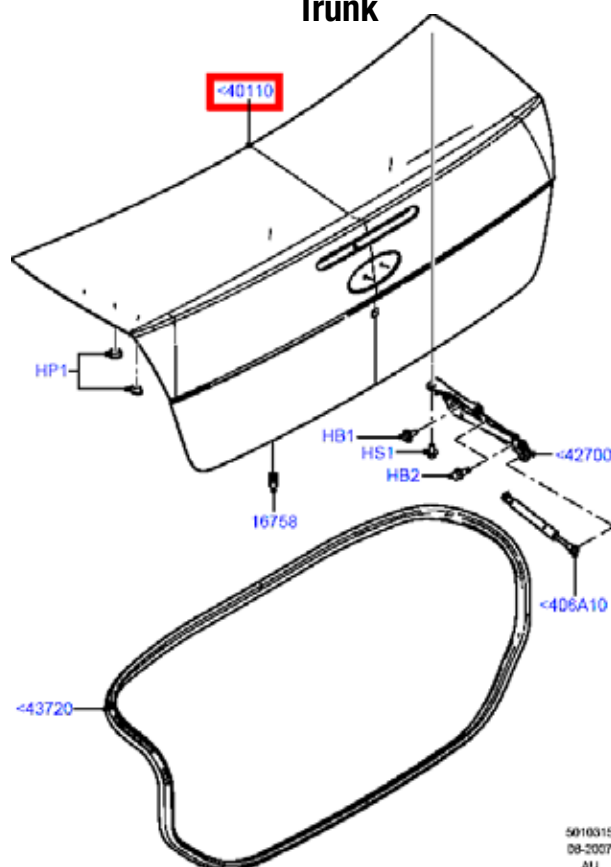
Rear Bumper



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Trunk



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