

## ASSURED PERFORMANCE NETWORK AND GENUINE GM COLLISION PARTS CONDUCT PILOT REBATE REWARD PROGRAM FOR 100% OEM USE



*September 23, 2009 – Irvine, California* – Assured Performance and General Motors are conducting a pilot program designed to provide body shops with rebates, consumer certificates, shop identification and promotion when using 100% Genuine GM Collision Parts for non-insurer paid repairs.

Assured Performance Co-op Network working with General Motors to offer reward rebate to Member body shops for using Genuine GM Collision Parts exclusively when repairing a consumer's vehicle. The pilot program is called "100% Write."

The program is leveraging the thousands of Member body shops participating in the Assured Performance Co-op Network to drive the use of genuine GM Collision Parts where and when the shop and consumer have the discretion. Unlike past parts initiatives, this program provides a rebate incentive directly to the collision repair business when they use OEM parts entirely for select repairs. The program allows the shop to gain a reward without changing dealers, altering their normal parts procurement process, or changing their local discounts.

This special program is designed to assist the shop in providing the highest level of fit and finish and even includes a certificate highlighting the shop's use of 100% Genuine GM Collision Parts to present to the customer. As an added benefit, participating body shops that have been qualified or certified by Assured Performance are able to gain a special designation as a "Genuine Collision Repair Provider" complete with shop identification from GM and promotion by Assured Performance.

Scott Biggs, Assured Performance Network, CEO said, "The program is directed at giving the consumer the best quality repair and rewarding the shop for making the right choice. It is also about helping the shop remain profitable. This is a huge opportunity and victory for the independent collision repair business."

The pilot program has been introduced across the country with participating Assured Performance Co-op Members.

"The 100% Write program gives us the ability to swap out the imitation parts and put on new so the consumer gets a far better repair," said Kenny Moran, of Master Crafters in Rockville, MD and Assured Performance Co-op Member, "Getting an extra rebate directly from GM is incredible. Now, GM repairs are our most profitable."

Assured Performance Network is the largest network of independently owned shops, with approximately 3,500 qualified, collision repair businesses across the US. The network features both a legal cooperative and the non-profit consumer advocacy organization. For more information go online to: [www.AssuredPerformance.NET](http://www.AssuredPerformance.NET), or call (949) 221-0088.

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