

## Improve your skills without leaving your shop!

I-CAR Canada's new Welding Qualification Series brings comprehensive welding training to you with day-long, on-site courses that include classroom theory, hands-on training on your facility's equipment, and the industry-recognized Welding Qualification Test.

As part of its Welding Qualification Series, I-CAR Canada offers the following programs:

- Aluminum GMA (MIG) Welding Series
- Steel GMA (MIG) Welding Series
- Structural Parts Steel Welding Series

Don't miss your opportunity to update your skills on your home turf!



Visit [www.i-car.ca](http://www.i-car.ca) today!

# AFTERMARKET

## Fit, schmit. What does the public think?

By Sam Piercey

I don't know about you, but we're still experiencing problems with aftermarket parts that do not fit like they're supposed to. Lately we got some that had been painted elsewhere and then sent to us. They didn't fit, so we tried to return them and we were told that we can't return painted parts. This probably wouldn't be a problem if they fit in the first place, but they don't.

Yes, it probably will. The aftermarket manufacturers have come a long way and their parts are better than they've ever been before. But ... they're still not OEM parts.

We do a lot of luxury and high-end business. Our customers do not want aftermarket parts on their cars! They want the same part that we're replacing, manufactured and guaranteed by the same

## INSURERS ARE TRIPPING OVER A DOLLAR TO PICK UP A DIME.

I think this is a case where insurers are tripping over a dollar to pick up a dime. Myself and other successful collision repair operators have withstood the test of time, while other "Fred in the Shed" shops have fallen by the wayside.

This is because of many factors. However, I think the main contributor is the quality of the repairs we turn out, and the reputation we've built over the years based on that.

There are more and more conglomerates and consolidators coming onto the scene. Outside of the networks and the franchises, we're also seeing big MSOs like Assured Automotive, Craftsman Collision and Boyd Group. Our neighbours to the south also have big consolidators like Caliber.

We all know shops are closing their doors. The independents that have survived, and will continue to survive, will do so because they have built their business models around a reputation for quality repairs. Not because they do it cheapest, but because they do it best.

Here's the issue as I see it: you won't get the same guaranteed fit from an aftermarket part that you will from an OEM part. Will the aftermarket part fit?

company that built the original parts. Whether they fit or not, whether the customer knows the difference or not, aftermarket parts can diminish the value of the vehicle.

With the consumer becoming more and more educated in our media driven society, it is going to become evident to those policy holders that their respected insurance company does not seem to hold their best interest at heart.

In a market where insurance companies are focusing on customer retention to grow their brand, these customer are going to look elsewhere when their policy comes up for renewal. Consumers are fickle, and a high percentage of them will change insurance companies after they have a collision. I suspect that even more of them would change if they knew that their trusted insurers are recommending that we use non-OEM parts when they come in for a repair. CRM



Sam Piercey is the co-owner of Budds' Collision Services in Oakville, Ont. He is a long-time Coyote member and sits on many boards and committees. Sam can be reached at [sam@buddscollision.com](mailto:sam@buddscollision.com).