



# Mercedes-Benz Certified Collision Program Brochure

Bringing it back to “picture perfect.”

Mercedes-Benz

The best or nothing.







# Mercedes-Benz USA Certified Collision Program

## Scope and Intent

While Mercedes-Benz vehicles lead the way in terms of innovation, performance, design, and safety, accidents will still happen. So the Mercedes-Benz Certified Collision Program has been designed with one goal in mind: to provide valued Mercedes-Benz customers with a seamless and satisfying repair experience.

This can be accomplished only with a customer-focused network of Mercedes-Benz Certified Collision Centers. In the following pages, you'll learn about all the benefits of the program, as well as the standards and requirements that participating collision centers need to follow.

## Overview of Programs

### Mercedes-Benz Certified Collision Program Tiers

#### Certified Collision



#### Base

Authorized to perform all collision repairs on all Mercedes-Benz passenger vehicles with the exception of aluminum structural repairs.

#### Certified Collision ELITE

Aluminum Welding Certified



#### Elite

Authorized to perform all collision repairs on all Mercedes-Benz passenger vehicles including aluminum structural repairs.

#### Certified Collision

Commercial Vehicles



#### Commercial Vehicle

Authorized to perform structural and cosmetic repairs on **Sprinter and Metris Vehicles**. Must be in conjunction with a Base or an Elite Certification.



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# Benefits of participating in the Mercedes-Benz Certified Collision Program

## **Profitability.**

A potential increase in part sales, since all Certified Collision Centers must use new Genuine Mercedes-Benz Parts purchased from their sponsoring dealer.

## **Exclusivity.**

Mercedes-Benz will drop-ship Restricted Aluminum Structural Parts only to Elite Certified Collision Centers. No other collision center can have access to these parts.

## **Convenience.**

Customers and insurance companies can easily find the closest Certified Collision Center by using the locator on [www.mbusa.com](http://www.mbusa.com) or [www.mbcollisioncenters.com](http://www.mbcollisioncenters.com)

## **Accessibility.**

To training courses and proper repair procedures, including STAR TekInfo, CV TekInfo and WIS.

## **Visibility.**

Throughout the year, Mercedes-Benz actively markets Certified Collision Centers through various channels.

## **Assurance.**

Mercedes-Benz Roadside Assistance will tow any Mercedes-Benz vehicle to a Certified Collision Center or dealership free of charge if involved in a loss.



# Initial Application Process: Passenger Vehicles

Enrolling in the Mercedes-Benz Certified Collision Program starts when the collision center and a sponsoring dealer fill out an application, found online at [www.mbcollisioncenters.com](http://www.mbcollisioncenters.com). Once the dealer and collision center understand the expectations and mutual benefits of the program, the application will be forwarded to the Area Operations Manager and Area Manager for their signatures of approval. Then to the Mercedes-Benz Collision Team for final evaluation.

The Mercedes-Benz Collision Team will analyze the dealer's Area of Influence (AOI) and Units in Operations (UIO), and then determine the business need for a Certified Collision Center in the area. Applying collision centers must be in their sponsoring dealer's AOI. Unless there is a business need, dealerships may sponsor only two collision centers. Of those two sponsorships, only one can be an Elite Collision Center. All parties will be notified via email whether the application has been approved or denied.

Should the application be approved, MBUSA will debit the dealer's parts statement for the full certification fee during the next available billing cycle. In most cases, the sponsoring dealer will pass this fee on to the collision center. At the same time, the collision center will be contacted by MBUSA's audit partner about starting the audit process and scheduling an on-site visit. This visit should be scheduled within 30 days of the application approval notification.

The goal of the certification audit is to ensure that all of the standards and requirements can be met by the collision center. The audit process includes an online survey that the collision center must complete, and should serve as a self-assessment tool with which to measure its readiness to comply with the program requirements.

If the collision center passes the on-site certification audit and meets all program standards, it will be officially certified as a Mercedes-Benz Certified Collision Center. Certification will be granted for two years, contingent on the dealership sponsorship and meeting the continuing training requirements. The Mercedes-Benz Collision Team will send a letter of congratulations to all parties in regards to the new Certified Collision Center. The sponsoring dealer will also receive a plaque to present to the new Certified Collision Center signifying its tier level and participation in the program.

Conversely, failure to pass any of the requirements and standards of the program will result in outstanding action items that can be tracked online and made visible to the collision center. Once the action items have been successfully fulfilled, the Mercedes-Benz Collision Team will issue certification.

Failure to complete the action items within a reasonable time frame will result in termination of the certification process. The collision center will then be able to reapply after 12 months from the date of termination. Due to the costs incurred during the application process, the certification fee will not be reimbursed.





# Initial Certification Process: Commercial Vehicle

As an extension of our current program tiers, the Mercedes-Benz Commercial Vehicle Certified Collision Program (MBCVCCP) provides Sprinter and Metris customers with a dependable repair facility that meets the needs of their larger vehicles. Since the majority of our Sprinter and Metris customers use their vehicles for business purposes, any downtime could be detrimental to their livelihood. Facilities that wish to participate must understand that speed and efficiency are critical to servicing our Commercial Vehicle customers.

Sprinter and Metris vehicles come in different lengths and heights. As a result, facilities must be properly equipped with larger work areas to support the sizes of these vehicles. The MBCVCCP has additional standards in place to ensure that our Commercial Vehicle customers are able to use any of our Commercial Vehicle Certified Collision Centers. Technicians at these facilities must be knowledgeable in repair techniques and procedures for Sprinter and Metris vehicles. As a result, hands-on training courses are provided and required for these facilities. Details of these requirements are listed under the “Program Standards” in this brochure.

Special marketing for the participants in the MBCVCCP will be available, as well as a designation as a Commercial Vehicle Certified Collision Center on the locator. Also, our Roadside Assistance team will be updated with a list of the approved Commercial Vehicle Certified Collision Centers to direct Sprinter and Metris customers or tow trucks to these locations.

For optimum customer service to our Commercial Vehicle customers, we are requiring that all sponsoring dealerships sell and service Sprinter and Metris. Through this sponsorship, the Commercial Vehicle Certified Collision Center will have access to CV TekInfo and Sprinter technical training courses.

Facilities that are interested in applying for the MBCVCCP must already be a Mercedes-Benz Certified Collision Center for passenger vehicles, or facilities that are new to the Mercedes-Benz Certified Collision Program may apply for the MBCVCCP in conjunction with the passenger certification. Obtaining the Mercedes-Benz Commercial Vehicle Collision Certification alone is not possible at this time. To apply, complete the application and submit it to the MBUSA Collision Team. The application can be found at [www.mbcollisioncenters.com](http://www.mbcollisioncenters.com). Please ensure that all signatures and information is filled out prior to submitting.

The initial application process for the MBCVCCP will follow the same audit process as the passenger vehicles. For current MBCCP participants interested in the MBCVCCP, a slightly modified audit process will be put in place. Details on the modified audit process for current Certified Collision Centers will be discussed at the time of review.





# Re-certification

Every two years, Certified Collision Centers are evaluated for recertification. At that time, both the dealership and the Certified Collision Center will be notified via email by a Mercedes-Benz audit partner that a review is pending and an on-site visit needs to be scheduled. Should the Certified Collision Center or sponsoring dealership not wish to maintain its certification status, it is imperative that all associated parties be informed in writing of the decision prior to the audit visit.

Once an on-site audit visit has been scheduled, MBUSA will debit the dealer's parts statement for the recertification fee during the next available billing cycle. In most cases, the dealer will pass this fee on to the collision center.

If the collision center meets the requirements for recertification, the Mercedes-Benz Collision Team will extend the collision center's certification as a Mercedes-Benz Certified Collision Center for an additional two years. Another letter of congratulations will be sent to all associated parties, including MBUSA Field Staff, dealership, and collision center contacts. The Certified Collision Center will also receive a new medallion for its certification plaque featuring the year through which the certification is valid.

Conversely, failure to pass any of the requirements and standards of the program will result in outstanding action items. The action items can be tracked online and their status will be made visible to the collision center. Once the action items have been successfully fulfilled, the Mercedes-Benz Collision Team will recertify the collision center.

Failure to complete the action items within a reasonable time frame will result in termination of the certification status. The collision center will then be able to reapply after 12 months from the date of termination. Due to the costs incurred during the recertification process, the recertification fee will not be reimbursed.





# Program Fees

## Dealer Owned Collision Centers

	<b>Initial Certification</b> Included	<b>Recertification</b> Included
	<b>Initial Certification</b> \$12,000	<b>Recertification</b> \$10,000
*Fees covers 1 Welding Technician Additional technicians are \$10,000 each		
	<b>Certification Fee</b> Included	<b>Recertification Fee</b> Included

## Dealer Sponsored Collision Centers

	<b>Initial Certification</b> \$5,500	<b>Recertification</b> \$4,500
	<b>Initial Certification</b> \$15,000	<b>Recertification</b> \$12,000
*Fees covers 1 Welding Technician Additional technicians are \$10,000 each		
	<b>Certification Fee</b> \$2,500	<b>Recertification Fee</b> \$2,000*
*Fee is in addition to the base or Elite program fees.		





# What’s included in the Certification program?

	<b>Initial Certification</b> Initial full day onsite audit visit Access to Mercedes-Benz Academy for technical training modules Certification Plaque Initial Marketing Package Star TekInfo, WIS, and EPC for repair procedures Access to <a href="http://www.mbcollisioncenters.com">www.mbcollisioncenters.com</a>
	<b>Recertification</b> Full day onsite recertification audit visit Medallion Continuing training modules
	<b>Initial Certification</b> In addition to the Base Certification Training for one technician to ISO 9606-2 Welding Standard (one time course plus three 6 month work trials) Elite Certification Plaque Access to restricted structural aluminum parts with drop ship convenience to the collision center Marketing designation on locator for Elite Centers
	<b>Recertification</b> In addition to the Base Certification Recertification course for one technician to ISO 9606-2 Welding Standard (one refresher course plus three 6 month work trials)
	<b>Initial and Recertification</b> In addition to the facilities current program tier Access to CV TekInfo for proper repair procedures Marketing designation on locator for Commercial Vehicle Program Specific Marketing for Commercial Vehicles and their customers Access to Sprinter and Metris specific training courses





# Program Standards

Customer Experience		
Criteria	Measurement/Notes	Audit Observations
Appropriate dress code is in place for all customer-facing Certified Collision Center (CCC) employees	Business, Business Casual or uniforms for Technicians Only applicable if customer facing	Visual inspection by auditor, documentation with photo if not up to standard
All CCC customer facing employees are wearing name tags	Spot check during shop audit if all CCC employees are wearing name tags Only applicable if customer facing	Visual inspection by auditor, documentation with photo if not up to standard
Onsite Receptionist/Greeter	A Greeter or Receptionist is present to act as first point of contact for customers at all times Only applicable if customer facing	Visual inspection by auditor, documentation with photo if not up to standard
Priority handling for Mercedes-Benz Customers	Mercedes-Benz Customers are given priority in appointment scheduling	Visual inspection of lot and shop area - Are vehicles just sitting around? If they are, why?
Courteous Customer Interactions	All Customer contact must always be courteous and respectful, every time, no exceptions	
Hours of Operation	Must be clearly displayed	Visual inspection, if not displayed documentation with a photo of area where hours should be displayed
Estimates and Invoices	Must be computer generated	Random repair order file pulls
Repair follow-ups	Must be done via phone, email or text message on a consistent and regular basis	Random repair order file pulls
Test Drives	CCC Manager or Estimator must be available upon delivery to test drive the vehicle at customer’s request	
Car Wash	Inside and outside wash must be performed prior to customer delivery	Spot check on trunk cleanliness

Customer Satisfaction Index		
Criteria	Measurement/Notes	Audit Observations
The CCC is utilizing a third party company to measure CSI to all Mercedes-Benz Customers and is tracked electronically	CCC are required to have the ability to provide monthly reporting to the MB Collision Team	

# Program Standards

Liability Insurance		
Criteria	Measurement/Notes	Audit Observations
Minimum of \$3 million in Liability Insurance	Can CCC produce valid and up to date copy of Insurance Coverage confirming the policy limits? Does the document list the facility as the covered garage?	Photo must be in file obtain photo if not

Infrastructure		
Criteria	Measurement/Notes	Audit Observations
All State and Federal Infrastructure Codes and Regulations must be met at all time	Must have at least one person that is responsible for regulations and a compliance process in place	
Customer Lounge	Must be clean, well lit, odor-free and comfortable with suitable reading materials, TV, and amenities Only applicable only if customer facing	Visual inspection by auditor, documentation with photo
Secure Parking	Secure Parking available for vehicles awaiting repairs, facing away from customer parking	Visual inspection by auditor, documentation with photo
Customer Parking	Clearly marked, well lit, accessible and hard surfaced. Handicapped parking as per relevant regulation Only applicable if customer facing	Visual inspection by auditor, documentation with photo
Customer Restroom	Must be separate from employee restroom(s). Must be clean, well lit, odor-free, well maintained and appropriate for Mercedes-Benz customers Only applicable if customer facing	Visual inspection by auditor, documentation with photo
Dedicated Aluminum Repair Area	Must be a dedicated hard walled room with washable walls or curtain walled isolation station. Must be clearly portioned off from areas. Hard walled room or curtained area option must have separate lighting, air filtration and designated aluminum only repair tools and equipment	Visual inspection by auditor with photos of exterior, interior, and aluminum tools in the work area
Adequate Lighting in work areas	Min 70 Foot Candles in metal shop Min 90 Foot Candles in paint shop and detailing, with color corrected bulbs	Visual inspection by auditor, documentation with photo
Downdraft Spray Booth	UL & CE approved in conjunction with local, state and EPA regulations	Visual inspection by auditor, documentation with photo.



# Program Standards

Production Flow Management		
Criteria	Measurement/Notes	Audit Observations
CCC utilizes a production flow management system	Did the CCC Manager show the utilization of a production flow management system to the auditor?	Visual inspection and documentation by the auditor
Electronic monthly reporting to MB Collision Team	CCC are required to have the ability to report repair data on MB vehicles to MBUSA	
Genuine Parts Usage		
Criteria	Measurement/Notes	Audit Observations
Only new MB Genuine Parts are used on the repair of MB vehicles Orders must be placed through the sponsoring Dealership	CCC's should submit part orders through their sponsoring dealership	Random repair order pulls and documented by auditor
WIS Repair Instructions		
Criteria	Measurement/Notes	Audit Observations
WIS Repair Instructions are used on every repair procedure on a MB vehicle	WIS repair instructions, digital or paper documents attached to the repair	Random repair order pulls at time of audit
Glass Repairs		
Criteria	Measurement/Notes	Audit Observations
Genuine glass, adhesive and the use of the authorized glass removal tool must be used	If glass repair is sublet to third party, the collision center should ensure that third party uses genuine glass, genuine adhesive and MB Glass removal tool	Auditor to verify authorized glass removal tool is on site. Photo documentation of tool in use and invoice must be provided. Random repair order pulls to verify genuine glass and adhesive
Dealer Return		
Criteria	Measurement/Notes	Audit Observations
Mercedes-Benz vehicles must be returned to dealer if calibration of systems are required	Mercedes-Benz vehicles have many components that need specialized reconfiguration by the dealer (wheel alignment, SCN coded parts, Distronic and Distronic Plus etc.)	Random repair order pulls by auditor

# Program Standards

Paint		
Criteria	Measurement/Notes	Audit Observations
The use of Mercedes-Benz approved paint systems are required	MB Approved Paint: BASF (Glasurit & RM), Axalta (Spies-Hecker & Standox,) Akzo Nobel (Sikkens), and PPG	Photo Documentation of paint mix room done at audit If MB Approved paint is a secondary supplier, RO must show use of approved paint
Sublet of Aluminum Structural Repairs		
Criteria	Measurement/Notes	Audit Observations
Elite Certified Collision Centers are authorized to perform structural aluminum welding	Certified Collision Centers without Elite certification must release the vehicle or sublet the entire repair to completion to a Mercedes-Benz Elite Certified Collision Center. Repairs may not be split between multiple shops.	Visual Inspection of repairs being performed in the Collision Center
Vehicle Protection		
Criteria	Measurement/Notes	Audit Observations
Vehicles, both interior and exterior are to be protected from work in progress	Floor mats, seat covers, steering wheel covers and fender covers must be used at all times. Spot check on MB vehicles that are currently under repair in the collision center.	Visual inspection on surrounding MB vehicles. If no protection, then take a photo to document non-compliance
Vehicle Straightening		
Criteria	Measurement/Notes	Audit Observations
CCC utilizes Mercedes-Benz required equipment for straightening	Verification of availability of jig kits onsite or collision center must provide proof of jig rental history	Photo documentation at time of audit that Collision Center has a universal jig set (Carbench) or a library of jigs sets readily available. If no jigs on site, CCC must provide rental history.
Blue-Printing		
Criteria	Measurement/Notes	Audit Observations
Every vehicle must have a documented repair process, (Blue-Print), including WIS procedures		If missing, shop will have to upload Blue-Print for 5 vehicles to satisfy CAP



# Program Standards

Training Requirements		
Criteria	Measurement/Notes	Audit Observations
All issued MB IDs correspond to employed personnel Each employee working on MB vehicles or with MB customers must have an MB ID	A minimum of 5 employees or 50% of the total staff, (whichever is greater), must have a MBID# Facility must have at least one employee assigned under each of the following Job Codes: Manager and/or Estimator, Body Repair Tech, Refinish Tech	Visual inspection by auditor. Collision center to provide employee roster RO’s, randomly pulled by auditor, to verify who wrote and repaired the vehicle to confirm standard is upheld
Each MBID# issued technician must complete a base trainings, (SPMT734, X0039E-US.SSB,TECH878 and Tech717) In addition to the base courses, the facility must complete 2 Instructor Lead and 4 eLearning courses per year Training records are maintained for each MB ID issued employee by the facility	MBUSA to provide current list of completed trainings for MBID# issued technicians to auditor  Facilities must maintain training records	MB Academy training report reviewed by auditor

# Elite Certified Standards

In addition to the above standards, Elite Certified Centers must meet the Elite standards

Aluminum Training Requirements		
Criteria	Measurement/Notes	Audit Observations
A minimum of 1 Technician with valid MB ID has valid ISO 9606-2 Welding Certification	MBUSA to provide list of certified welders and their current status	Confirm facility has Mercedes-Benz certified welder on staff Each Elite Certified Collision Center must have a certified welder on staff If welder is no longer at the facility or has fallen out of certification, facility will be suspended immediately as an Elite Certified Center

# Commercial Vehicle Certified Standards

All Certified Commercial Vehicles Centers must already be a Certified or an Elite Certified Collision Center. Commercial Vehicle Certified Collision Centers must meet the below standards in addition to their tier’s requirements

Training Requirements		
Criteria	Measurement/Notes	Audit Observations
Hands on Sprinter /Metris Training	At least one technician must attend a hands on Sprinter/Metris course in Houston within a year of certification to the MBCVCCP	Confirm with MB Training Department that a technician has attended a Sprinter/Metris hands on course in Houston

Infrastructure		
Criteria	Measurement/Notes	Audit Observations
Spray booth must be a downdraft or a low bake cabin with a minimum of 12ft interior clearance	Must be able to clear the “Super High Roof” on Sprinter Vans	Auditor to verify inside of paint booth is at least 12 feet and document with photo
Heavy Duty Two Post List	Two Post lift must be rated to hold up to 15,000lbs. Must be able to accommodate vehicle weight and any additional items left in the van by the customer	Auditor to verify lift rating and document with photo

Vehicle Straightening		
Criteria	Measurement/Notes	Audit Observations
Jig Sets and Fixtures	Commercial Vehicle Centers the jig sets and the fixtures for both Sprinter and Metris vehicles	Auditor to verify lift rating and document with photo



# Useful Documents and Links

(Located in NetStar)

- > Dealer Agreement template
- > Dealer Indemnification / Hold Harmless template
- > Application for Mercedes-Benz Certified Collision Program [www.mbcollisioncenters.com](http://www.mbcollisioncenters.com)
- > MBUSA Certified Collision Program Standards
- > MBUSA Certified Collision Program Tool and Equipment Standards

## Contacts

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