

COLORMATCH gold

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Although they have been a fixture in every automobile manufactured in the past decade, the very patriotic 1957 Chevy pictured here didn't have any airbags. An American, Allen Breed, held the patent to the only crash sensing technology available when the airbag industry began. He invented a "sensor & safety system" in 1968. It was the first airbag system for automobiles utilizing electro mechanics. Elementary airbag patents were issued in the early 1950's to Walter Kinderer, a German, and John Hetrick, an American. In the U.S., Hetrick is considered to be the inventor of the airbag. He designed the "safety cushion assembly for automotive vehicles" at his kitchen table in Newport, RI, shortly after experiencing an automobile accident.

The first car with a passenger airbag intended for sale to the public was the 1973 Olds Toronado. In the early years, airbags were options in Oldsmobiles, Buicks, and

Cadillacs. Chrysler became the first company to offer an airbag restraint system as standard equipment in 1988. Airbags have become mandatory in all cars since 1998.

That about brings us up to the present time, so we can look at how airbags affect the collision industry. There has always been controversy surrounding airbags and today is no different. In the past, there were design and safety issues. Now that these restraints actually save lives, the controversy is economical and political. Here's the problem: the airbag systems are expensive to replace and insurers add this cost (usually a minimum of \$2000) into the estimate for a damaged vehicle. This results in a peculiar situation when an older car with a restraint system has been in an accident. When the estimators add up the collision

damage, including the cost of the airbag system, the repair amount can easily exceed the value of the car, requiring it to be totaled. This takes business out of the hands of the body shop, even though the car could easily be repaired.

Collision industry advocates are asking their legislators and insurers to remove the restraint system costs from the equation, so that the cars can be fixed instead of being replaced. A few states have actually passed laws requiring the airbag costs to be excluded from the estimate. Insurers have to pay for the systems anyway, as part of the cost of a replacement vehicle.

The Tennessee Collision & Repairers Association (TCRA) is planning to lobby legislators about passing a similar law to help protect and promote the collision industry in Tennessee. Be sure to join the TCRA or similar organizations in your state and help take a stand to protect your job or business. Don't let airbags be a restraint to your success!

Advantage Through Education



"Give Me Your Keys, Please" Business Development Seminar

Be sure to attend our 3rd quarter seminar when it comes to your area. You'll enjoy dinner in a nice area restaurant and learn valuable body shop sales skills. See your local COLORMATCH sales rep for details & reservations.

DATE	LOCATION
July 16	Clarksville, TN
July 23	Jackson, TN
Aug 4	Nashville, TN
Aug 27	Evansville, IN
Sept 10	Mobile, AL
Sept 17	Memphis, TN

COLORMATCH Publications Available Monthly by Email

- COLORMATCH Gold Newsletter
- Sales Flyer
- Training Brochure
- Benchmark Performance Trend
- Account Statements

Please provide your contact name & email address. Send requests to:
solutions@colormatch.com

Sales & Marketing:

It is not uncommon for shops to spend thousands of dollars on advertising to get customers to call or come in the door. Be ready for the results by scripting phone procedures and having signs directing people to the right place. This is a better option than answering the phone "body shop", and assuming they know where to go.

Profitability & Management:

Technicians will stop to visit if they have to walk through another tech's work area. Look for areas where wasted steps and time are taking place. Reorganize materials and tools so that they are located where they are used. Create SOP's for tasks that are inefficient.

Production & Cycle Time:

It is sometimes easier to move the technician, rather than the damaged vehicle. In order to keep vehicles moving through the repair process, encourage technicians to stay mobile and utilize roll-around carts.

Safety & Thinking Green:

When selecting floor coatings, building materials and equipment, consider how much noise they absorb or produce. How often, by the end of the day are you fatigued by noise and may already notice hearing damage?

Estimation:

As new technologies come out, such as new hybrids, make sure you research what is included/excluded in the estimation software you use. There may be procedures you need that are not addressed in the software.

Technical:

Always disable the high voltage system on a hybrid vehicle before starting repairs. The newer hybrids will likely have electric driven AC compressors that may have as much as 300 volts going through them, and other items like electric power steering pumps.

Every auto body worker deserves to work in a shop that is clean, safe, comfortable, and has easy access to protective equipment that works and fits well. Supplying basic safety equipment makes for satisfied, reliable employees. So, shop owners, If you want to keep good technicians, take good care of them.

Basic proper safety equipment includes—

- Safety glasses
- Back support
- Snug & comfortable respirators
- Protective clothing
- Gloves

Auto Body Shop Health Risks

Did you know that isocyanates are the leading cause of occupational asthma? Safeguard your health and be aware of potential hazards. For more information, refer to "Preventing Asthma and Death from Diisocyanate Exposure", at www.cdc.gov/niosh/asthma.html

Introducing the COLORMATCH Team



Kim Wickham
Store Manager
Pensacola, FL

Kim has been with *COLORMATCH* close to 2 years. She enjoys working in the automotive industry and it's important to her to have a great relationship with her customers. Her motto is "Don't stress the small things." In her spare time, she enjoys spending time with her family, boating, and being outdoors.



Clay Rauchle
Riverside Asst. Mgr.
Jackson, TN

Clay has worked at *COLORMATCH* for over 3 years, since graduating from the TN Tech Center where he specialized in auto body & refinishing. Clay believes that it's important to make every effort to please his customers. In his spare time, he likes to ride his black/silver Honda CBR and play the drums. His favorite band is Blink 182.



Jerry Swift
Store Manager
Clarksville, TN

Jerry has been with *COLORMATCH* since 2008. Before joining us, he was an instructor at the Nashville Auto Diesel College and has previously owned his own auto body business. Jerry's philosophy is to treat people with fairness and honesty. In his spare time, Jerry is active in church. He also farms and raises beef cattle.



Cynthia Arnold
Riverside Store Mgr.
Jackson, TN

Cynthia has been at *COLORMATCH* for 9 years. Her work motto is: 'If it's worth doing, it's worth over-doing.' In her spare time, Cynthia is busy with her 3 kids—Bree (23), Emily (17), and Matthew (7) — and grandkids, Aliyah (3), & Taylor (2). She also likes to garden, go to drag races, and really enjoys the Christmas season with her family.



A good example of teamwork—the service department investing in the work of the body shop!



And if you are thinking how politically incorrect this cartoon is, the ladies know how much of a joke it really is!



Wise Quotes

"The main thing is to keep the main thing the main thing."

Stephen Covey
Teacher, Author
1932-

"The team with the best players wins."

Jack Welch
Former GE Chairman & CEO
1935-

We have a new COLORMATCH Training Brochure with information on upcoming events, including I-CAR classes. To receive a brochure, please contact your local store, sales rep, or email: solutions@colormatch.com