

# bodyshop

May 2017

bodyshopmag.com



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APIL issues stark warning to motor insurers

**A FITTING PART**

Is there room for approved and non-approved parts?

**METHOD IN THE MADNESS**  
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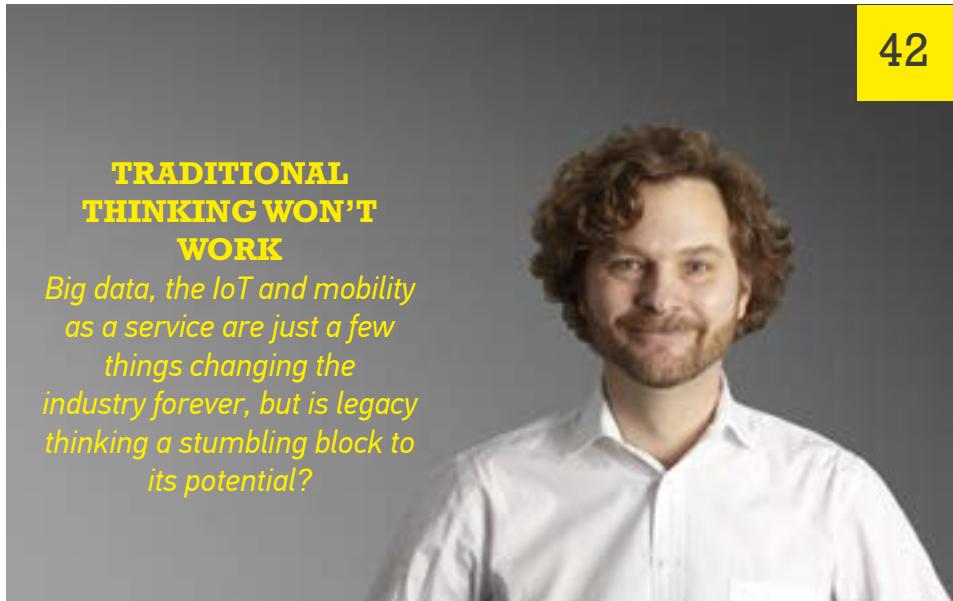
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**TRADITIONAL THINKING WON'T WORK**

*Big data, the IoT and mobility as a service are just a few things changing the industry forever, but is legacy thinking a stumbling block to its potential?*



## ED'S LETTER

With the IBIS Global Summit now only a matter of weeks away (12-13 June) it seemed pertinent to cast our net a little wider with this issue, and not just in a geographical sense.

Insurers and insurance comes under the spotlight more than once in this issue with some forthright opinions and issues being put forward (p14, p18 and p42). Vehicle manufacturers too come into focus (p29) with open views on the pace of change which is highlighted by motor show sightings (p20). Meanwhile, artificial intelligence (AI) also seems to be making headway in the sector (p4), whilst the use of ultraviolet (UV) technology continues to develop (pg 33). It all acts as more evidence of the clear necessity for change to be sweeping industry and society as a whole.

With more of a geographical focus, we also look at how the collision repair industry is being directly impacted in various regions (p40) and see that although at different stages of development, the patterns of advancement are similar.

Closer to home, we talk marketing (p22), detailing (p34) and, of course, pick-up another gear in the build up to our UK Event in September (p45).

Enjoy the issue.

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mark-hadaway

mark@bodyshopmag.com

## WHAT'S TRENDING

- [1. VWG addresses windscreen concerns](#)
- [2. ECP makes double Ireland acquisition](#)
- [3. Solus joins the AI process](#)



## THE CURRENCY OF TRUST

Trust is the central theme of the IBIS Global Summit 2017, taking place in Madrid from 12-14 June. Leading individuals from the international collision repair industry will come together to tell delegates what 'The Currency of Trust' means to them and their businesses.

With an agenda including sessions on consolidation, the skills gap, private equity, the customer experience and OEM relationships, as well as speakers from Service King, Fix Auto World, Innovation, Caliber Collision Centers and General Motors, this year's conference is unmissable.

Meanwhile, the latest big name to join the list of speakers is former McLaren Formula One race mechanic Marc Priestley. He spent a decade in the pit lane, working with drivers including Kimi Raikkonen, David Coulthard, Fernando Alonso, Lewis Hamilton, and Jenson Button.

As well as teamwork, Marc will talk about the role of leaders and the problems that arose when the relationship between Hamilton and Alonso broke down.

IBIS continues to trust that its global partners 3M, AkzoNobel, Audatex, Enterprise Rent-A-Car and Fix Auto World will help make the Global Summit valuable for every delegate.

Delegate places are available for £1,885 and include full access to the Welcome Reception on 12 June, access to the full day's conference on 13 June; the International Dinner on the pitch in Madrid's Santiago Bernabéu Stadium on the evening of 13 June, as well as the final half day's conference and delegates' lunch on 14 June. The price also includes two nights' accommodation (12 and 13 June) at the Meliá Castilla.

To confirm your place, email Nicola Keady [nicola@ibisworldwide.com](mailto:nicola@ibisworldwide.com) or call 00 44 (0)1296 642826.

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## SOLUS SETTING THE AI AGENDA

Solus is working on an artificial intelligence (AI) solution to speed up the repair process.

The nationwide network of accident repair centres owned and operated by Aviva is working with Thatcham Research and Emergent Network Intelligence (ENI) to develop Intelligent Vehicle Inspection (IVI) software, which uses state-of-the-art image recognition and analytics data to identify when cars are write-offs or repairable.

It hopes to use IVI to produce accurate repair methods and parts lists to support car repairs, enabling bodyshops to begin repairs quicker. Further, parts can be ordered automatically, and the customer can be booked into a bodyshop knowing exactly how much work is required and the time it will take to complete the repair.

Simon Smith, Solus operations director, said, 'This is a very exciting development in the accident repair process. Decisions can be made quickly about whether a vehicle is repairable. And furthermore, we can diagnose what needs to be done to repair the vehicle and match this to what really matters to our customers.'

'These are still early days, and we're pushing the limits of what this type of technology can do. The initial results are promising.'

## FIX AUTO'S GROWTH SPURT CONTINUES

Fix Auto UK has signed a contract doubling its commitment to Co-op Insurance. Under terms of the deal, the number of Fix Auto bodyshops carrying out repairs for Co-op is increasing two-fold.

Fix Auto has been servicing the insurer in the south west since 2013, but will now provide capacity in other regions of the UK.

Jim Thomas, head of client relations for Fix Auto UK, said, 'Our services have been delivered via our central deployment centre using our franchisees in the south west of England since 2013, and because of the strength of network, we are delighted to be able to grow our relationship by providing those services to other regions in the UK.'

The news comes in the midst of a busy period for Fix Auto.

It's recently announced that Northwood Coachworks has joined the franchise as Fix Auto Watford and will operate out of a brand new 10,000sqft bodyshop with the capacity to repair up to 50 vehicles a week, while Auto Sphere Body Repairs has joined the network as Fix Auto Edinburgh Central, targeting 160 repairs each month out of its 11,000sqft site.

Among its existing network, Fix Auto Croydon has announced a substantial investment. Croydon has completed the first of a two-phase multi-million-pound investment programme, which involves relocating to a new 40,000sqft site and increasing productivity to 80 vehicles a week.

“

These are still early days, and we're pushing the limits of what this type of technology can do. The initial results are promising



## AND THEN THERE WERE THREE

More than 2,000 entries for the eBay Car Challenge 2017 has been whittled down to just three.

In the next two and a bit months a 1967 Alfa Romeo Duetto, a 1974 VW Camper Van and a 1964 Series 2a Land Rover will all be transformed using parts and accessories from eBay.

The Alfa Romeo will be restored by Alex Morris, who says the classic car needs a full engine repair, new upholstery, a nose replacement and a full strip and repaint required, the VW Camper, which is a labour of love for Carl Pickard, will get a new Subaru engine, new wiring and a new speaker system, while Dan Goude plans to replace the bodywork of his 1964 ex-military Series 2a Land Rover, which has remained in his garage for 20 years.

Murray Lambell, director of retail car parts and accessories, eBay, said, 'We're thrilled to have had over double the amount of entries to this year's eBay Car Challenge. Even with the demanding task ahead we know our chosen three are up to it.'

**2,000**  
the number of  
entries to this  
year's eBay Car  
Challenge

“

This will make us one of the automotive super-employers in the region, and our state-of-the-art engineering and manufacturing centre will be producing world-class electric vehicles for export to global markets



## SUPER EMPLOYER ON THE HUNT FOR FRESH EV TALENT

A recruitment drive is underway following a \$1.8bn injection in a UK automotive employer.

A joint venture agreement secured the investment capital for Detroit Electric, \$370m of which will go towards the production of its all-electric SP:01 sports car at Leamington Spa, plus the development of three further models in the coming three years.

Chief technical officer and company director Richie Frost said, ‘Although we secured the long-term funding only a few weeks ago, we were already poised to implement our strategy to become one of the world’s leading electric vehicle manufacturers.

‘To achieve that, one of the key steps is to first recruit the senior technical team, and we’ve already secured some of the best talent in the industry to begin filling some of the top senior posts. I’m confident of bringing more exceptional people in to complete the management team within the next few months. Then, we can start filling the engineering and manufacturing positions – more than 200 in total over the next six months.

‘This will make us one of the automotive super-employers in the region, and our state-of-the-art engineering and manufacturing centre will be producing world-class electric vehicles for export to global markets.’

## IF THE CAPS FITS

CAPS Consortium’s data exchange service is now being provided free of charge to UK bodyshops.

Connecting to bodyshop management systems and with more than 500 repair users, CAPS sees this move as key to its commitment to create an open data exchange standard for the UK automotive repair sector that is secure, transparent and consistent.

Kevern Thompson, CAPS commercial manager, said, ‘By making CAPS free of charge to bodyshops and vehicle repairers, we’re enabling repairers to work with a larger number of insurers as well as providing them with a platform that has been shown to reduce cost and administrative hassle during repairs. We see this is a vital part of helping to move the claims industry forward, with more repairers now able to employ a highly-efficient data transfer system.’

**500**  
the number  
of repairers  
using CAPS'  
data exchange  
service

## IN BRIEF

**Volvo Cars** has announced it will start production of its new XC60 mid-size SUV this month, with plans for it to leave the factory 90 years to the month after the first ever Volvo was released back in 1927.

Eight apprentices have started work at North East Accident Repair Centres as the firm looks to grow its workforce.

**Millions of motorists** are putting themselves and other road users at risk by not getting dangerous faults fixed, even when the repairs would be carried out for free.

**Mercedes-Benz Cars** has appointed the RAC as its new roadside assistance partner.

**Tantalum Corporation** has been awarded a £1m grant by Innovate UK and the Centre for Connected and Autonomous Vehicles.

Ben has launched its ‘Let’s talk about social health’ campaign.

**Selsia** has introduced mobileservices, a nationwide, centrally managed mobile repair service for cars, vans and heavy commercial vehicles.

The UK’s new car market grew by 8.4% in March, making it the best month since records began, according to SMMT figures.

**The Insurance Fraud Bureau** has opened up its membership to the insurance industry supply chain, including defendant solicitors, investigators, loss adjustors and third-party administrators.

Connected and autonomous vehicles will transform the lives of six out of every 10 people in the UK, according to new research published by the SMMT.

**The AA** has reported its first increase in motor policies since 2008.

The Competition and Markets Authority is to look again into the workings of price comparison websites.

## GEMINI COMMITS TO APPRENTICES

Gemini will employ 40 AutoRaise apprentices this year.

Managing director Dave Sargeant says the commitment involves the entire group, with at least two apprentices on the multi-skilled programme to be based at each of its 19 sites.

The decision follows the success of the Gemini Industry Showcase Event in Worcester in March.

Dave said, ‘We needed two new apprentices from the event for the Worcester site and we achieved exactly that, so it was a great first event for Gemini. There will be more to follow this across our other sites – both north and south.’



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# ECP'S IRISH AMBITION

Euro Car Parts has extended its presence in the Irish market by acquiring Team P R Reilly in Dublin and KarKraft (NI) Ltd in Belfast.

Team P R Reilly is a leading, family-owned, car parts, accessories and bodyshop business based out of Dublin whilst KarKraft (NI) Ltd of Belfast is a paint and collision repair supply specialists. The agreements expand Euro Car Parts' operations across Ireland.

Team P R Reilly is a leading, family-owned, car parts, accessories and bodyshop business based out of Dublin whilst KarKraft (NI) Ltd of Belfast is a paint and collision repair supply specialist.

CEO of LKQ's Euro Car Parts, Martin Gray, said, 'A strong track record, significant market expertise and a cultural approach so like our own, meant that the opportunity to work alongside Norbert Reilly and the senior management team at Team P R Reilly was not to be missed.'

Following the acquisition, the senior Team P R Reilly management team remains in place while the company's more than 150 employees will benefit from opportunities and training with LKQ.

## JOB MARKET SURGING

Job applications, vacancies and salaries are all on the up in the UK, according to first quarter figures.

CV-Library's job market report compared data from the first quarter of 2017 to the last quarter of 2016. It found that automotive was one of the most competitive industries to find a job in, with job applications seeing a very impressive quarterly increase of 39.3%.

Lee Biggins, founder and managing director of CV-Library, said, 'It is fantastic to see the job market in the automotive industry not only holding its own, but also expanding throughout the first quarter of the year. It is particularly promising to see a huge number of candidates in the sector actively looking for their next career challenge, and with salaries seeing an impressive rise, the financial benefits of making a career move are clear to see.'

The automotive industry also saw pay increases compared to the last quarter of 3.3% – well above the UK average of 2.4%.

Furthermore, total job vacancies have seen similarly encouraging growth, increasing by 16.8% when compared to the last quarter, highlighting the strong expansion aims of UK businesses.'

## ICO CONTINUES HUNT

Two search warrants were executed by the Information Commissioner's Office (ICO) at properties in the north west as part of an ongoing investigation into nuisance calls related to data theft from bodyshops.

The searches in Macclesfield and Droylsden relate to an investigation into nuisance calls made to people to encourage them to make personal injury claims in relation to road traffic accidents. The same investigation saw a business and two homes raided in December.

Mike Shaw, enforcement group manager at the ICO, said, 'We're working hard to crack down on the illegal trade of personal details that fuel this part of the nuisance call industry. In December we searched three properties. That investigation enabled us to search two homes in order to gather more evidence.'

The investigation, which is ongoing, has been prompted by complaints from bodyshops and the National Body Repair Association (NBRA).



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## FUNDING SECURES EVEN MORE JOBS

About 2,370 jobs will be either created or projected as a result of £62m funding from the Advanced Propulsion Centre (APC) for seven separate projects.

Led by BMW, Ford, Jaguar Land Rover, New Holland Agriculture, Penso Consulting, Westfield Sportscars and Williams Advanced Engineering, the low emissions projects are intended to help APC stay ahead of its target of saving 50 million tonnes of carbon by 2023.

Ian Constance, chief executive of the APC, said, 'The sixth round of APC funding demonstrates the depth of low carbon development that is in the UK. From powertrain, to lightweighting, to energy storage, these new projects will not only lower emissions but secure thousands of jobs, address supply chain gaps, and help the UK become a true global leader in advanced vehicle technology.'

Among the projects, BMW will collaborate with Delta Motorsport and WMG at the University of Warwick to design, develop and produce power dense batteries for electric vehicles. Ford is working on combined system optimisation while Jaguar Land Rover is leading a consortium developing new lightweight vehicle technology.

**2,372**

jobs will be created or saved as a result of extra funding

## APPOINTMENTS

Fix Auto UK has named Michael McLaren as regional operational manager for Scotland, the north of England and Northern Ireland.

International Applications Ltd has appointed Ian McCahill as channel manager of its Supply360 division, which specialises in the supply of coatings, consumables and equipment.

The Royal Automobile Club has appointed Jeremy Vaughan as the head of motoring, a role previously known as motoring secretary.

Advantage Parts Solutions has promoted David Gaskell to director, UK insurer programmes.

Motoring website Honest John has appointed Tim Kelly of MotorClaimGuru as its insurance expert.

David March has been appointed director for UK franchising, network development and quality at PSA Group UK.

Industry Insights has appointed Kelly Dalwood to support Connected Solutions.

McLaren Automotive has appointed Dr Jens Ludmann as chief operating officer.

Mark Harvey has been appointed Ford director of urban electrified van programme.

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## TOYOTA TAPS INTO JAPANESE PHONE SIGNAL

Toyota Motor Corporation has joined forces with Japanese telecommunications company Nippon Telegraph and Telephone Corporation (NTT) to develop a new information and communications technology (ICT) platform for connected cars.

The platform aims to use technology such as big data, the Internet of Things and Artificial Intelligence to tackle issues such as road traffic accidents, congestion and the delivery of new mobility services.

**£1.4bn**  
the amount tech  
giants Tencent  
invested in Tesla

## UBER SUSPENDS ITS DRIVERLESS PROGRAMME

Uber has suspended its driverless car programme after one of its vehicles ended up on its side following a collision in Arizona when, according to a police statement, a second car 'failed to yield' to the Uber.

Two safety drivers were in the front seats of the vehicle at the time, although there were no serious injuries.



## A CHANGING OF THE GUARD?

For the first time in its history Tesla has achieved a higher market value than Ford.

It passed this landmark on 3 April, when it was valued at £38bn at the close on trading compared to Ford's £36bn.

Ben Kallo, energy technology analyst at Robert W Baird, said, 'Five years ago no one knew what a Tesla was. Now people want a Tesla. It has usurped BMW as an aspirational car.'

The news came after Tesla's most successful quarter, when it delivered more than 25,000 cars to customers, representing a steeping rise of 70% on the same period in 2016.

Shares also rose after it was announced that Chinese tech giant Tencent had invested £1.4bn in the company, for a five per cent stake in the business.

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## RENAULT-NISSAN GROUP JOINS ITF

The Renault-Nissan Alliance has joined the Corporate Partnership Board of the International Transport Forum (ITF).

The ITF is an intergovernmental organisation with 57 member countries, working on projects and issues regarding transport policy, shared mobility, electric vehicles, future automotive technology and decarbonising transport.

It acts as a think tank for member governments and engages with the private sector via the Corporate Board Platform (CPB).

Arnaud Deboeuf, alliance senior vice president of Renault-Nissan, said, 'The CPB is an important and influential forum for our industry to maintain a constructive dialogue with governments around the world.'

'The Renault-Nissan Alliance, along with Mitsubishi Motors, can bring a unique business perspective as a leader in zero-emission vehicles and as one of the top global automotive groups. The Alliance is also developing autonomous drive and connectivity, key technologies for the future of mobility.'

## AKZONOBEL UNVEILS NEW STRATEGY

AkzoNobel has forecast a €100m increase in operating profit for 2017, while also revealing plans to separate its chemicals unit.

The Dutch firm, which is the target of a persistent PPG takeover attempt, revealed that first quarter earnings before income tax rose 13% year-on-year to €376m, while sales were up seven per cent at €3.7bn.

It also revealed plans to split the business into two units within 12 months, one focused on paints and the other on specialty chemicals. The company says this move, which it was planning even before interest from PPG, would boost growth and achieve €50m of cost savings.

Head of AkzoNobel, Ton Buechner said, 'Now is the right time to create two focused, high-performing businesses. This strategy will create substantial value for shareholders, with significantly less risks and uncertainties compared to alternatives.'

US rival, PPG Industries has offered to pay more than £23bn for AkzoNobel, with some shareholders urging the board to open negotiations.

“

This strategy will create substantial value for shareholders, with significantly less risks and uncertainties compared to alternatives

## HONDA (UK) PARTNER WITH ITAS FOR BODYSHOP TRAINING

**HONDA**  
The Power of Dreams

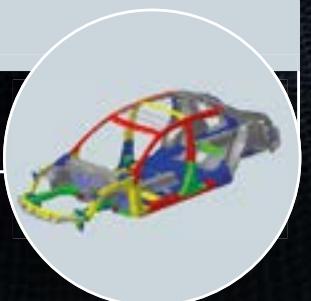
Honda launched the latest generation Civic in March, which has an all-new body structure that incorporates 6 different steels of which 3 are either high strength or ultra-high strength steels that cannot be repaired and have to be replaced. The vehicle also benefits from a palfrey of driver aids as standard, known as Honda Sensing and therefore, Bodyshop training is essential in order to repair the vehicle correctly.

Taking the above into account Honda (UK) have partnered with ITAS who will deliver a suite of Bodyshop Training courses that will ensure that all Honda Approved Bodyshop technicians are fully trained on how to repair the new structures using the correct Honda repair technologies.

The first training course will be Honda Repair Principles, a training course aimed at Panel Technicians, providing comprehensive training on Honda repair and joining methods. This will be followed by two further courses, Honda Safety Systems and Calibration, which will provide comprehensive training on Honda Sensing Safety Systems and the calibration requirements for the camera's and radar system and finally, Honda Maintenance and Repair Information System (MaRIS) focusing on how to access and navigate the system.



New Honda Civic body structure





# HOLD ON TO YOUR ETHICS

**There are facts and then there are alternative facts, and telling them apart is not very easy when it comes to the personal injury industry.**

While the government and insurers insist that 'whiplash' claims have remained steady for the past three years, industry bodies such as the newly created National Body Repair Association and the Association of Personal Injury Lawyers (APIL) argue that they've been falling.

The debate appears to hinge on claims labelling – are whiplash injuries separate to back and neck claims, or are they all grouped together and taken as a whole? When grouped together, the number of 'whiplash' claims is obviously much higher than when they are siphoned off into their own category.

Influenced by lobbyists from the insurance industry, the government has accepted the 'all together' argument to include back, neck and whiplash claims together. It's not surprising then, that it wants to introduce personal injury reforms on 1 October next year that seek to dramatically cut the number of claims.

In brief, the reforms raise the small claims limit to £5,000 for whiplash and minor psychological damage caused by a road traffic accident (RTA). The government argues that low-value personal injury claims are not so complex as to routinely require a lawyer, and if claimants do want legal representation they'll have to foot the bill themselves.

**“**  
If you focus on money and just try to strip out costs, you will take out more and more and more until what you're doing isn't worthwhile. If you wanted to lower your heating bills you could take all your radiators out. That's what this feels like

Insurers, who have been calling for whiplash reforms for years, are delighted, but others fear it stacks the dice heavily against claimants.

Deborah Evans, chief executive of APIL, said, 'These reforms are driven by insurers. They've been asking for this for a long time. But they tar everyone with the same brush. They almost start from a false premise that everyone is fraudulent and all these claims need to go away as opposed to the fact that the majority are genuine and need to be properly settled.'

Insurers argue false whiplash claims have reached epidemic levels, accounting for more than 80% of all claims and costing them about £2bn a year. They say these reforms will halve that bill and they'll pass those savings on in lower premiums.

Deborah continued, 'We can see from the figures that injuries are declining because of all the prevention and protection built into cars, and whiplash injuries are declining for the fifth year in a row. It's not the big problem everyone perceives it to be.'

'But people do still get injured, and it becomes a problem when you start focusing purely on money rather than the person you're looking after. If you focus on money and just try to strip out costs, you will take out more and more and more until what you're doing



isn't worthwhile. If you wanted to lower your heating bills you could take all your radiators out. That's what this feels like.

'People take out insurance for a reason and want to know that if they injure someone while driving then that person will be looked after. But we seem to be moving away from that principle.'

To outsiders, this could easily be dismissed as a debate between lawyers and insurers each trying to protect their own self-interest.

But Deborah believes the decision to send claims valued below £5,000 to the small claims court, removing legal representation, could spell disaster for the injured policyholder, who would have few options if the insurer then decided to deny liability or defend the claims.

'You'd have a classic David and Goliath situation. With no costs for a lawyer and damages too low to recover the costs of a lawyer even if they win, the litigant in person could find themselves very much on their own up against a big corporation with a team of lawyers.'

'And these claims are complex to run – if you're involved in a liability dispute and have never done it before you can't do it on your own. It would be quite

easy for claimants to be frightened off or put off, so the big fear we have is that in a system like this you might get a row back in insurers admitting liability.'

And that, Deborah says, is the nub of the problem. 'I understand the wish to strip away costs of whiplash claims, but insurers seem to be looking at all policyholders as potential fraudsters and trying to make all claims go away. If things are going to change, we really shouldn't lose sight of what we're trying to achieve. With these reforms we could move to a scenario where we get far fewer claims and they settle for far lower amounts. But then have we really achieved the objective, the reason motor insurance was set up in the first place? If we're not compensating the majority of people who are injured and those that we do compensate are being under-compensated, then we're not achieving our purpose.'

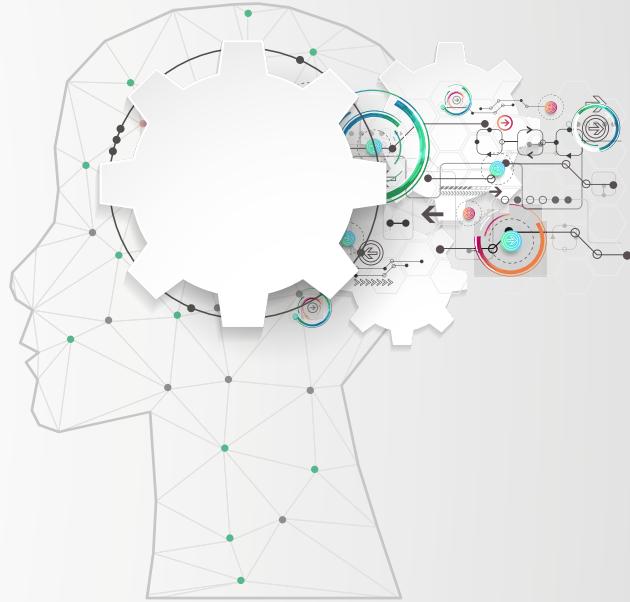
She concluded, 'Some of the steps we're taking raise some really big ethical questions. Most of these claims are genuine, so do we not value serious injury anymore?'

Going forward, she urged insurers: 'Hold on to your ethics. The 'how' may be changing, but the 'why' remains the same. If you forget the 'why', you lose your whole raison d'être.'

**“Hold on to your ethics. The ‘how’ may be changing, but the ‘why’ remains the same. If you forget the ‘why’, you lose your whole raison d’être”**

# THE HUMAN TOUCH

You might have missed it but only a few weeks ago Zheng Jiajia, an engineer in China, married a robot he built called Zheng. The pair 'dated' for two months before tying the knot in front of friends and family (his family, Zheng's relatives remained in pieces on the workbench).



But if this suggests a further swing away from human interaction in favour of a technological solution, it's worth backtracking just a bit. In fact, it could be argued the reverse is true. As autonomy and digitalisation become ever-more prevalent in business, the human element becomes ever-more valued by customers. Brand experts talk about developing an 'emotional' connection with customers, and nowhere is that more relevant than in the crash repair industry, where trust regularly tops the list of priorities for customers.

So while we repeat the need for businesses to create and promote a digital strategy, it needs to sit alongside a traditional approach rather than replace it. Most digital solutions fail because they overlook the human element, or bypass it completely.

Alex Hunter is a branding and customer experience expert who headed up Virgin Group's digital strategy.

He said, 'The winners in 2017 will be those who forget the transaction and focus on the relationship, and build trust with their customers, partners, and the public. Tiny gestures and acknowledgements can have a huge impact on customer loyalty, and also positively affect the bottom line.'

'If you invest in the relationship with the customer rather than over-optimising transaction you'll get that investment back 10 times over during the lifetime of the relationship with the customer.'

'So go through your client list, find the ones that come back to you on a regular basis, spend 30 minutes on a Friday morning and write them a handwritten note, just two or three sentences thanking them for being a customer. No selling, none of that. Just a handwritten

**64 months**  
the amount of time an average person will spend on social media in their lifetime

**15 months**  
the amount of time an average person will spend actually socialising in their lifetime

letter of thanks, acknowledging their value to your organisation. It is game-changing and yet so simple.'

Backing up that sentiment, a large-scale study of more than 24,000 customers in 12 countries uncovered a huge demand for human interaction, with 79% saying they wanted it to remain part of the customer services process. The complexity of the service required played a direct part, with most happy to go digital for straightforward transactions, but 77% favouring the human touch when seeking guidance and 83% when something goes wrong. Considering the growing complexity surrounding car repairs and the often misunderstood costs involved, those figures underline the need for bodyshops to remain approachable in person not just online.

The same report also found that nearly a fifth of customers say they'd return if they were pleased with the face-to-face of phone service, compared to just 13% who would return following good service over a digital channel.

'There continues to be much discussion about the rise of digital and proliferation of mobile,' said Mary Wardley, vice president, enterprise applications and CRM software, at global research firm IDC. 'However, as this research shows, human contact is still critical for consumers, increasing the stakes for businesses to strike the right balance in order to effectively service and retain customers, influence sales, and heighten engagement and loyalty.'

And, while it costs on average about £4,000 per month to outsource a social media strategy, a smile, as they say, costs nothing.



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# AN INDUSTRY DIVIDED

In today's climate, it would no doubt be fashionable to say there is more that unites the motor insurance industry than divides it. But a few soundbites from the Motor Insurance Summit 2017 held at the Waldorf Hotel in London at the end of March revealed an industry at a crossroads. One after another, leading lights from across the sector went on stage to deliver messages that will have assuaged and alarmed attendees in equal measure.

While most agreed that things were changing around them, there was significant discord on how the industry should respond, if it already was responding and, when would be too late if it wasn't.

'Frequency of claims will fall and then collapse and I don't think my grandchildren will ever drive a car,' said David Stevens, CEO of Admiral. 'Ultimately, we are all doomed to go the way of the dinosaur and the dodo.'

But don't worry, he added, most in the room would be enjoying their retirement before that happened.

He added that despite the £1.7bn invested in InsurTech last year alone, the technology they were developing was interesting but largely 'internalised'.

'People get excited about technology being able to do something for the first time ever,' he went on, 'without realising people don't actually want to do it. I doubt any major new players will emerge as a result of this.'

In fact, he said the insurance industry has repeatedly shown itself to be able to evolve with the times and the picture of a sector being left behind by technology was a world he didn't recognise.

'It's not right to say this is an industry fundamentally in need of a fix. People overstate the importance of cost and overstate the extent to which the industry doesn't meet customer needs.'

In terms of the impact of autonomous cars, which many believe spells disaster for insurers, David Stevens' long-term forecast was backed up by Ian Currie, UK motor and injury claims director at RSA, who said that, because of challenges surrounding ethics and etiquette, 'We're at least 25 years away from being able to sit in our cars and be driven around by a driverless car, and everyone else being in the same situation.'

Taken in isolation, these comments would have sent

**“**  
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**£1.7bn**  
the amount  
invested in  
InsurTech last  
year alone

attendees back to the office feeling a little more hopeful. However, there were plenty of counter-arguments which would have set alarm bells ringing again.

Colm Holmes, CEO of Aviva, said, 'The world is changing quickly. The pace of change has multiplied significantly in the last five years and what would have previously taken 20 years is now happening in a quarter. Whatever is coming is going to develop quicker than any of us think.'

He added, 'Autonomous cars are a reality, and Artificial Intelligence is a real game-changer that will make call centres a thing of the past. This is not tomorrow's world. This is today's world.'

Steve Treloar, MD general insurance, LV=, was also more concerned than some of his peers about the immediate future for insurers, accusing the industry of being inward-looking and inflexible and saying that simply being aware of outside issues is not enough anymore.

He warned, 'Some of the things that are going to come along and change our world are hiding in plain sight and are right in front of us. Unless we respond as an industry and unless you respond as companies, you will not be here. It is that fundamental.'

'Maybe we're not as open enough to the things going on around us as we need to be. How much are we actually doing about the things coming along? We know we need to be aware, but how many times does being aware become something we actively do something about? My concern is we don't act soon enough.'

'If we want to be here in 15 years we need new skills, new capabilities, a huge focus on the customer and, ultimately I'd suggest, a little bit of luck.'

Unlike David Stevens, he saw warning signs and potential disruptors everywhere. He said that while



some insurers may view rising premiums as a good thing, all it did was make them more attractive to innovators and less attractive to customers – a very dangerous combination.

He described as ‘absolutely relevant’ the solutions offered by the likes of Lemonade (technology led insurance), Guevara (peer-to-peer insurance) and Cuvva (time-based insurance), and wondered how insurers would survive if the likes of Amazon and Google suddenly decided to join the insurance game.

Steve said, ‘There are some huge, seismic changes in front of us today and we need to respond to them. As leader of LV=, I can’t afford to discount them.’

One of those disruptors to the market, Pukka, articulated the mindset of the ‘new’ insurer with a presentation that was as far away from the traditional insurance world of infographics and pie charts as it’s possible to get. Instead, CEO Sam White got her message across with an informal video of children discussing how they saw the future of the industry.

She said, ‘When I came into insurance I was frustrated by how rigid it was. It’s very difficult to introduce new products that our customers actually want. I was told customers didn’t want to share data, I think we’ve missed a trick. We don’t understand how the world is viewed by the next generation.’

She pointed to a survey that found 75% of respondents didn’t care about owning a car, 92% were happy to share data anonymously and only four per cent of new car buyers purchased insurance at the same time.

‘I love the insurance industry, but we have to be careful because if we don’t provide the products our customers want, someone else will.’

Her message backed up the comments made by

**“**  
I love the insurance industry, but we have to be careful because if we don’t provide the products our customers want, someone else will

**92%**  
of customers are happy to share data anonymously

Colm earlier in the day, who said, ‘Digital is less about technology and more about customers. Customers want simplicity and transparency. We think the companies that will win in the future will be those that put the customer at the centre of what it does. Playing on people’s fears is yesterday’s game. Now they want to know how we’re going to reward them. Making it simple and transparent is how you’re going to win.’

The Internet of Things (IoT) is a perfect example. Not strictly the domain of a motor insurer? That old-fashioned opinion was emphatically consigned to the history books by Matthew Thomas, strategy and planning, Ageas, who identified three options going forward – one where insurers were at the centre, one where they were on the periphery, and a third where insurers were nowhere to be seen.

He described a scenario in which his fridge ordered milk for him before he went to work. On his way to work in a car he didn’t own he got a message saying his shower was leaking, but the water had been turned off and a plumber notified. On his way home from work he decided to have a drink with a friend. His watch told his home, which delayed turning the oven and heating on, while a message was automatically sent to his wife inviting her to join him.

Matthew said, ‘We need to redefine what we actually do. We think we have a competitive advantage by holding onto customer data, but that doesn’t help them. We need to share data to make their lives easier. That’s what they want. The IoT isn’t about being indulgent and playing with tech. It’s about delivering better choice, more security, and greater access to services.

‘It’s an opportunity to wake up and smell the coffee, and realise there’s actually a customer out there who might have slightly different needs to the products we’re so convinced are the right ones.’

# MAN ON A MOTOR SHOW MISSION

**Andrew Hooker, advanced repair study manager at Thatcham Research provides us with his insight into his visit to this year's Geneva Motor Show.**



As always it is a mix of concepts, many of which are solely intended to judge public reaction to ideas and innovations under consideration, others are flagship car launches for the European market and some are simply concept vehicles that will never reach market.

Renault's Trezor won the 'concept of the year' following a decision reached by a panel made up of many top car designers. The electric driven two-seat coupe was, in many opinions, a beautiful example of Renault's commitment to, and leadership of, electrified technology, with carbon fibre exterior married to wood and leather interior trim. Connectivity comes via a smartphone connection into a customisable instrument panel, and the Trezor is conceived with three driving modes; normal, sport, and self-drive.

Concepts aside, one of the stars amongst the cars that will reach production was the McLaren 720S, part of its Super Series of supercars. Meanwhile, Ferrari unleashed its 812 Superfast coupe and the Alpine brand reappeared too, with the release of the production A110 coupe, featuring an aluminium body and turbocharged 1.8 litre 252hp engine.

## Volume

At the higher volume end of the market there were a number of new and facelifted models to interest the car-buying public.

Nissan's Qashqai received a facelift. Adaptive forward lighting, updated AEB with pedestrian recognition, and the inclusion of a rear cross traffic alert are all upgrades. However, the headline news was the addition of a ProPILOT autonomous drive function with steering, braking and acceleration support in traffic congestion.

Hybrid powertrain technology was prevalent with Hyundai showing the PHEV version of the Ioniq, already available with electric and hybrid versions in the UK. This has a more powerful electric motor, 45kW from the hybrid's 32kW, and the li-ion polymer battery pack is scaled up to 8.9kW/h to enable the PHEV to achieve a theoretical electric driving range of 63km.

Kia introduced new plug-in hybrid models in the Niro and Optima Sportswagon ranges; a PHEV Optima saloon already being available. The Niro utilises a 8.9kW/h li-ion polymer battery pack, whilst the

Optima naturally gets a larger (11.26kW/h) one and a 50kW electric motor. Kia also introduced the Picanto with two changes; AEB, and twice as much advanced high strength steel than the previous model.

## Cell

Hyundai renewed its commitment to hydrogen to support fuel cell technology. The next generation of this strategy took shape as a concept vehicle that moves away from series production in the ix35 body, to a dedicated car for this technology, with greater connectivity and aerodynamic efficiency to compliment the FCEV concept.

VW released two important models to the public. Firstly, the VW Tiguan Allspace adds a new larger seven-seat (optional) model between the Tiguan and Touareg. Meanwhile, the VW Arteon is a new five-door GT model. Built on the MQB platform, the Arteon features the digital and connected interior, and a range of ADAS systems including new connected and predictive technologies. These link information coming through the camera/s and GPS data to adapt and optimise driving systems.

## Premiere

Subaru premiered the new XV; a model that has been very successful for the brand. Built on a new global platform the new model has a much increased high-strength steel content to enhance safety performance and torsional rigidity. An equally vital safety feature is the EyeSight ADAS system that includes AEB, LKAS and ACC.

Volvo revealed the new XC60 SUV as 'one of the safest cars ever made' and there was little evidence to doubt this claim. As well as a body structure comprised of an advanced mix of high strength steels, with aluminium content too, the vehicle has a full suite of ADAS systems including some new functions such as Oncoming Lane Mitigation and Pilot Assist (optional).

There is always much to see and lots of shiny paintwork on show at Geneva. But taking time for a closer look can often reveal important new technologies and advances of great relevance to the insurance and repair industry.



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# TOM HADFIELD

With 90 UK franchisees [at the time of going to press], Fix Auto UK continues to be a business on an upward trajectory. Seldom does a week go by when another positive surge on its flight isn't declared and, further afield, the mothership – Fix Auto World – is also propelling its own meteoric rise. Back to the UK and the man whose role it is to coordinate the communication of all of this activity is UK head of marketing, Tom Hadfield. Here, we catch up with Tom to find out more.

## **What is your perspective on Fix Auto's development in recent years?**

I am just coming up to my fifth anniversary with the business and it has been a really exciting journey – we are a business that is impressively different to the one that I joined in 2012.

Steve Leal [president and CEO of Fix Auto Canada and Fix Auto World] took over the Fix Auto brand some two years ago now and it's fair to say, with the development we have seen recently, that it was a bit of a sleeping giant in terms of its global position. Today, Fix Auto has a presence in nine countries – the UK being one of them.

One of the first appointments Steve made was to bring in Carl Brabander as vice president of marketing for Fix Auto Canada and Fix Auto World to coordinate the marketing activity of the business during the rapid expansion phase we are now in.

We have had a number of sessions as a business where we have all got together as global heads of marketing in Montreal and shared our thoughts on where the business needs to develop from a marketing sense. One of the first outputs of those meetings was the refreshed corporate and franchisee websites which came into play 18 months ago and the second area is revised and updated brand standards.

## **Tell us about brand standards and what that means for the UK business?**

The original brand standards were approaching a decade old and in my opinion, along with some of our franchisees, were no longer representative of the forward thinking, innovative and customer centric global operation the Fix Auto business is today.

As a team, we therefore took steps to make the necessary changes and update the standards across

the entire global operation. The brand refresh – Driving Forward – was first rolled out in May (2016) in Canada and, as of last month (April 2017), is now 'live' here in the UK.

The brand refresh is fundamentally around the image – new feature wall graphics, different colour schemes in the reception, enhanced customer facilities, outside signage etc.

There are other specific areas of focus too – the new brand standards now include bathroom/toilet facilities and refreshment stations, which are elements we've never had before and are long overdue.

## **How does the roll out of new standards work?**

In the UK, franchisees that branded before April 2015 will have a two-year 'grace period' in which to ensure the new brand standards are in place. Those who branded after April 2015 will be given an extra year to ensure they receive value from their previous investment.

We are working to these timeframes to try and give franchisees the opportunity to budget and also ensure they're properly supported through the process. To help this, we have appointed one of our regional operations managers, David Owen, into the newly formed role of brand and integration manager.

We have also put a whole supply chain in place to support the movement. Keeping it in the family for the feature wall, we are using M&M Signs and Graphics, a business owned by Mick Whitehead of Fix Auto Stoke-on-Trent and North Staffordshire – they did the install at our headquarters and have done several bodyshops, including their own, since. We have also appointed a national retail and office installation business to help



with the reception fit-out and are working with a finance business to offer attractive funding facilities.

#### **With a project like this, what challenges/opportunities do you anticipate?**

We've got resource planning to do for starters but we're also acutely aware we're taking people on a journey with an expectation that they will buy into the concept and invest in the customer-facing part of their businesses, but our franchisees are forward-thinking and customer-focused, so we expect (and have already seen) that they will be keen to adopt.

We want franchisees to see a return on investment with this project – it isn't just for vanity. We have been very mindful of pushing people too stringently down a 'fixed' investment route – we're in an industry of fine margins.

That said, this isn't just about pleasing the customer, it's about the teamwork and creating an empowered and spirited working environment with a modern image which people enjoy being part of.

I think on the whole though we, as an industry, do need to move into more of a retail type environment – so if the customer's first contact with the repair centre is by calling in, they are greeted with a great first impression.

#### **How has the project been received in the UK?**

We have some franchisees champing at the bit already for the new branding. Already Fix Auto Buckingham, Fix & Go Loughborough, Fix Auto Croydon's new site, Fix Auto North Staffordshire, Fix Auto Sutton-in-Ashfield and Fix Auto Stoke-on-Trent have adopted the new look and feedback has been extremely positive.

One of the reasons I joined Fix Auto UK initially is that, in general, this industry is customer sales shy and I wanted to help change that. This brand refresh is a major

opportunity to progress that further. I believe there is a lot to aim at in making more money from existing business rather than anything else too revolutionary and brand image, combined with the company ethos, has much to do with that. We're all in business to make money and we should never be afraid to admit that.

#### **What stage is the project at globally?**

As the combined entity of Fix Auto World we are in very different stages of development – ourselves, Canada and the US are in a legacy phase, whereas the latest territories such as Australia, South Africa, China, France and Germany offer a fresh start. Fix Auto World has appointed a brand manager, Ben Pugh [no relation Fix Auto UK's Ian Pugh], to oversee the roll out across the new territories.

#### **How would you describe the latest chapter in Fix Auto's evolution?**

I have to say, I think we have taken a great step forward in advancing our image with this brand refresh and it's where, personally speaking, I would have liked it to be. It's also amazing how the little changes such as the change in style of the new feature wall (from blue wallpaper with Fix Auto repeatedly emblazoned all over it to a large format image depicting the customer getting back on the road) makes such an uplifting transformation.

The brand is the glue that knits us all together – that is crucial to the creation of the community ethos of the network.

It's much more than just an image – it's a culture, a belonging. Ultimately, what we, and others, are doing is raising the stakes in this business and gradually making this an industry which is recognised for the high skill levels and technical capabilities it should be.

Tom Hadfield,  
top left, and  
above, Richard  
Taylor of Fix Auto  
Buckingham  
proudly showing  
off the feature  
wall

“

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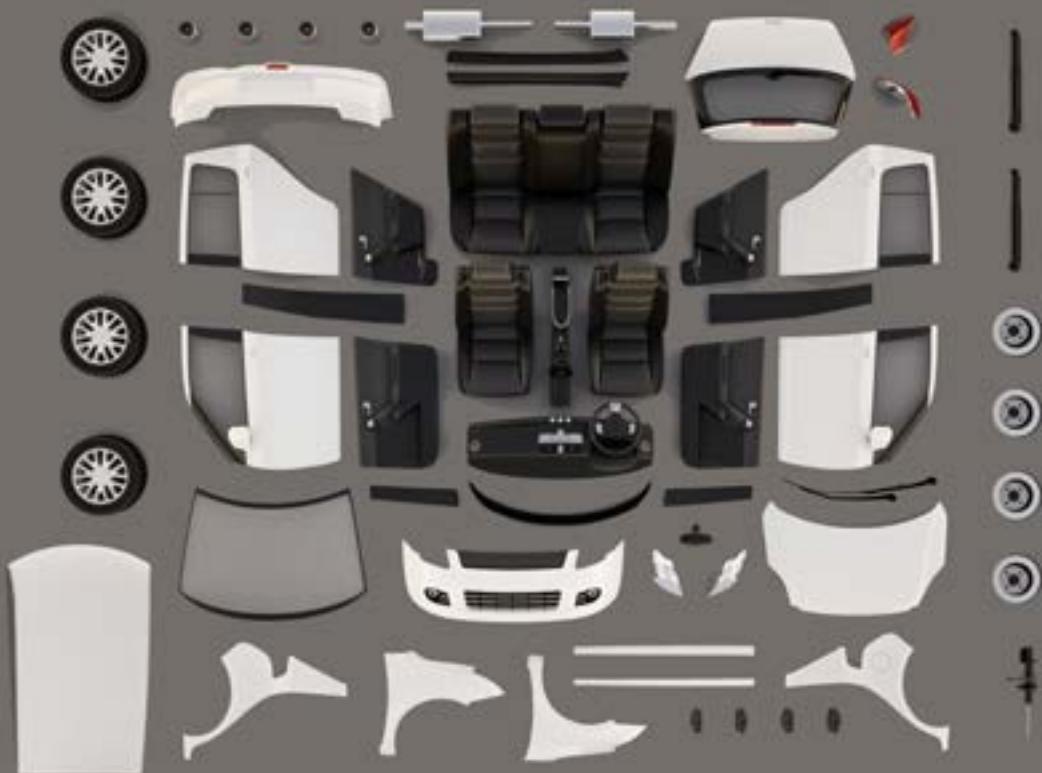
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## A FITTING PART

The ‘parts debate’ is a continuous one – at times being thrust into the limelight, whilst at others rumbling away in the background. It’s a conversation that is unlikely to ever truly abate and for good reason too – a host of external environmental factors have a role to play. Here we look at just how those factors impact the decision making process.

On the face of it, the argument is simple: is it ‘right’ to use original equipment or non-OE parts during accident repair? Immediately, there will be support for either camp and, undoubtedly, valid points put forward for the use of either. It’s a debate that can divide an industry akin to a north London Premier League derby.

Now at this stage it is worth noting that the parts market is not as clear cut as OE and non-OE. In essence, yes, these are the two key categories but arguably under OE you have new and recycled parts, whilst under the banner of non-OE there is ‘accredited’ or ‘OE equivalent’ (eg Thatcham Quality Assurance, ECP’s Platinum Plus or Prasco certified parts) and ‘non-accredited’ parts.

Interestingly though, of late, there seems to be a subtle shift towards a more ‘inclusive’ phrase that coins the term ‘right’ – ‘right part, in the right place, fitted by the right people’. It may all seem a bit too politically correct for some but it is a way of acknowledging that whatever persuasion you have over the matter, the opposite opinion is also at large and the best way to approach it is to work from the critical element of safety.

### Pressures

A simple PESTLE analysis looking at the political, economic, sociological, technological, legal and

environmental pressures can go a long way to clarifying just why the market is such a mixed basket of parts.

First and foremost, the elephant in the room is cost. There is no denying cost pressures exist within this industry which can be a driver of behaviours – certainly purchasing decisions. Certain contracts ‘encourage’ the use of arguably more cost effective alternatives in order to keep costs contained which, on the face of it, makes sound commercial sense. OE equivalent labelled parts are suggested to be around 85% the price of their OE counterparts, whilst non-accredited versions could be just 35% the cost of the genuine part. An attractive ‘upfront’ proposition indeed but one that is also vehemently challenged as resulting in true financial ‘savings’.

The counter argument against simple commercial terms is strong and you don’t have to look far for a convincing argument from a vehicle manufacturer representative to make a case. Vehicle manufacturers invest millions of pounds and hundreds of hours developing vehicles with specific components and materials in specific places in order that their vehicles behave in a certain manner both on the road and in the unfortunate event of an accident. Now in an era of multiple technology systems positioned all around the vehicle – including such things as

pedestrian protection systems – the argument for the use of genuine parts in replacement becomes even stronger.

### Overall

Many of the vehicle manufacturers are also stating a sound case when it comes to commercial terms – with various studies highlighting how ‘overall’ costs can be comparative to any repair using alternative parts. Still, in certain quarters, there does remain some scepticism that this is in fact the case but the general consensus is things are changing. Now, more than ever, conversations between the two industry giants (vehicle manufacturers and insurers) are taking place and relationships are developing to cater for specific customer wants and needs.

Under the OE banner there is also the area of recycled parts to be considered. It’s an area which in the UK continues to find its place but, as yet, has not truly gained the foothold it could or some might suggest should have. Hearsay suggests there are some very positive projects afoot proving the worth of this channel and despite the many challenges this area faces such as identification of part, guarantee of integrity, condition grading etc some within the sector, including certain vehicle manufacturers, see this as a potentially positive solution.

### Channel

Whichever channel the replacement parts side of a repair

go down, there is one area that is increasingly coming to the fore of all parties’ thinking and that is the customer. As consumers become increasingly savvy with access to knowledge, information and opinion only a click away, the world of business and service provision is increasingly coming under the spotlight.

Although it’s fair to say the general public is still a long off having a full grasp of the intricacies of the accident repair sector, it is more ‘clued up’ than ever before. Customer choice is therefore gradually becoming a given, with ‘options’ available to customers as to who or how their vehicle is repaired. It’s an idea that has a very long way to go but some predict it could well become a staple of the claims process in years to come.

What’s more, the changing ownership model, new insurance provisions and shared mobility schemes are further considerations when it comes to future direction of repair and therefore, likely, the parts market. It’s an area that will be keenly watched by all in the coming years and will undoubtedly have an impact on all areas of the repair sector.

So when all is said and done, it is abundantly clear there is no ‘one size fits all’ in the parts debate. It would appear there is room for everyone but ultimately it should all boil down to safety first and foremost, and then the application of the ‘right part, in the right place and by the right people’ phraseology.



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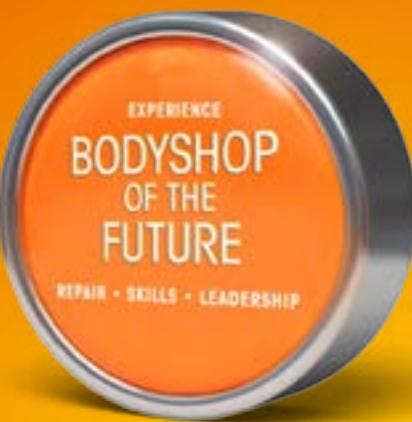
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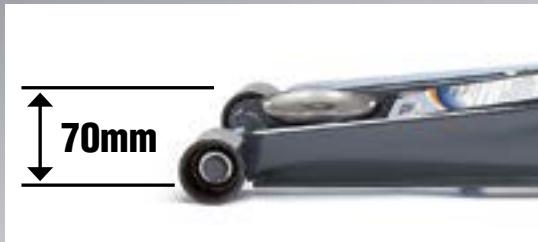
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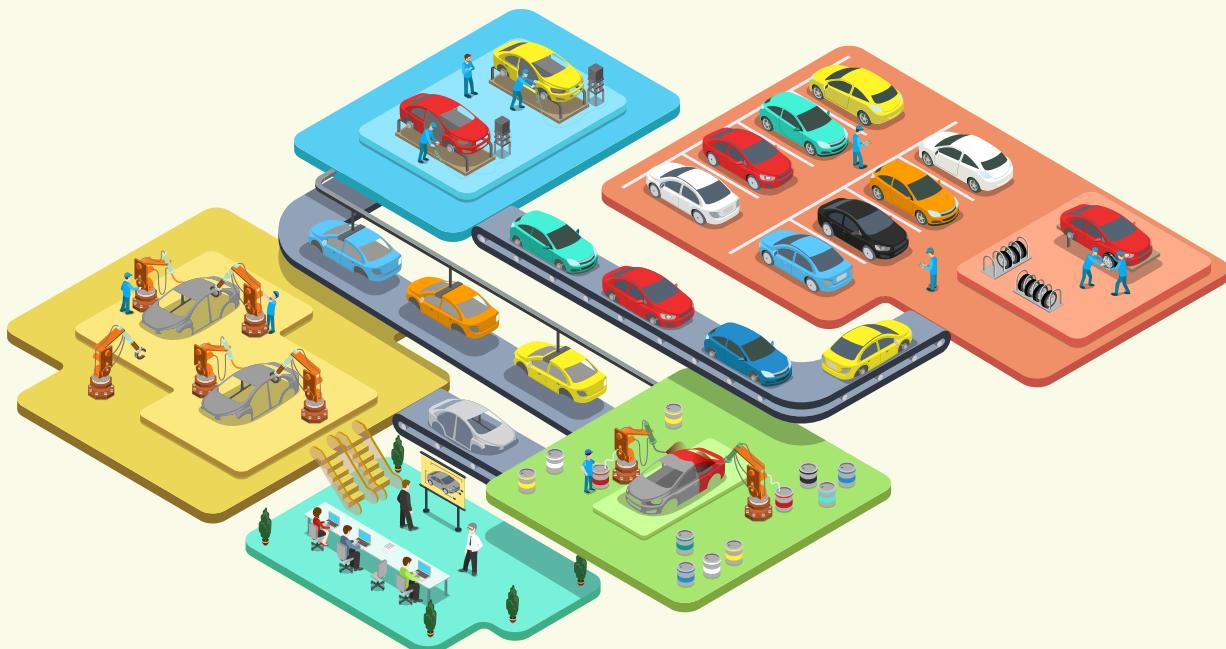
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# METHOD IN THE MADNESS

The primary job of a carmaker is to do exactly that – make cars and sell them to the public. And they do a pretty good job of it, with nearly 70 million new cars leaving showrooms across the world in 2015 alone.

But while mass production and economies of scale are powerful motivators for all international manufacturers, the shape-shifting automotive industry is also driven by two other key concerns: innovation and safety.

By their very nature, these aren't natural bedfellows – the Wright brothers would never have taken off from Kitty Hawk in 1903 if they were.

But somehow manufacturers today must walk a tightrope between, on the one side, protecting their customers and, on the other, feeding their rapacious appetite for new technology.

## Testing time

What that means in practice is that every new breakthrough to hit our roads, either in a vehicle's hardware or software, will have been tested to within an inch of its life long before the public ever sees it. And that testing process follows two simple principles: is it safe now, and will bodyshops be able to repair it once it's been launched?

Dave Reece, head of operations and Ford collision project manager, said, 'No one has developed the disposable car yet so you have got to design cars that can be repaired economically. It's suicide if you don't; the insurance rating goes up and the car becomes virtually unsaleable.'

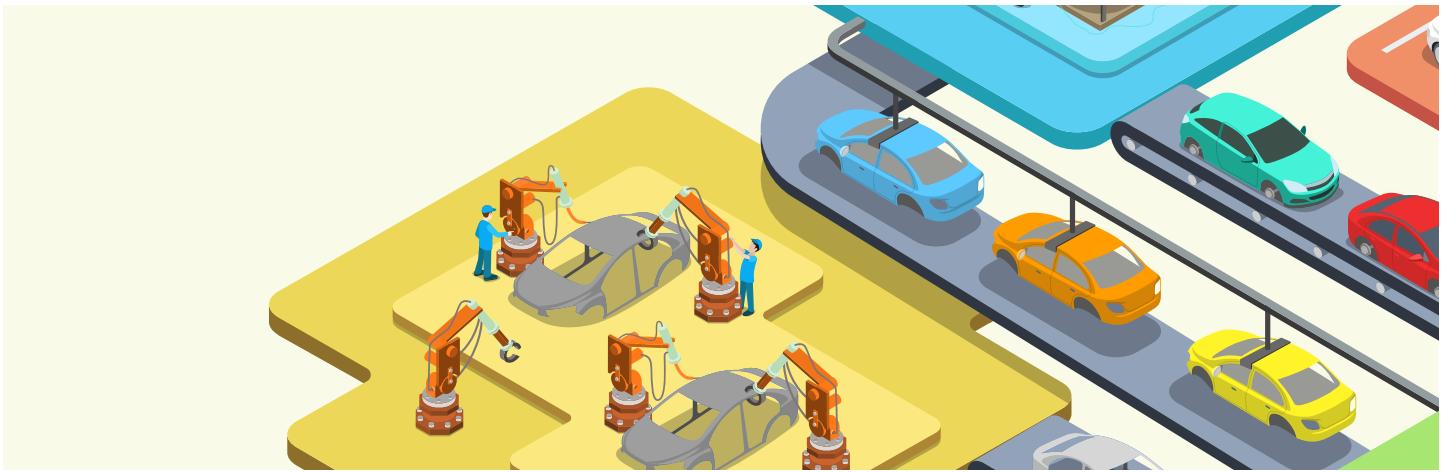
As an example, he points to the new Fiesta, for which Ford has developed a three-piece quarter panel to replace the whole quarter panel for the specific purpose of reducing repair costs.

Volkswagen too, goes out of its way to ensure that everything is in place to guarantee a safe and effective repair as soon as a new model is launched. Once the car is 'finished' it will spend up to a year in pre-production, with technicians from a range of departments pouring over it to establish best practice repair methods and develop any new tooling required for that model.

Franco Iannotta, insurance ratings and paint and body technical manager for VW, said, 'Their job is to ask the question, 'If this car got damaged, how would you repair it?'. They always start from the outside and then go down into the car and it's up to them to come back with a safe repair method that meets factory standards. It's quite challenging and we sometimes have to come up with new tooling specifically to repair those cars.'

## Good to share

But that – designing cars that push the innovation boundaries and ensuring repair methods are in place at launch – is only the first part of the job facing manufacturers. It's all very well creating the knowledge, but that knowledge needs then to be



spread far and wide and fast; if the industry doesn't have it then it's as good as pointless.

Franco said, 'Sharing knowledge is the biggest key because, with the cars being produced today, close enough isn't anywhere near good enough. We do as much work as possible with *bodyshop magazine* and other media to make sure the industry knows that these cars are different, and we also work with Thatcham Research and provide them with the same sort of things so they can tell the rest of the insurance industry about it.'

Within its network, training courses will be rolled out to those of its 1,000 approved technicians who have what VW calls the 'prerequisites,' – or background knowledge up to an appropriate standard.

'The training is tricky because there are different skill sets for different parts,' Franco explained, 'and there are prerequisites for each part. For example, we're about to launch the new Touareg featuring a new repair section for the chassis leg at the front. It's going to be VW's first aluminium vehicle. But we can't just train everyone from our repair network. They need to be skilled to a certain level first.'

### Delay

Almost inevitably there will be a time lag. The major brands will have hundreds if not thousands of approved technicians working at bodyshops across the UK. With the best will in the world, it's a logistical impossibility to train them all simultaneously.

Franco says there is always a bit of 'catch up' following a launch, while Ford faces the same challenges.

Dave said, 'We're quite proactive. For every new model there is a paint, panel and MET course for our technicians. All the vehicle damage assessors (VDA) need to be trained as well. Also, if there is an uplift or a modification that has anything to do with collision that will also be a new course. But we know that it would be impossible to repair every Ford that gets damaged in one of our 140-150 bodyshops. So we need to make sure the information is available to everybody, that's why our courses are also available to independent bodyshops.'

'We can sometimes have cars launched before we have the training simply because technology is moving so fast, but that's the way manufacturers tend to work. Sometimes we're in front of it, sometimes we're a little behind it and I don't suppose we're any different to any other manufacturer. I don't suppose anyone gets right in front of this thing.'

### Knowledge is power

But if that sounds like a risky strategy, it's not. With customers' lives and brand reputation on the line, the big manufacturers invest huge amounts of time and money to ensure their technicians have the necessary skills to repair their vehicles safely, even if they haven't been on the most recent course. Ford for example, holds mandatory refresher courses each year.

By ensuring the correct repair methods are available by launch, the thinking is that every brand-certified technician will have the hand skills to do the job as per the book. Also, by taking a modular approach to design and construction, much of the work carries over between models and, in many cases, the new training courses are as much about familiarisation as anything else.

Ford and VW are not alone. Volvo has won numerous accolades for its commitment to safety.

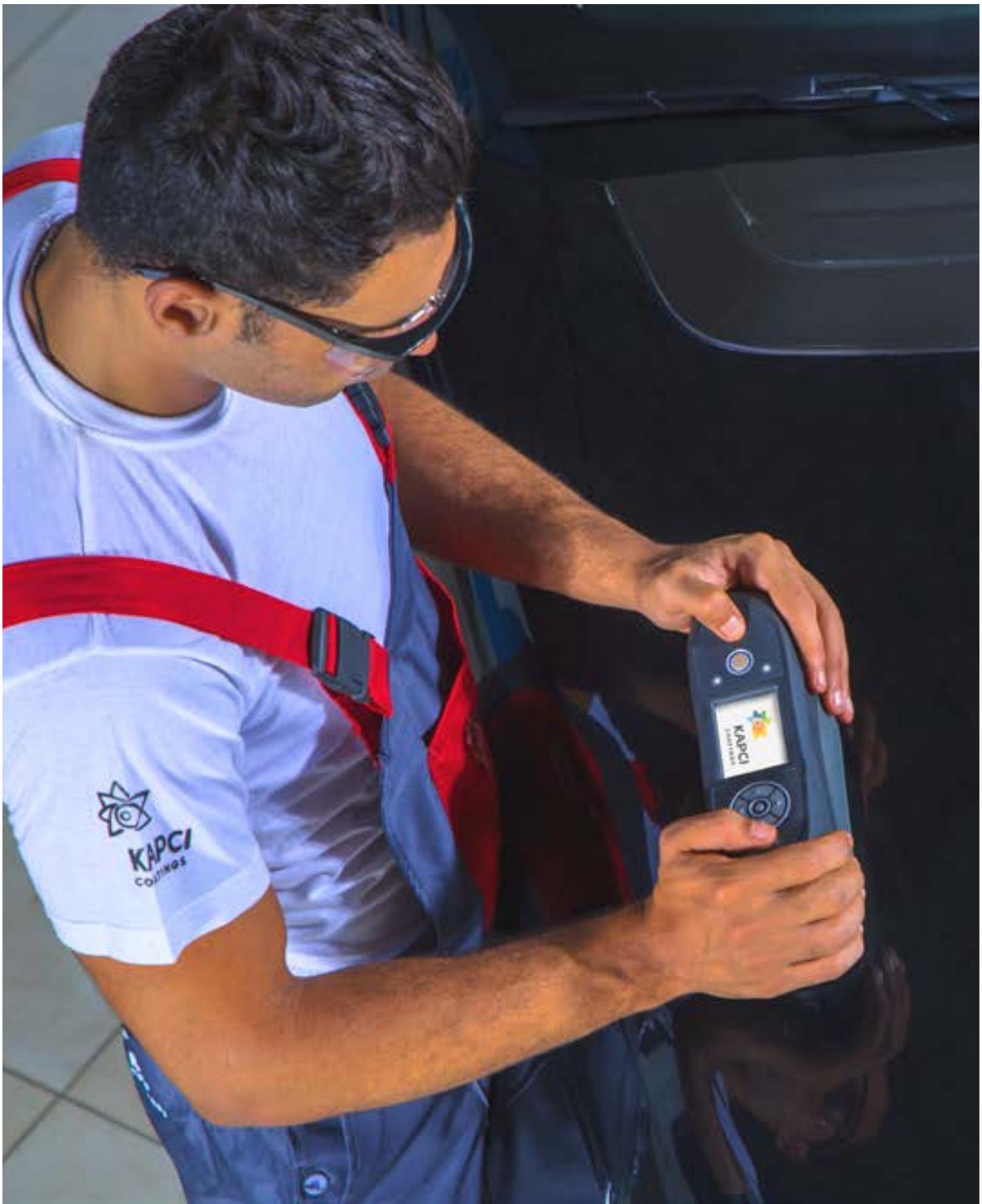
Steve Plunkett, Volvo body and paint development manager at Remit Resourcing, said, 'When a new car is on the horizon, we liaise very closely with our Swedish colleagues to find out what new advances have been made in terms of new technology, safety systems and methods etc. In today's climate with rapid advances in new technology and with new models coming at us at a rapid pace, it's crucial that we remain ahead in the aftermarket. You always need to be ready and prepared for the first repair of a new model.'

He added, 'We are always adding the new technologies into our body and paint courses that we run. The courses that we were running three and four years ago are almost unrecognisable to the courses that we ran in 2016 and 2017.'

But while manufacturers can develop repair-friendly cars and train their technicians to the hilt, one thing they can't do is double the number of technicians out there. The skills gap rears its head in every sector of the automotive industry, and no brand is immune.

Franco concluded, 'The technicians we need today are not the same ones as 10-15 years ago. They need to be electronically trained, they need to understand the materials they're working with – there are five or six different versions of steel but they're all still covered in the same paint. Everything has changed and they need to approach the job in a different way now.'

'They need all those skills and they also need the right mind-set; finding them is getting more and more challenging.'



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# 'THERE ISN'T ANYTHING ELSE IN THE MARKET LIKE THIS.'

**That was the bold claim made by R-M to mark the official UK launch of a new primer which it claims can reduce curing times to two minutes.**

*bodyshop magazine* was fortunate enough to join representatives of R-M parent company BASF at the first live demonstration of the product in the UK, held at ITAS in Milton Keynes at the end of March.

Two panels were sprayed with the new Light Filler Grey primer – a process which took under 30 seconds – before they were placed in front of an 800W UV lamp to dry and, within minutes, both were complete and ready for sanding.

Colin Drain, regional technical manager, automotive refinish, BASF, said, 'UV in vehicle refinish is a not a new thing. It's been in the market for 10-15 years. But it's remained a market trend rather than a market demand. However, R-M has developed a unique version that delivers real benefits to the customer.'

'As the construction of vehicles is changing, repair size and methods are changing too. That means this is a perfect time to look at what our repairers are doing and how we can help them, so now is a very good time to launch this new UV primer.'

The trick of the solution – which can be applied direct to metal and is also ideal for composites – is that it uses UV radiation to make the paint cure. Putting safety first, BASF has ensured that the product cures using UVA rays, which is the safest form of UV radiation. Unlike UVB rays, which can pose considerable health and safety challenges, UVA rays are far more user-friendly. Workshops don't need to provide extra protection, and technicians can use standard PPE plus the UVA protection safety glasses which are supplied with the lamp.

Another safety benefit is that, as this is a cold-curing solution, the structural integrity of the vehicle is not potentially compromised by the process of heating and reheating. This is a growing concern as more and more manufacturers are choosing bonding adhesives over bolts and welds to secure exterior body panels.

But, with minutes adding up to hours and hours adding up to pounds, it's the time efficiencies that will make bodyshops prick up their ears. Using BASF-approved 400W or 800W UV lamps delivered by Birmingham-based partners UV Light Technology, curing times can be reduced to between two and five minutes.

R-M has developed this new process as a spot repair solution for fast turnaround of smart, small area repairs. It would not be recommended for larger repairs.

Colin continued, 'More time can be saved in preparation because it's not difficult or complex. There is no mixing involved, you just stir the pot and then pour it into the spraygun. And you can leave it there too, so you won't waste any time cleaning the spraygun and you shouldn't waste any of the product either. Bodyshops will also benefit from savings in energy costs.'

The release of the Light Filler Grey is intended to represent the appetite for innovation and flexibility at R-M.

Steve Hawes, marketing manager, said, 'The R-M brand is nearly 100 years old, but we're very forward-thinking in our approach. Human, dynamic, flexible and easy-to-use is what we stand for and we believe these values are reflected in this product.'



## ALL IN THE DETAIL

**Tucked away at the back of a trading estate in Leicester lies a hidden gem – Reep Midlands. It's a business that takes car care to another level and introduces a whole new approach to bridging the gap between prestige dealerships, bodyshops and the aftermarket. We spent the day at Reep Midlands to find out more.**

Reep Midlands is the result of a meeting of the minds of three ambitious, car loving, individuals: managing directors of the business, Pete George and Pri Chauhan; and director/CEO of Reep Group, Chris McDonald. All three shared the same vision and passion for luxury car care and the need to create a high quality bespoke detailing studio to provide an un-paralleled vehicle enhancement experience – the result of which is Reep Midlands.

However, the story starts some 10 years earlier when Pete and Pri, partners of PG Automotive Recruitment took a whiteboard and wrote down all the areas they wanted the then fledgling recruitment business to spin off into. 'We put together a list which included ideas such as a bodyshop [Pete is a qualified panel technician by trade], car sales, supercar hire... the list went on,' explained Pete who noted that 'one of them was a specialist detailing studio' as it was an emerging business trend in the US.

That 'one' clearly lodged itself in the subconscious minds of the two entrepreneurs and two years ago when Pete started working with Chris as a client, by default, the journey began. Pete explained, 'I did a recruitment assignment for Chris and thought: this guy is clever, he's a 'real' businessman.'

### Planning

Still, another year passed by and during a conversation Pete told Chris of his and Pri's planning meeting all

I think what Reep does is fill that gap as an aftersales service proposition for dealerships, bodyshops, car clubs and private collectors

those years back. 'At that moment Chris said he'd been meaning to talk to me about something and within a couple of weeks myself, Pri and Chris sat down and Reep Midlands was born,' said Pete.

It didn't take long for Pete and Pri to 'get stuck in' and soon enough they had found a site, leased it and after weeks of working with masking tape and tape measures to plan out the Studio, 'common sense' had given them the floorplan from which to create their dream.

After working day and night over a three month period and ploughing some £250,000 into the concept, the business eventually opened its doors in October 2016 and by its official launch event in February this year it was 'maxed out'.

'We are the fourth addition to the Reep family – Chester, Glasgow and Harrogate going before us. But we are the only one that started totally from scratch. Today we are the largest indoor detailing and PPF studio in the UK and the flagship studio for Reep,' said Pete.

### Detail

According to Pete, Reep Midlands is now an 'extension of a dealership' with a 'protect over paint' mentality – providing a service which Pete believes has long been neglected in preparing and preserving vehicles in a better than showroom condition. 'What has always frustrated me about the dealer proposition is that people would commit to a nice, new car and be given the full dealer



service only for them to then just drive the vehicle off the forecourt without any thought of preservation,' said Pete.

And it's a philosophy that certainly seems to be working with Pete claiming Reep now has a 56% marketshare of the luxury car dealership sector with the likes of Sytner and Jardines dealerships using the business as an aftersales extension. The business also has close ties with prestige repairer, Chartwell Group in Derby.

'We are talking to quite a few bodyshop groups at present to gauge if they see the added value in offering a detailing service – similar to what we already do successfully with Chartwell Group,' said Pete. 'I think what Reep does is fill that gap as an aftersales service proposition for dealerships, bodyshops, car clubs and private collectors.'

#### Ultimate

Pete is, unsurprisingly, keen to point out the lengths Reep goes to in order to ensure its customers receive the ultimate service. Not only does the business utilise the highest quality products – such as those from Swissvax, LLumar, Koch-Chemie and Gtechniq – and equipment including paint depth gauges and specialist lighting, but staff are hand-picked for their high skill levels and customer facing skills.

'Much of the time our job is about advising people what to do/what not to do,' explained Pete. 'We want to be the experts and offer customers the best advice and service we possibly can. We even go as far as to train customers on how to manage/wash their vehicle.'

He continued, 'When we are handling cars that are individual's prized possessions, and some clearly worth large sums of money, we need our customers to know we care as much about their car as they do,' said Pete.

The bespoke interior of the studio also gives a truly exclusive feel to the operation with a light and airy layout and mood effect lighting and space for signage to suit any occasion.

'We want our customers to have a truly great experience when they use our services,' said Pete. 'These people

invest in us and in turn we invest many hours in preparing vehicles into our customers' dream machines – it doesn't get better than that.

So when these people come to see us or collect their vehicles we want them to spend time here – use our meeting facilities, watch through the viewing gallery and create a bespoke handover plan. Yes this is serious business, but we want people to enjoy it and create memories that last a lifetime.'

#### Pride

When we are handling cars that are individual's prized possessions, and some clearly worth large sums of money, we need our customers to know we care as much about their car as they do

One thing is for sure, Pete and Pri both enjoy what they do and take great pride in what they have created. 'We are very proud of what we have here,' said Pete who also heaps praise on the team he has around him. 'We give our employees responsibility within the business and they take ownership for how the place runs,' explained Pete who points to how the culture also 'forces' staff to take breaks – 'we want this business to be human.'

Now, with Reep Midlands up and running, Pete and Pri are settling back into more accustomed roles, dividing their time between continuing to evolve the Reep proposition and keeping close tabs on the PG Automotive business – what Pete labels as 'his baby'.

'There is lots more to come but for now we want to let our customers decide how we finish the studio, what to do next,' said Pete. 'We're building a great community and I love the people we are dealing with – everyone has a unique story to tell and everyone has their own ideas which we listen to and learn from.'

With more Reep sites set to open across the country in the coming months, Reep Midlands is clearly at the heart of a movement which looks set to grow. Already there are plans bubbling away which will see Pete and Pri incorporate more services and develop an increasing array of 'automotive partnerships'. 'It's been incredibly hard work but it's all coming together now,' said Pete.

'We've dared to be different but most importantly we're also having fun doing it. Thank god for the humble whiteboard.'

# BE PREARED: IT'S NOT JUST FOR BOY SCOUTS

**When it comes to paint, the word technician really is apt. These experts do far more than just spray, with tooling and materials evolving as fast in this sector as any other within the crash repair industry. Here, we look at few of the fundamentals of selecting the right spraygun in the first place, setting it up to get the most out of it, and then cleaning it afterwards to make sure it performs exactly the same way again next time.**

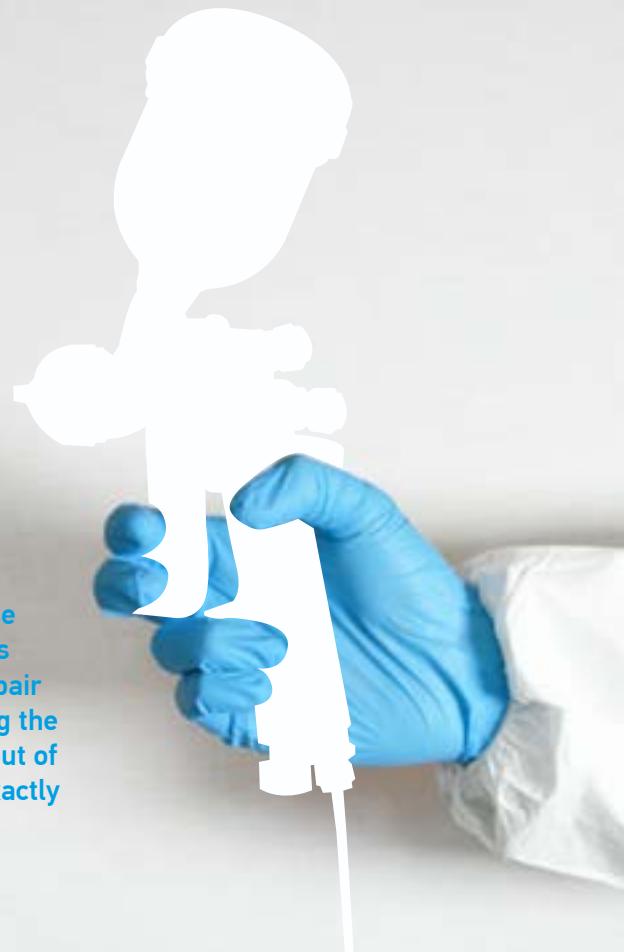
'As far as sprayguns go, they are all different. Each is designed to do its own specific job in a way that saves money and time. Using the wrong spraygun in the wrong way for the wrong job can be a false economy.'

That is the opinion of Daren Edmonds of Devonshire Motors, who was named Paint Technician of the Year at the *bodyshop* Awards last September. He argues that what can seem like a cost-saving measure at first glance will often turn out to be more expensive in the long run; heavy coats, for example, might promise quicker coverage but they can create other problems down the line, such as longer drying times.

In fact, the range of options can seem like a minefield to the uninitiated. Daren says that he'll regularly use up to five different sprayguns – a water-base spraygun for water-based materials, a lacquer spraygun for the clearcoat, different types of primer sprayguns for wet application or high build... and it changes again to a mini-jet spraygun for smart repairs.

If it sounds complicated, that's because it is. But, like everything in the industry these days, the success is in the science. Today, professional refinishing materials can range from low viscosity wash etch primers to higher viscosity filler primers and ultra high solid clears. In addition, there are the combinations of waterborne basecoats and filler materials, which all atomise differently and can be dramatically affected by humidity and temperature.

**Using the wrong spraygun in the wrong way for the wrong job can be a false economy**



Steve Waite, a *bodyshop* Awards finalist last year and also from Devonshire Motors, said, 'Using a spraygun suitable for the job is an important factor; there is no point struggling when the correct tools will make life easier and save time, but which one you choose is normally down to personal preference. I have several different ones and the type of paint or the colour I'm spraying will dictate the one I use.'

'Job size is another factor, for instance, if I were doing a smart repair I would either use an airbrush or a mini-jet, whereas if I were respraying a coach I would probably use a pressure pot – otherwise I'd be forever filling up my gun. Different sprayguns also have different transfer efficiencies and all these aspects can have an effect on paint usage and wastage, which can have an effect on the end profit of every job.'

## Set up

But selecting the right combination of sprayguns is only the first part. To get the best out of their tools technicians must then choose a set-up suited to both the environment and the materials being sprayed.

For example, air and fluid flow will be different in the chill of a Scottish winter compared to a summer's day on the south coast. This is especially true when spraying waterbornes, although even solvent-based clearcoats can be influenced by humidity and the climate.

As a general rule, low temperatures slow the drying time

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In addition to the durable gold anodised finish, DeVilbiss has introduced two new colours to the range: a vibrant blue and the ultra tough, black "Quick Clean" coating.

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so a smaller tip size should be chosen together with a high air flow cap for drier application, while high temperatures will demand the opposite set up for a wetter application.

With so many variables, IMI training teaches technicians the value of making calibration – setting the correct air pressure, selecting the most suitable set up and checking the spray pattern from the recommended target distance – part and parcel of their working day.

### Maintenance

To guarantee a consistent and dependable performance though, technicians need to know how to keep their sprayguns in mint condition. The temptation will always be to just get on with the job, but keeping equipment clean and well-maintained will repay the time it takes over and over again. And there's no excuse now either, with the fairly recent introduction of automatic spraygun cleaning machines and modern, easy to maintain designs.

Phil Merrifield, technical product manager at DeVilbiss Automotive Refinishing, describes the front end of the spraygun – the air cap, fluid tip and needle – as the 'engine room'.

'Keep these three essential components in tip top shape and you will be spraying more efficiently, using less material, reducing process times and ensuring an accurate colour match,' he said.

Removing the air cap is simply a case of unscrewing the retaining ring, withdrawing the cap and then inspecting it for any dirt or damage. Phil suggests soaking the air cap in clean solvent and cleaning it with a bristle brush or, if it's very dirty, using a wooden cocktail stick (never wire) to clean holes.

Maintaining and cleaning the fluid tip is also fairly simple. Loosen the nozzle using the correct tool, usually a ring spanner, and then once it's unscrewed far enough to clear the needle it can be released and removed for inspection. Again, a clean solvent and bristle brush will clean it effectively.

Phil said, 'Technicians must be careful to pull the trigger or remove the needle to prevent damage to the fluid tip. The front profile of the fluid tip must be in perfect condition as it plays a vital part in atomisation.'

The trigger and air valve are also key to smooth control and sensitivity, enabling seamless blends and fade out. Removing the pin to enable the withdrawal of the trigger might require a screwdriver or Allen key. But once that's done it will be possible to remove the air valve using a ring spanner, inspect it for dirt and double check that the valve stem isn't bent. Most air valves can be cleaned (assuming they are solvent resistant) although some may require a replacement air valve cartridge.

Phil added, 'It is also wise to check the paint cup connector or adaptor, as they can hide contamination, which will require cleaning with solvent and a bristle brush. If your spraygun is fitted with an air pressure gauge check it is operating correctly and accurately by checking performance against a calibrated gauge or similar spraygun. Accurate pressure is another vital component in ensuring optimum performance.'

Selection, set-up and servicing – the skill levels required even before the first coat just keep getting higher. It seems the art of painting isn't reserved for those in front of canvas.

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## The Daylight Solution

The selection of the correct colour shade for refinishing a vehicle requires a source of light that preferably reproduces the entire colour range of visible light (daylight) as accurately as possible. The SATA trueSun LED lamp which was especially designed for this purpose allows a professional colour shade evaluation and identification within the paintshop. Any rework caused by an incorrect colour identification and the respective rectification cost involved does not leave any room for compromise when selecting the daylight lamp. Even avoiding a single rework covers the purchase cost of this high quality product.

For further information, please visit our website at [www.sata.com/SATAtureSun](http://www.sata.com/SATAtureSun)



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## TOP TIP

Steve Waite says, 'Disposable spraygun pots are more commonplace but they can also be used to store leftover paint. This can turn wasted paint from a sinner into a winner, either by using similar colours for basing up to assist with coverage so less paint needs to be mixed overall, or by storing leftover mixes of more popular colours for use on jobs of the same shade.'

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# ALL OVER THE WORLD

With the IBIS Global Summit 2017 taking place in Madrid next month (12-14 June) we decided to pull together some of the latest 'industry happenings' on the global scene.

## Alex Hunter, branding and customer experience expert, IBIS speaker

'The customer landscape has changed forever. New businesses – unencumbered by antiquated systems, processes and people – are in the process right now of disrupting your industry, engaging your clients and customers, and reimagining your services.'

'Key to survival in this brave new world is the importance of evolving your brand and customer experience.'

'As part of my session, I will hope to help delegates understand that the winners in 2017 will be those who forget the transaction and focus on the relationship, and build trust with their customers, partners, and the public.'

## Jeff McFadden, president, Service King and IBIS speaker

'In the US, the major MSOs continue to make up a small segment of the overall collision repair industry. Therefore, there is still opportunity for strategic merger and acquisition partnerships to occur and Service King remains active in our national growth plans. Those plans have not yet included cross-border activity, but it certainly seems plausible that international growth would be a natural progression for many of the leading US MSOs, including Service King, if the individual partnerships positively impact the business and its teammates.'

## ADAS applications to soar

Global automotive applications of advanced driver assist systems (ADAS) will surpass 232 million units annually in 2022, according IHS Markit.

In its latest *ADAS Applications and Sensors Report*, IHS Markit forecasts that global ADAS growth will be led in part by new introductions of automated autopilot, driver monitoring systems and side and rear mirror cameras, each aimed at making the driving activity safer, more convenient or more efficient. This growth is enabled by advances in sensor technologies including radar, camera and lidar sensors that will number more than 232 million units annually in 2022, the report says. Combined, implementation of these technologies will enable higher levels of automated driving on a global scale.

## Spanish standard

There isn't one – at least, not a single one recognised by the entire market. CESVIMAP has released certain standards such as TQ Program or PROMASS + Program, but despite their solid reputations there hasn't been widespread adoption from bodyshops. This is mainly because customers don't demand it, and bodyshops don't know how to use it effectively to market their businesses. Several car manufacturers have incorporated CESVIMAP standards, as have some fleets and insurers, but the Spanish market is best described as inconsistent.

## Chinese whispers

Remember what Google did with Android, releasing it free to the market? A Chinese internet giant is doing the same thing with its self-driving technology.

Baidu, which is described as the Chinese Google, plans to make some of its technology available by July, with its full range of software, hardware and data services available to manufacturers by 2020. Industry experts have described this move as an attempt to make its technology the 'holy grail' for software in cars.

Also in China, a convoy of start-ups are positioning themselves to challenge Tesla's mass-market Model 3 sedan. Tesla's valuation has recently surpassed Ford's, thanks in part to a £1.4bn investment from Tencent, one of Asia's largest tech firms, but Future Mobility, WM Motor and Singulato Motors all plan to launch self-driving models to rival Tesla in both price and performance.

## Autonomous progress

Not long ago autonomous vehicles seemed like a pipedream. In just a few short years that has all changed and now most manufacturers have a roll-out schedule. Here's a snapshot:

Audi expects to launch a higher Level 3 model by 2020/21, extending Traffic Jam Pilot to motorway speeds and including a 'black box' in each vehicle.

BMW's iNext, its first autonomous car, has been pencilled in for 2021. It's being created in collaboration with Intel and MobilEye. Ford also has 2021 in its sights for the release of its driverless ride-sharing cars without a steering wheel or pedals, as the manufacturer leaps straight to Level 4.

Honda plans to release Level 3 vehicles by 2020, with vehicle-to-infrastructure (V2X) and vehicle-to-vehicle (V2V) capabilities, and by 2040 it plans to have zero crashes in its vehicles. Kia has set itself a target of 2030 for full autonomy, while Mercedes-Benz's E-Class is ahead of the game with autonomous technology built-in that has effectively been disabled by engineers to allow drivers to catch up.

Nissan expects to have 10 fully autonomous models on sale by 2020 although, like most manufacturers, driverless options will be limited to heavily mapped areas, while Tesla hopes to reach full autonomy by 2018. Volvo is operating on a similar timescale. It's skipping Level 3 and going straight to Level 4, with limited autonomous testing already taking place on public roads. It has promised that fully autonomous vehicles will be on sale to the public by 2020, and that no one will be killed or seriously injured in a Volvo.

## Russia regulations

Insurance regulations in Russia have changed recently. No longer can policyholders opt for cash pay-outs following an accident, instead all vehicles under two years old will be triaged to an approved repairer. This is intended to guarantee safer repairs, but some fear it will leave the industry vulnerable to exploitation from accident management companies and lawyers. One thing is certain though; the evolving market regulations mean the global trend for consolidation is reaching across its borders. The coming years are expected to bring more integration and a growing role for franchises and manufacturer networks.

## IBIS Global Summit delegate packages

Delegate places are available for £1,885 and include full access to the Welcome Reception on 12 June, access to the full day's conference on 13 June; the International Dinner on the pitch in Real Madrid's Santiago Bernabéu Stadium on the evening of 13 June, as well as the final half day's conference and delegates' lunch on 14 June. The price also includes two nights' accommodation (12 and 13 June) at the Meliá Castilla.

# TRADITIONAL THINKING WON'T WORK

A recent report found that a reluctance to share knowledge and data could cost the transport industry £14bn by 2025. We spoke to Johan Herrlin, CEO at Ito World, a global data aggregator for transit and other Mobility as a Service (MaaS)-related data, to find out if he thinks that's true and, if so, if mindsets are changing fast enough.

## Is a reluctance to share knowledge a UK issue?

Generally speaking, this is a global issue. Governments and organisations around the world are trying to decide which types of data are appropriate to share with the public and what risks, real and perceived, might be associated with opening up access to data. There are some very real issues at play, relating to costs, privacy, and security. Some locations are more proactive but in other parts of the world the viewpoint is that data should be monetised to maximise public good. There really is a great deal of variation across the globe.

## Is it a 'legacy' thought process?

It seems as if the tide is starting to change in many parts of the world. The open data movement has been shown many times over to have an overwhelmingly positive return on investment. In the transport sector, this is especially true since they are such inherently complicated systems. Accurate data is critical to operating the system efficiently. The public needs to know which transport options are available to them, based on where they are at any particular time, in order to choose the optimal mode and route.

Transport operators can benefit from this as well by increasing the usage of their systems and even distributing the load across the system, if more data is shared. One of the key problems is, of course, that some of the operators are only looking at their own slice of the pie. The big picture of what the customer needs is sometimes missed as a result.

## How can companies be incentivised to work for the 'greater good'?

There is often an inherent fear about the possibility of losing proprietary IP. Private mobility providers are making significant investments in mining the data they have to predict demand, set real-time pricing, etc. In some ways, this data and their ability to mine it is their

**"**  
The data generated is still viewed as proprietary and there are no current forums for sharing data between manufacturers, even for seemingly non-strategic data assets related to safety

main strategic asset. OEMs are all scrambling to better understand customer behaviour via their connected cars and, increasingly, semi-autonomous vehicles.

The data generated is still viewed as proprietary and there are no current forums for sharing data between manufacturers, even for seemingly non-strategic data assets related to safety, such as hazardous road conditions.

There is still great uncertainty about how the market will shake out and so many are hedging their bets and being very conservative, holding on to all data assets in case of future opportunities. Some of this is likely an artefact of an immature industry, however.

## Are there any good recent examples of where knowledge sharing has paid off, both for the industry and the individual companies involved?

There are many such examples. For instance, we worked with Arriva, one of the UK's largest national bus operators, to make their data more accessible to potential consumers. They leveraged Ito World's technology to get their real-time bus data into one of the largest journey planning apps in the world, Google Maps.

By opening up their data, they significantly increased their reach and ridership. Many agencies and operators have opened up their data to the developer community. This typically results in more information being available to riders, helping them save time and money as well as having better journeys. Agencies and operators can extend their reach, improve the use of network capacity, and save money since they don't necessarily have to build their own apps (developers are doing it for them).

From an overall economic perspective, opening data drives innovation and creates new businesses. In fact, Ito World, as global data aggregators, relies heavily on open data as the basis for our products. We would not exist if it weren't for open data.



### Do you see disruptors emerging and leaving more traditional companies behind?

I think the real question is about how new transportation alternatives will affect existing public transportation offerings. We're at the beginning of the next big revolution in transportation. Things have remained largely static for the past 100 years, so this really represents a paradigm shift. We're already seeing private sector businesses like Uber and Bridj, a Boston-based company offering on-demand bus services, augmenting public transportation.

New car sharing and car club businesses are entering the market at an incredible pace and, of course, the arrival of autonomous vehicles will greatly impact provisioning of transport services. It's not clear to me that the existing incumbents (public transportation providers and automotive manufacturers) will be the most well equipped to leverage technical innovations to their advantage. In many ways, this is the classic disruptive pattern where it's very difficult for incumbents to change their business and operational models to adjust to new threats and opportunities. We are seeing some transport authorities embracing new opportunities, such as partnering with ride hailing providers to solve the 'last mile' problem. We have also seen some experiments with delivering MaaS for an area while working with private sector partners.

### Does MaaS work without open data?

MaaS describes the idea that we're moving away from privately owned modes of transportation and towards consuming transportation solutions as a service. This will be enabled by blending both public and private transportation providers across multiple modes of transportation, and providing a single-access interface for managing trips. More open data will be key to making this happen.

Imagine being dropped off at a train station by a ridesharing service. If the train is significantly delayed

**It's not clear to me that the existing incumbents (public transportation providers and automotive manufacturers) will be the most well equipped to leverage technical innovations to their advantage**

or cancelled, the promise of MaaS falls apart quickly. To have a seamless experience all the data must be accurate and timely.

On the current dataset for just the buses in Great Britain, we have made corrections, edits and enhancements that affect 60,000 journeys. In other words, if a MaaS provider were to have leveraged the raw open data, they would have had 60,000 opportunities to create a bad user experience.

### How is the emergence of the Internet of Things (IoT) changing thinking?

The IoT has certainly created more value in data. Again, many industries participating in the IoT are not mature and sharing principles and norms have yet to emerge. I believe this will largely be driven by customer demands. For example, there is little value in having a connected home if you need 10 apps to manage all your connected devices. There must be some common knowledge sharing to create a seamless experience. At the moment, many industries are trying to figure out if the outcome will be a 'winner-takes-all' scenario, where one company dominates the industry and doesn't have to share data. If a multi-player scenario is the dominant model, sharing makes a lot more sense. Until the participants see which way the industry is going they tend to hedge their bets, be conservative, and hold on tight to their data.

### Will big data create a commercial argument for knowledge sharing?

Yes, but I would argue that there is already an incredibly strong commercial argument for knowledge sharing and open data. For instance, global management consultancy McKinsey found potential benefits equivalent to 4.1% of global GDP for open data across all sectors. TfL, for example, has opened its data and now has thousands of developers building solutions to improve the public's travel experience.

**BODYSHOP**

# EVENT & AWARDS

## 2017

### ARE YOU A WINNER?

THE BODYSHOP EVENT AND AWARDS IS BACK AND BIGGER THAN EVER

Building on the success of last year's Twickenham extravaganza, this year's *bodyshop* Awards will be bigger and better than ever before. Remaining the ONLY independent accolades dedicated to our industry – with a stringent process to ensure best results – the *bodyshop* Awards are the industry's most respected and highly sought after prizes.

In 2017 the Awards will be presented after the *bodyshop* Event – a full day's exhibition and seminars that our industry so desperately needs. Taking place on 28-29 September 2017 at the Hilton Birmingham Metropole, we are delighted to bring the event back by popular demand. We've also revamped the Thursday night welcome, where networking and fun are in huge supply.

**Don't delay – enter today!**

The categories you can enter are:

Small Bodyshop of the Year

Vehicle Manufacturer of the Year

Medium Bodyshop of the Year

Insurance Company of the Year

Large Bodyshop of the Year

Work Provider of the Year

CV Bodyshop of the Year

Education/Training Provider of the Year

Bodyshop Manager of the Year

VDA of the Year

We are delighted to announce a brand new partnership between *bodyshop* and Thatcham Research in bringing you the Apprentice Awards, a new way to highlight and promote the excellent paint and panel apprentices in the UK collision repair industry.

#### ENTER THE AWARDS ONLINE:

[www.bodyshopmag.com/awards](http://www.bodyshopmag.com/awards) OR  
email Emily Miles – [emily@bodyshopmag.com](mailto:emily@bodyshopmag.com) – for an entry form:  
GOOD LUCK





## IT'S A DOUBLE CELEBRATION

This year will see the *bodyshop* Event turn 21 – the same year in which *bodyshop* magazine turns 30... many would say that's a double celebration, and we would wholeheartedly agree.

In that case, we would be delighted if you could join us at the Hilton Birmingham Metropole on 28-29 September to be a part of what promises to be THE must attend event for 2017. We'll be having a welcome party to remember (sponsored by Audatex); conference sessions; an exhibition and live demonstrations; and, of course, the awards ceremony – a celebration of all that is great about this industry of ours. We'll even throw a party at the end to round it all off!

With a subtle nod to the first *bodyshop* Awards in 1997, the black tie event will follow a special 1990s theme, which will carry on into the afterparty.

Updates on all event developments will follow in the coming months, including the announcement of this year's special guest, but in the meantime anyone wanting more information or an awards entry form should visit [www.bodyshopmag.com/awards](http://www.bodyshopmag.com/awards) or email emily@bodyshopmag.com

This year's event is supported by headline sponsors AkzoNobel and Enterprise Rent-A-Car, and backed by sponsors AutoRestore, Al Futtaim, Audatex, Car-O-Liner, IAEA, NBRA, Thatcham Research, Upol and Vizion.

The awards are separated into two main categories. The *bodyshop* skills awards recognise those individuals who excel within their own chosen fields of specialism, while the industry awards identify and laud the companies and professionals that have delivered service with distinction.

### Skills Awards

*bodyshop/Thatcham Research Apprentice Awards*

Apprentice panel technician of the year

Apprentice paint technician of the year

*bodyshop/IAEA VDA Award*

Vehicle Damage Assessor of the year

### Industry Awards

Education and training provider of the year

Vehicle manufacturer of the year

Work provider of the year

Insurance company of the year

Small *bodyshop* of the year

Medium *bodyshop* of the year

Large *bodyshop* of the year

Bodyshop manager of the year

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## PPG PRODUCT CIRCLE

PPG has launched a new digital customer tool – PPG Product Circle – designed to provide quick and easy access to product information for an optimal repair finish.

The PPG Product Circle provides painters with fast access to product information, mixing ratios for certain product combinations and technical information for core products.

## NEXA TV

Nexa Autocolor has launched a new digital platform: Nexa Autocolor TV.

The user-friendly platform brings all of the brand's audio-visual content and technical information together in one place. Refinish professionals can see products, tools and

applications brought to life in a series of videos. Each video has a dedicated page where users can access and download related material.



## SNAP-ON THERMAL IMAGER

Snap-on has introduced a new Diagnostic Thermal Imager using infrared technology to make heat 'visible' and reveal problems anywhere on a vehicle.

The unit allows technicians to be more accurate and productive in their work by giving them a direct insight into the source of issues with a vehicle such as brakes, heaters, air conditioning, engine performance, electrical complications and bearings.

The Diagnostic Thermal Imager includes detailed thermal images made up of 4,800 distinct temperature zones and an exclusive database of guided tests, automotive applications and reference images.

## AXALTA F1 SUPPLY

Axalta Coating Systems has expanded its role as an Official Team Supplier to Mercedes-AMG Petronas Motorsport Formula One Team.

Axalta's premium Spies Hecker refinish brand paint is used on the liveries of the Mercedes-AMG Petronas Motorsport Silver Arrows race cars. The 2017 Mercedes-AMG F1 W08 EQ Power+ race car features 13 colours, none of which are commercially available.



## MIRKA ABRANET ACE HD

Mirka UK has enhanced its dust-free net sanding line-up with the launch of Abranet Ace HD.

The new range of abrasives provides fast stock removal, quality scratch patterns and increased sanding disc durability. The new grits come in P40, P60 and P80 extending the full Abranet range from P40 – P1000.

Abranet Ace HD features an open, symmetrical net structure with integrated loops in combination with ceramic grains to allow for maximum cutting speed and consistent performance across a variety of surfaces and substrates.

Meanwhile, Mirka's AOS-B cordless sander has been awarded the 'Product Design' prize at the prestigious Red Dot Design Awards.



## THATCHAM RESEARCH ESCRIBE

Repairers can now view key advanced driver assistance system (ADAS) fitment information following an update to Thatcham Research's Methods Direct, within its escribe portal.

The update enables positive identification of ADAS technologies fitted to a vehicle requiring repair. This allows repairers to make arrangements for the safe calibration and re-instatement of ADAS and to adjust their estimates accordingly.

The ADAS fitment feature can be found within Methods Direct allowing subscribers to identify: sensor type; technology types; fitment; system name; system attributes; and ADAS technologies.

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## IN BRIEF

Tools brand, Angry Jester has launched a new under-bonnet work light available exclusively from The Parts Alliance. The unit features 120 LEDs, split into two rows of 60 which can give even distribution of up to 700 Lumens of bright white light, with the option to run at half power with only one row lit.

The Equalizer Viper, from Wayside Adhesives, is a new way of removing windscreens and quarter lights. With the easy ratchet system doing the bulk of the work, the wire removal device is designed for small quarter glass removals, but can also be used on windscreens and rear windows.

**An Atlas Copco VSD+ compressor has helped Scottish truck and van repair specialists, McKinnon & Forbes halve its energy costs and boost productivity. The oil-injected, rotary screw compressor, with integrated refrigerant dryer, is powered by Atlas Copco's own in-house designed interior permanent magnet IPM motor.**

Nederman has introduced a new range of articulated extraction arms for fume and dust extraction. The FX2 extraction arms are small, maneuverable and easy to use, and designed to capture pollutants as close to source as possible.

**ESAB has launched its Rebel 'weld anything, anywhere' multi-process welding machine. The machine's sMIG (smart MIG) welding function gives a stable arc and the innovative user interface, with its colour screen, makes set-ups easy.**

Air Products has released a new best practice safety video for industrial gas users. The video highlights the importance of testing the functionality of gas detection equipment, in terms of safety and compliance, and demonstrates how the testing procedure should be carried out.

**Mirka UK has been appointed as a supply partner to the VW Group Clever Repair Programme, providing an extensive range of quality refinish abrasives, tooling and workshop equipment to sites throughout the UK.**

The GYS Neopulse 300-T2 Pulse MIG Welding machine has been approved by Tesla for aluminium welding for structural repairs to its Model S and Model X cars.

**Swarfega is celebrating its 70th birthday with the introduction of a limited edition range of Tough products. The range includes hand cleaner, skin protection cream, shower gel, hand wipes and sun cream.**

Automotive surface finishing specialists, Safe Products, has re-packaged its popular and highly versatile SP Abrasive Foam Pad range to make it easier for customers to identify the right abrasive for the process.

**V-Tech has launched its new and improved V-Tech corporate website. The redesigned website provides a platform for customers to learn more about the garage equipment that V-Tech has to offer. The company also now offers a five year warranty as standard on MOT bays.**



### BEST

## PS1

BEST has revealed PS1 – a new flexible paint cup system.

The PS1 two-piece paint cup system allows for paint to be mixed directly in the cup. The system is suitable for all applications of primer, basecoat, clearcoat and compatible with both solvent and waterbased paints.

BEST has engineered its flexible paint cup system to suit popular sprayguns and has implemented a closed airlock system to allow the spraygun to function at any angle.



### 3M

## WRAP FILM

3M has launched 3M Print Wrap Film IJ180mC-10.

The films accelerate installation and provide even more design options, making them the ideal solution for any application including vehicles.

3M Print Wrap Film IJ180mC-10 offers advanced slideability and an initial tack optimised for wraps, allowing installers to move the film across any application surface and reposition after first contact. Along with improved liner release, IJ180mC-10 also provides a non-visible comply pattern to ensure a smooth, bubble-free finish.

The print wrap film is also available in clear and metallic options and comes in three widths.



## SATA TRUE SUN

SATA's new trueSun LED lamp allows a professional colour shade evaluation and identification within the paintshop.

trueSun offers uniform light distribution across the entire illuminated area to simplify the selection of the right colour shade. The light intensity can be adjusted continuously via a sliding control and remains unchanged for the entire battery capacity which is approximately 70 minutes at full light intensity.

## SPIES HECKER CLEARCOAT ADDITIVE

Permasolid Clear Coat Color Additive 9047 is the latest additive from Spies Hecker designed to achieve excellent colour accuracy in repairs.

The additive can be used in almost all Spies Hecker 2K HS clearcoats and is available in 100ml containers. The new blue Permasolid Clear Coat Color Additive 9047 is used to refinish the Lexus colour 8X1 Sapphire Blue used in the IS, GS and RC series.



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## ECP OMNIPART

Omnipart, the new trade website from Euro Car Parts, allows parts to be looked up and ordered online in seconds.

Featuring market-leading search technology, technicians can now search for parts by vehicle registration, VIN or model number with enhanced vehicle details, such as engine or chassis number, associated to every part.

The entire Euro Car Parts catalogue is available, including mechanical and collision parts, tools and workshop consumables, with each product easily identified by a high-resolution photograph.



## 3M STRUCTURAL ADHESIVE

3M has introduced Impact Resistant Structural Adhesive, designed specifically to meet OEM requirements where impact strength matters most.

The two-part epoxy adhesive provides an extended work time, but can be rapidly cured with heat. It has high adhesion to a wide variety of prepared automotive substrates including steel, aluminium and carbon fibre.

The adhesive is intended for true structural bonding applications when specified by automotive OEMs, and is recommended for all weld-bonded and rivet bonded joints when specified by an OEM.

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## STL TEMPO

Fix Auto Mid Devon is considering plans for a second Fix & Go thanks to the success of its initial fast track repair centre featuring STL's Tempo moveable spraybooth.

Spraybooth manufacturers, STL installed a five-bay Tempo sliding booth for Fix Auto Mid Devon as part of its Fix & Go development which has seen the company report vast improvements in key-to-key services across the business.

STL claims Tempo virtually eliminates vehicle movements in the bodyshop, cutting process times, raising throughput and driving up profits.



## HELLA GUTMANN SOLUTIONS CSC

Hella Gutmann Solutions has added three new calibration panels on its multi-brand camera and sensor calibration (CSC) tool.

The new panels expand coverage to include new models from Toyota and Honda, as well as introducing a new vehicle manufacturer, Subaru. The new panel required for specific models of Toyota, is due to the advanced driver assist system (ADAS) 'Safety Sense'.

Hella Gutmann Solutions has also released version 51 software for the mega macs diagnostic range to expand its existing camera calibration system coverage.



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# Todd Engineering

## Working together with...



**Sturgess**  
MOTOR GROUP

**Originally founded in 1897, the Sturgess motor group has a long established history as a leading car dealer in Leicestershire.**

The company has grown to become one of the oldest family operated motor dealers in the UK and also one of the most respected names in UK motor retailing.

A family-run company to this day, members of the Sturgess family are still actively involved in the running of the company.

Today, Sturgess motor group offer new & used cars from leading manufacturers such as Jaguar, Land Rover, Hyundai, Volvo, Alfa Romeo and Fiat.

As part of an expansion of the motor group, it was decided that a brand new, ultra-modern, state-of-the-art bodyshop facility was required to serve its dealerships across Leicester. Group aftersales manager, Andy Potter explains 'there was an essential need to expand our mechanical and bodyshop departments in order to accommodate the growth in our used car sales and repair facilities, the decision to construct a brand-new -purpose built facility on the outskirts of Leicester was taken in early 2016. Companies were invited to tender for the project to supply a full turnkey solution in fitting out the new bodyshop, we had four spraybooth manufacturers involved in quoting for the project and following a review of each proposal it was decided that the project would be awarded to Todd Engineering. We had been given excellent feedback

and recommendations from some of Todd Engineering's other customers who they have recently completed work for. It was felt that the design and range of services offered by Todd would help streamline the installation as well as provide us with value for money and the latest technology available for our bodyshop'.

Todd Engineering were able to coordinate installation of the spraybooths, dust extraction, lifts, compressors, compressed air ring-main and even LPG tanks to supply the facility. The installation includes two state-of-the art Poseidon 4000 Series spraybooths, aluminium repair & preparation booths together with a spacious paint mixing room and stores area. The equipment features the latest energy saving technology available including LED Lighting, variable speed motors, Hydracure™ Water Based Curing System, Eco+ Energy save mode, and FI.TIM JOLLIIFT vehicle lifts built into the spraybooth floors. Andy adds 'we are delighted with the quality of the equipment supplied by Todd Engineering and the professionalism of their installation teams'.

In over 120 years of trading, the facility is the latest addition to the Sturgess Motor Group and will be fully operational this month and serving the company for many more years to come.



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Email: sales@toddengineering.co.uk  
[www.toddengineering.co.uk](http://www.toddengineering.co.uk)



## U-POL RAPTOR

Raptor protective coating produced by U-Pol has been given the official seal of approval from Isuzu for use on its D-Max 4x4 pick-up truck. Raptor is used to protect the vehicle's flatbed from impact, scratches, corrosion, chemical and fuel spills. Available in black and tintable versions, Raptor is applied via spraygun to offer finishes from smooth to extreme 'non-slip' coarse.



## JUNAIR ACCESS PLATFORMS

Junair is promoting its range of personnel, pneumatic and hydraulic access platforms. Its product and services offer helps eliminate health and safety implications, as well as significantly reduce the time taken to mask, paint and inspect large or commercial vehicles, often providing a return on investment in less than two years.

# BODY REPAIR WORKSHOP MANAGER

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**REPORTS TO:** Fleet Management Head of Service

**LOCATION:** London (SE28)

**SALARY:** £38,000

**TERM:** Full time (40 hours) Permanent



We now have an exciting opportunity within Fleet Management at GS Plus for a Body Repair Workshop Manager. Based in South East London, this role reports into the Head of Service with the post holder having ultimate responsibility for all activities at the repair centre, through effective supervision of staff, paying particular attention to the commercial viability of the operations.

The successful candidate will have previous experience working in a management level role within a Bodyshop / Accident Repair Centre, with extensive technical knowledge gained through having worked on the shop floor.

### RESPONSIBILITIES:

- Ensure the production activity of the site works efficiently providing precise direction and guidance to enable achievement of businesses objectives.
- Achieve customer satisfaction, produce quality repairs and team satisfaction.
- Lead and develop the staff ensuring they are motivated, encouraged and driven.
- Liaising and networking with a range of stakeholders including customers, colleagues, suppliers and partner

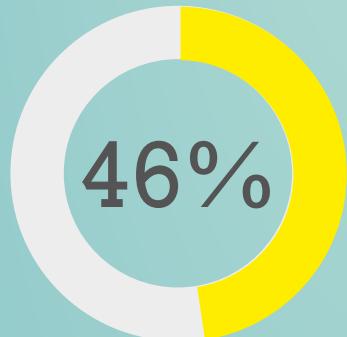
organisations; communicating with target audiences and managing customer relationships.

- Continually challenge processes to ensure they add value to the operation in order to remove waste from the system.
- To ensure regular quality checks are made concerning completed work, ensuring conformity with legal requirements and quality standards. To similarly ensure all repair work is appropriately documented to meet statutory obligations and where applicable, ensure such information is accurately recorded onto the Fleet Management computer system, in line with the key performance indicators.

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Here we take a look at the latest hot topics to be influencing the world of SME business.



Nearly half (46%) of British businesses discovered at least one cybersecurity breach or attack in the past year, a government survey has indicated.

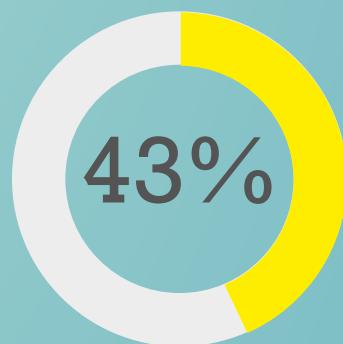
That proportion rose to two-thirds among medium and large companies.



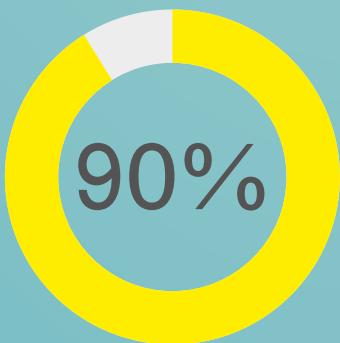
A survey of British adults has revealed that more than 1 in 4 millennials have considered starting a business as a result of watching a TV show or film.



In a recent survey of more than 500 cyber security professionals across the world, 76% reported that their organisation had fallen victim to a phishing attack in 2016.



43% of employers do not provide regular updates on their employee benefits. Research of some 10,000 employers showed that many aren't reviewing or effectively communicating their employee benefits packages.



Nearly 90% of SMEs use networks and social media, although over 35% do not consider their use of these to be effective.



SMEs caught using unlicensed computer software were charged more than £900,000 as a result during 2016, according to a new report. The overall sum rose by 19% from £770,192 in 2015, Computer Weekly reported.

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