



**GENUINE  
PARTS**



# FACTS

## YOU NEED TO KNOW

HOW TO AVOID PITFALLS IN COLLISION REPAIR

# 1 Don't Wait Till It's Too Late

**Ford is using advanced automotive technology to help customers avoid accidents with such features as rear-view cameras and electronic stability control, and adding other safety features to better protect occupants if they are involved in an accident. These include the use of exotic metals, ultra-high-strength steels, side airbags and curtains, and rear inflatable belts.**

## It Will Never Happen to Me?

Although we hope you never experience an automobile crash, accidents do happen. This is a case where being prepared ahead of time can certainly help minimize aggravation that can accompany auto collision repair.

## You Should Know ...

This brochure provides facts that every vehicle owner should know, to be prepared in case they are involved in an accident. Ford has developed this information to help you navigate the collision repair process with your insurance company and the body shop. It also will show you the important benefits of having your vehicle repaired with Genuine Ford Original Equipment collision replacement parts. These parts help preserve the function of the vehicle's safety systems as a whole, as well as its appearance.

In addition, there are factors to consider when purchasing insurance that will help make the repair process less of a hassle. Let's hope this is information you never need. However, the time to think about it is before an accident—when you are purchasing your insurance policy. After an accident it will be too late.



# 2 Collision Repair Relationships

**Q: What are the three primary relationships involved in collision repair?**

**A:**

- You and the body shop
- You and the insurance company
- The body shop and the insurance company

**Q: Why are these relationships important?**

**A:** Understanding each of these relationships helps you to make decisions that best protect:

- You and your family
- The performance of your vehicle's safety systems in the event of a future collision
- The resale value of your vehicle

In those three relationships, YOU are the most important person. YOU have rights you should understand before you purchase your vehicle and drive it for the first time.

**Q: Why do I need to understand the collision repair process?**

**A:** The collision repair process really starts with purchasing the right insurance policy to protect you, your family and your vehicle. Therefore, before you can understand what insurance best fits your needs, you should educate yourself about the collision repair process.

# 3 Select The Right Insurance Policy

**The best time to minimize the headaches of auto collision repair is before an accident happens. Choosing the right insurance company and policy can make all the difference.**

**Q: Why shouldn't I just shop around and buy the least expensive policy?**

**A:** If you do have an accident, you will likely get what you pay for when it comes to your insurance policy. An insurance company's role in providing auto insurance is to spread the financial risk of collision repairs across its policy-holders, and to pay the claims of those who have covered accidents. Many people begin their auto insurance policy search thinking they will never have an accident and, therefore, are looking for the least expensive policy they can buy. The least expensive policy, however, could result in a less satisfactory claims experience in the event of an accident.

**Q: If I'm in an accident, isn't my Ford vehicle automatically repaired with parts from Ford?**

**A:** Not necessarily. When a new Ford vehicle is built, all the components are Genuine Ford Original Equipment Parts (we'll define this later). Ford Motor Company has invested

millions of dollars in research, development, engineering and testing of all those parts. They are extensively tested as an entire vehicle system to deliver the intended level of safety and performance. Many people think Genuine Ford Original Equipment collision replacement parts are the only parts used for collision repairs after an accident, however, nearly all auto insurance policies allow for the use of alternatives.

**Q: How can I ensure that repairs are made with those genuine Ford parts?**

**A:** Before you buy insurance, you should read the policy and know what you are purchasing. Ask your insurance representative about parts and other restrictions prior to purchase. That way you will pay for the protection you want at the price you're willing to pay. When you purchased your new Ford or Lincoln vehicle, you bought an original. You can help keep it original by ensuring that your insurance company uses Genuine Ford Original Equipment collision replacement parts when repairs are needed.



## 4

## Select the Right Body Shop

**OK, so the unthinkable has happened and your vehicle is involved in a collision. Now the collision repair process begins.**

**Q:** Who is the first person you should call if you are in an accident and need to repair your vehicle?

- Your dealership?
- Your insurance company?
- Local body shops?
- Your friends and family?



**A:** Our advice is to talk to ALL of them before you select a body shop for repairs. When doing this, carefully consider the benefits of each:

**Your dealership** – may or may not have a body shop, but it's a good place to start. If it doesn't have a body shop, ask a dealership representative for a list of reputable shops in your area.

**Your insurance company** – needs to be called to begin the claims process. Insurance company representatives also can be good sources for body shop recommendations.

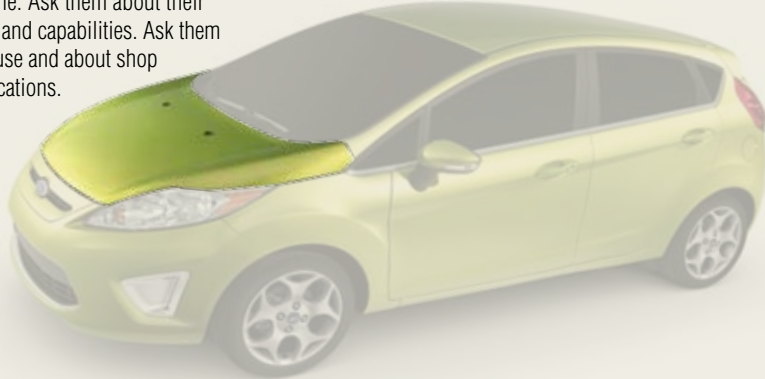
**Local body shops** – this is where letting your fingers do the walking will help. Call several body shops. Consider how they handle your inquiry over the phone. Ask them about their facilities, equipment, and capabilities. Ask them what part types they use and about shop and technician certifications.

**Your family and friends** – word of mouth could be one of your best sources for finding a reputable body shop. The best advice you can get is from a family member or friend who has gone through the process.

**Q:** I've heard about insurance companies having their own direct repair shops. Is that a good choice?

**A:** If your insurer directs you to one of its direct repair facilities this may be a good choice, but you should check it out prior to taking your vehicle there for repairs. If you are not comfortable with your insurance company's recommendation, you still have the right to go to another body shop of your choice.

Ultimately, the body shop is repairing YOUR vehicle for YOU. You have the right to select the body shop and choose the parts used to repair your vehicle. Your insurance company pays the bill on which you and the body shop have agreed. But all this must be decided and agreed-to before repairs begin, not after the vehicle is returned to you.



## 5

## Select the Right Parts

**Select the right collision parts to repair your vehicle. This is key, because the right parts are critical to your vehicle's long-term performance and your peace of mind.**



**Q:** Why is it so important to have my vehicle repaired with genuine parts from Ford?

**A:** Today's vehicles use more advanced high-strength steels, exotic metals and composite materials than ever before. Ford Motor Company vehicles also include highly advanced crash-avoidance and safety-system technologies. It is critical for these systems to be repaired with parts that will deliver the intended level of form, function, performance and safety our engineers originally specified. The only way to be certain you are getting original-equipment performance is to use Genuine Ford Original Equipment collision replacement parts.

Many customers tell us they are not aware that anything other than Genuine Ford Original Equipment collision replacement parts would be used to repair their vehicle after an accident. Unfortunately, this is not the case. Knowing the difference is a very important step in ensuring your long-term satisfaction and safety.

**Q:** Do I have the right to choose which parts are used in my repairs?

**A:** Absolutely. A reputable body shop will discuss with you in detail the part types specified to repair your vehicle before it starts repairs. This is required by law in some states. You always have the right to choose the type of parts to repair your vehicle, but your insurance company may make you pay the price difference if your policy allows for the use of low-cost

alternatives. This is another good reason to really read and understand the policy before you purchase auto insurance.

**Q:** How can I tell what types of parts are being specified for my repairs?

**A:** Have the body shop or insurer explain any acronym or comment on the repair estimate you don't understand, before you sign the repair authorization. These are the different types of parts you may encounter.

• **Genuine Ford Original Equipment Collision Replacement Parts**

Sometimes called "OEM Part" on the estimate, these parts are designed by Ford Motor Company and produced to the same specifications and tolerances as the parts on the vehicle when it was manufactured. These parts meet stringent requirements for fit, finish, structural integrity, corrosion protection and dent resistance. They are the only parts proven during vehicle development to deliver the intended level of protection as a whole system. The only way to know for sure you are getting this level of protection is to use Genuine Ford Original Equipment collision replacement parts. No other parts meet this level of testing. Using them removes any doubt caused by non-OEM parts, and ensures your new-vehicle warranty remains intact.

CONTINUED



## Select the Right Parts

CONTINUED

### • New Aftermarket Collision Parts

Sometimes called “Aftermarket Part” on the estimate, these copies are made by companies other than Ford Motor Company or its OEM suppliers, and may not be made of the same material or to the same tolerances and specifications as Genuine Ford Original Equipment collision replacement parts. As a result, some new aftermarket crash parts may not be of the same quality or have the same performance characteristics as OEM parts. Some aftermarket companies may offer a lifetime warranty, but that does not make them equivalent to Genuine Ford Original Equipment collision replacement parts in quality and performance.

### • Salvage Parts

Sometimes called “Salvage,” “Used,” “LKQ” or “Recycled” parts on the estimate, these parts are removed from salvage-yard vehicles. Quality concerns may exist

with salvaged parts because the source, condition and durability of the parts are not known. In some cases the part could be a salvaged aftermarket part.

### • Remanufactured / Reconditioned Collision Parts

Sometimes called “Reman” or “Recon” parts on the estimate, most of these collision parts are removed from salvage yard vehicles or the scrap heap out behind body shops and reconditioned. Like salvage parts, quality concerns may exist with these parts because the source, condition and durability of the parts are not known. Collision parts that are commonly reconditioned are bumpers, fascias, wheels and lighting.

Making sure you know the difference in part types and approve of the parts being specified for your vehicle — before the repairs begin — can help lead to a more satisfying repair experience.



# 6

## It's All About Value

**Ford Motor Company asks that you carefully consider the use of Genuine Ford Original Equipment collision replacement parts for collision repair.**

### Q: Why?

**A:** You receive many benefits when you use Genuine Ford Original Equipment collision replacement parts:

#### • Repair Appearance

Genuine Ford Original Equipment collision replacement parts provide a precise fit because they are produced to the same specifications as the new vehicle. This ensures that body lines, contours and gaps are the same as when your vehicle was originally manufactured.

#### • Repair Time

You want your vehicle repaired as quickly as possible. The use of new aftermarket, salvage or reconditioned parts may take more time to install and may require modifications to achieve an acceptable fit, which may ultimately increase order and repair times. Also, Genuine Ford Original Equipment collision replacement parts are readily available at thousands of Ford and Lincoln dealerships. This ensures fast delivery times.

#### • Structural Integrity

Many parts play an integral role in your vehicle's overall structural integrity and the function of its safety systems. When



Genuine Ford Original Equipment collision replacement parts are installed using factory-recommended materials and procedures, they deliver the same structural performance characteristics as the original parts.

#### • Vehicle Resale Value

The use of new aftermarket, salvage or reconditioned parts may decrease resale value because of potential poor quality, fit, finish and appearance. Using Genuine Ford Original Equipment collision replacement parts for repairs is one way to help keep your vehicle looking “like new,” which may help to maintain its value. This may also be required if you're leasing your vehicle — be sure to check your lease agreement for this requirement.

#### • Original Manufacturer's Warranty

Genuine Ford Original Equipment collision replacement parts are the only service replacement parts warranted by Ford Motor Company. New aftermarket, salvage or reconditioned parts used for collision repair are not warranted by Ford Motor Company. Damage to your vehicle or its parts caused by the failure of new aftermarket, salvage or reconditioned parts may not be covered by your Ford Motor Company new-vehicle warranty.



**Know Your Rights:**

Peace of mind comes from educating yourself and knowing your rights on collision repair before an accident happens. When it comes to selecting the right parts for your vehicle, the only way to truly know what you are getting is to use Genuine Ford Original Equipment collision replacement parts.

**Ford Motor Company Position Statement:**

Ford Motor Company parts used to produce the vehicle are thoroughly tested during the vehicle development process. Ford vehicles are subjected to a battery of stringent internal tests as well as Federal Motor Vehicle Safety Standards (FMVSS) tests to help ensure all individual components work as a system during a crash sequence and meet or exceed the performance standards established by Ford Motor Company and the U.S. Government (National Highway Traffic Safety Administration).

Genuine Ford Original Equipment collision replacement parts meet our stringent requirements for fit, finish, structural integrity, corrosion protection and dent resistance. Ford Motor Company strongly recommends the use of original equipment replacement parts for collision repair. Use of new aftermarket, salvage or reconditioned parts could result in both diminished value of the vehicle and increased damage in a subsequent collision. Their use may also increase the risk of injury to the occupants in the event of a subsequent crash.



To see the difference for yourself, watch the video at [www.fordparts.com/Products/CollisionParts.aspx](http://www.fordparts.com/Products/CollisionParts.aspx)