



Nebraska Collision Industry Shop Bytes

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Mazda North American Operations (MNAO) recommends that all maintenance and collision repairs be performed using Genuine Mazda Parts in order to provide an optimum level of performance, safety and durability. Genuine Mazda Parts are made from the same blueprint as the original parts found in production vehicles, ensuring that each part integrates seamlessly and wears the same as the day the vehicle was built. MNAO does not recommend the use of aftermarket parts (or imitation parts) for any Mazda maintenance or collision repair. These aftermarket parts are generally made to a lower standard in order to cut costs and lack the testing required to determine their effectiveness in vehicle performance and safety.

General Motors will introduce the industry's first front-center air bag, an inflatable restraint designed to help protect drivers and front passengers in far-side impact crashes where the affected occupant is on the opposite, non-struck side of the vehicle. The front-center air bag will be introduced on the Buick Enclave, GMC Acadia, and Chevrolet Traverse mid-size crossovers in the 2013 model year. This new safety feature will be standard on Acadia and Traverse with power seats and all Enclaves. The front-center air bag deploys from the right side of the driver's seat and inflates between the front-row seats near the center of the vehicle. The tethered, tubular air bag is designed to provide restraint during passenger-side crashes when the driver is the only front occupant. The air bag also acts as an energy-absorbing cushion between the driver and front passenger in both driver- and passenger-side crashes. The air bag also is also designed provide enhanced safety during rollovers.

Ford Motor Company and BASF developed a seamless soft-touch dashboard made from castor oil, which offers greater flexibility, durability and faster production than traditional petroleum-based products. "Working with BASF, we now can offer our North American customers the new Ford Focus with the industry's first seamless soft-touch instrument panel that's stronger, better-looking and better for the environment," said Bari Brown, Ford advanced product development engineer. "Castor oil from plants helps deliver sustainable interior foam that reduces petroleum use while improving vehicle craftsmanship. It's beneficial both for the customer and Mother Nature." Ford says the new material is "significantly more durable" than the material it used previously, offering 36 percent more tensile strength. Tear strength improved by five percent while unwanted elongation from temperature or impact stress reduced by 12 percent.

A congressional caucus is asking the Federal Trade Commission to look into possible privacy violations from cookies that track visited web sites even after a computer user logs out of a social media site. "Using social media sites, computers, smart phones and other connected devices leaves permanent tracks of the user's activities," said NCIA founder, Norbert Zaenglein. "The default settings of social media sites as well as mobile apps, software and connected devices collect as much information as possible. Storing, linking and controlling private information has become the holy grail of cyber-marketing and privacy-protection is antithetical to the financial interests of a multitude of businesses that stand to profit from a wireless cloud-based platform." Writing to the Federal Trade Commission Privacy Caucus Co-Chairs Rep. Joe Barton and Rep. Edward Markey said. "Use of supercookies takes away consumer control over their own personal information, presents a greater opportunity for misuse of personal information and provides another way for consumers to be tracked online."

Mitchell International recently announced the integration of its Special Materials Quick Reference Guide into the RepairCenter™ TechAdvisor auto repair shop software. The integration simplifies the structural identification process for technicians by presenting the special materials data in Mitchell's proprietary format that remains consistent across the different OEM's. "Instant access to the Special Materials Quick Reference Guide via RepairCenter represents the first time that special materials specifications are available from multiple

manufacturers in a consistent, user-friendly format from a single repair shop solution," said Jason Bertellotti, Mitchell's Vice President of Repair Solutions.

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