

ASSURED PERFORMANCE INTRODUCES NEW CERTIFICATION PROGRAM: "CERTIFIED ONCE. RECOGNIZED BY MANY."



February 14, 2012 – Irvine, California – Assured Performance Network announced today the official launch of their national body shop "Certification" program. Their goal is to Certify at least two thousand five hundred (2,500) Collision repairers creating complete demographic coverage of the United States. This Certification initiative is being driven by their Network Members and others seeking to establish a distinction for shops that have the right tools, equipment, training and facilities to ensure the fit, finish, durability, safety, and value of today's automobiles.

Assured Performance is using a sophisticated and efficient process they have been refining since 2005 to address a growing industry demand to identify which shops are able to meet increasingly complex vehicle design and repair requirements. They are also providing their certification and third-party administration for other networks and organizations wanting to recognize shops that can provide safe repairs and deliver an exceptional consumer experience. By using one process to Certify for multiple organizations, Assured Performance is able to eliminate redundant costs, making Certification more affordable. Another benefit is that Certified shops are recognized and promoted by multiple entities exponentially enhancing the shop's credibility.

Their "Certifying" standards are a culmination of multiple requirements from OEM's and various organizations. They eliminate redundant criteria already required and enforced by federal, state and local laws and avoid repair re-inspection and expensive ongoing repair verification. Several of their key requirements are:

- a written lifetime warranty, supported by the national network,
- use of a third-party CSI provider,
- use of a 220-volt 3-phase Squeeze-type Resistance Spot Welder,
- to provide consumers with a "Certificate of Authenticity,"
- I-CAR Gold Class designation,
- use of "OE repair procedures" with electronic documentation as proof.

The Assured Performance Certified shops are recognized as "Certified Collision Care Providers" and use shop-branded loyalty cards and other tools to embrace and benefit the consumer and their affiliates, while creating a unique competitive advantage in their local market. Shops also receive rebates as part of the Assured Performance Co-Op, which more than offsets the cost of the certification and business development process.

"Consumers want to be able to pick a Certified shop that will repair their vehicle right the first time," said Liz Stein, Executive Director of Assured Performance. "We are proud to bring this timely solution to the industry."

Assured Performance CEO, Scott Biggs, added, "We have created a cost effective approach to Certification, and now qualified repairers can finally be recognized for their commitment and investment."

About Assured Performance:

Assured Performance was originally founded in 2004 and previously "Qualified" nearly 3,500 shops. Through their Co-Op, they have funneled millions of rebate dollars from multiple OEMs back to their member body shops through programs like the 100% Write Rebate Reward program. Assured Performance also continues to provide consumer education and awareness through their consumer advocacy organization.