



News Capsule

Nebraska AutoBody Association News & Information



August 2, 2010

Mitchell International has released the 2010 third quarterly industry trends report for the Collision Repair industry. A special feature in the latest edition includes new data about the claim costs of hybrid vehicles, which are appearing in collision repair shops more frequently. "Mitchell's in-depth, multi-year data shows that hybrids have a 6.5% or \$182 higher average claim severity than their gas-powered counterparts. The Mitchell report also addresses trends in collision appraisals and other valuable information. [Mitchell's trend report](#) is available at the [NABA web site](#).

The Nebraska Autobody Association has developed a free consumer choice education placard. The attention-grabbing action poster features a red-shirted quarterback just about to make a pass. The caption reads "You Wouldn't Let Your Insurer Pick Your Favorite Sports Team... Why Let Your Insurer Pick Your Collision Repair Team?" Captions are followed by a brief overview of a consumer's right to choose a collision repair facility. The new placard also features a redesigned choice logo to provide an effective visual complement. A durable, laminated [consumer choice placard](#) will be sent free of charge this month to all NABA member shops. You can also preview the placard at the [NABA web site](#).

Toyota has issued a revised position on the repair of high-strength steel (HSS) and ultra-high-strength steel (UHSS) occupant cabin reinforcements, which state:

- Do not straighten HSS or UHSS occupant cabin reinforcements, hot or cold.
- Do not section pillar reinforcements 980 Megapascals (MPa) and 590 MPa.
- Only section 440 MPa parts where specified in the Toyota service information.

Cabin reinforcements include not only pillar, rocker panel and roof rail reinforcements, but also roof bows, floor cross-members, door beams and the rear bulkhead. Any of these parts that are HSS or stronger cannot be repaired, per Toyota's bulletin. "This recommendation is based on a reduction in reinforcement strength and crash energy management revealed during research and testing conducted by Toyota Motor Corporation. Repaired and/or improperly sectioned reinforcements failed to exhibit the strength and performance ratings of genuine new original equipment service parts installed to specification. Therefore, damaged occupant cabin reinforcements must be replaced."

CollisionWeek has invited collision repairers to rate the claims handling performance of the top 15 U.S. automobile insurance carriers. As a professional collision repairer, you are in the unique position of having direct knowledge of the day-to-day performance of major automobile insurance carriers, something no other business sees. Are the carriers you deal with concerned about a quality repair for your customer? How knowledgeable are their field adjusters? Do they pay for all necessary procedures? Do they write estimates with OEM procedures in mind? Do they help (or hurt) your cycle time? The online survey takes an average of just six minutes to complete and your ratings of each insurance company will be combined with others from across the country to provide a detailed view into repair facility opinions of the performance of the top 15 automobile insurers in America. To participate in [the survey](#), please select the person in your shop that is most knowledgeable about insurers' claims policies and ask them to complete [the survey](#).

Fight For What's Right
Join the Nebraska AutoBody Association
Membership application available at

<http://www.nebraskaautobody.com/filedownloads/memberap1&2.pdf>

Information in this news capsule is obtained and condensed from sources believed to be accurate and reliable but readers should consult with an appropriate business professional before acting on information contained herein. Information contained herein does not necessarily reflect the opinions of NABA, its leadership or management. Summary is prepared by Norbert Zaenglein.