



NEWS • REPORT

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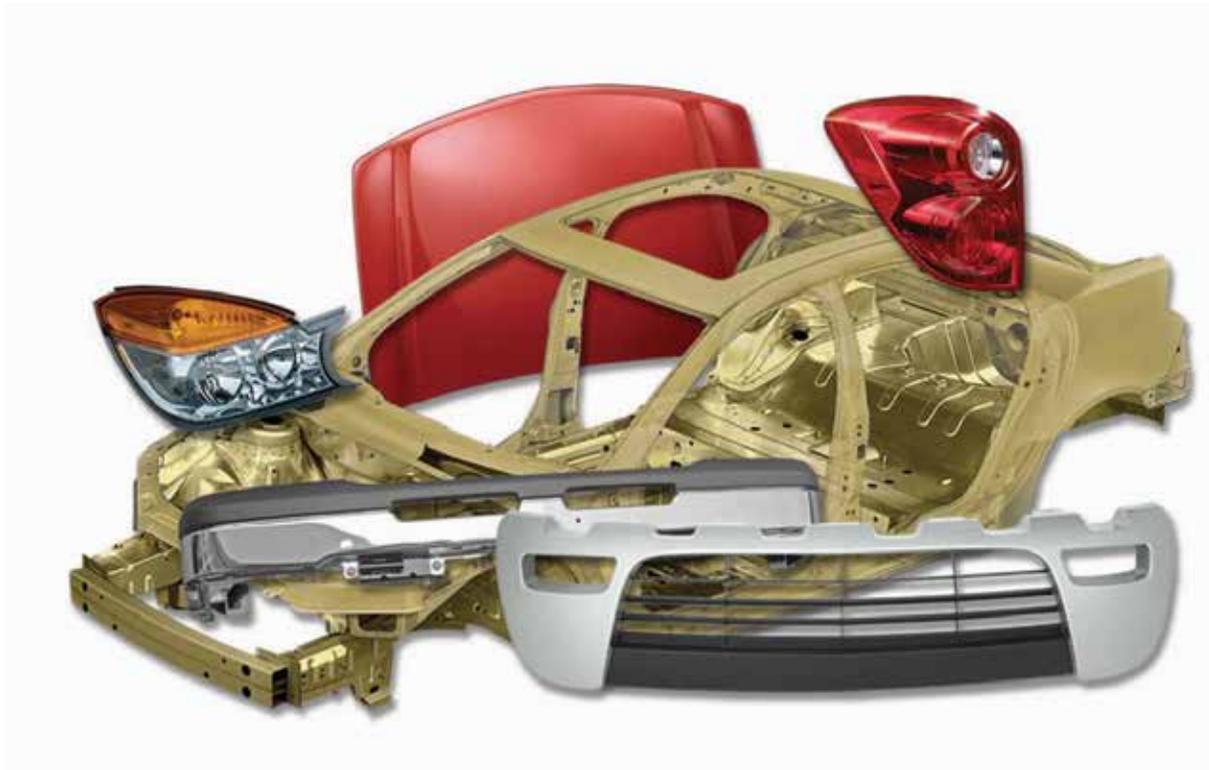
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Thank You!!!!

Issues for NDABA News Report

Issue	Copy Deadline	Printing Date
February-March	Mar. 1	Mar. 15
<i>(Note: Dates for the pre-convention issue may vary.)</i>		
May-June	June 1	June 15
August-September	Sept. 1	Sept. 15
November-December	Dec. 1	Dec. 15

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PRESIDENT'S LETTER



Summer is winding down, the sunsets are getting earlier and Fall is fast upon us.

Now normally at this time of the year in our industry we would be looking forward to the two deer seasons. One being deer hunting season and the other being deer hit season. Beings we are up here in the great white north, we then shift our focus to snow and slippery roads.

The one season that seems to be unpredictable is hail season. All over the the state of North Dakota hail has made an appearance this summer. From the remote southwest to the Canadian border to a remote farm field causing huge losses to the farming community.

The Fargo area has seemed to avoid a damaging hail storm since 2007 when a good chunk of town was hit pretty hard. Well that changed Saturday, August 27th, when a moderate hail storm rained down on portions of the city. In true hail storm fashion it hit the Mall and a few car dealerships setting off a barrage of Hail Sales.

Now it's always debatable whether a hail storm is financial windfall for your business or more trouble than it's worth. But that's not where we are going with this. Hail does not play favorites.

Remember back quite a few years ago when there was

an Airstream camper get together in Bismarck and Mother Nature unleashed her wrath on the thin skinned aluminum campers? Not a lot of PDR was performed in the following weeks on them.

Well this time around Mother Nature picked on the the 5 time defending National Champion NDSU Bison football tailgating lots. It was the opening game of the season which was being featured on primetime ESPN so it was a well attended affair. The tailgating lots along with adjacent parking lots were packed with shiny new pickups and SUV's pulling some of the most elaborately customized thin skinned aluminum trailers... sound familiar? The FM Redhawks were playing a home baseball game 2 blocks away and their fans suffered the same fate.

Just about every reason customers need to visit a repair facility centers about being in the wrong spot at the wrong time. While writing estimates on the damage many customers chuckled that if it wasn't gameday they would have been at the lakes or the opposite side of town. Once again Mother Nature had a plan.

Look forward to seeing everybody at our next meeting 11:00 am September 24th at the Chieftain in Carrington.

Scott Heintzman, NDABA President

FREE FOR MEMBERS NDABA CLASSIFIED ADS

Classified ads are divided into two categories – member and nonmember.

Each member is allowed 5 lines, 25 characters per line, plus name & phone number. If you'd like to put your address in, please include that within the 5 line, 25 character portion. FREE to members only.

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All ad copy must be received by the 15th of the month prior to publication.

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Make sure to check out the following in this newsletter:

The Tech Shortage – pages 4-7

Next Meeting Information – page 9

A few items that may help when writing an estimate – page 13

Words to live by – page 15

U.K.'s National Windscreens launches \$1.45M nationwide calibration initiative – pages 17-18

Life of a Leaf – page 20

Please pay your annual association dues, it keeps the association going.

The Tech Shortage

by Mark Claypool, February 3, 2016

Courtesy of BodyShop Business, a Babcox Media publication.

When I was asked to write the cover story on the industry's workforce shortage for this month's magazine, I thought, why don't we just dust off the ones I wrote eight or 10 years ago? So much that was written back then is still applicable today, and was the reason I created the Mentors At Work apprenticeship program in 2000: to help address the entry-level workforce shortage at that time. The more things change, it seems, the more they stay the same. Here are a few examples of the articles I've written on this subject for *BodyShop Business* in the past:

- **May the (Work) Force Be With You (May 2002)**: Using the analogy of Obi-Wan Kenobi and Master Jedi Yoda, I discussed how to best match masters with apprentices with the structure necessary to be successful in creating Jedis of your own, i.e. journeymen technicians. I shared my 11 Components of an Effective Mentoring Program:
- **Hydrate Your Business (December 2008)**: You need to start recruiting and training new people now because, like the marathon runner, if you wait until you're thirsty to take a drink, it's already too late because dehydration has set in. As an employer, if you're waiting until you're thirsty for new employees, dehydration will have already set in. You'll then have to take steps to re-hydrate yourself and will pay the price in the end. I discussed how to successfully mentor new employees and how to best prepare yourself to retain them.
- **Eliminate The Fear Factor (September 2008)**: Ever feel like the inmates are running the asylum in your shop? In this article, I expressed my opinion that many shops are being held hostage by their technicians. Ever feel that way? I'm sure many of you do. I discussed how to take back control, grow your own skilled workers, and not let your often overpaid technicians run the show and dictate how things will be done in your shop.



- **Send Me Your Best Student – Partnering With Vo-Tech Schools (May 2004)**: Over a decade ago, I wrote about how best to partner with local vo-tech schools so you could position yourself to get the best quality graduates from these programs. Back then, less than 7 percent of shops indicated that they turned to local schools for employees. The strategies in this article hold true today, even more so. And, a promising trend today is that 12 percent of shops now say they turn to schools for hiring new employees. It's still not enough, but the trend is heading in the right direction. Shops were stealing technicians from each other.

There were signing bonuses. Skilled techs held most of the power and a near “free agency” situation existed, with techs going to the highest bidder, having absolutely no loyalty to their employer whatsoever. And then the recession hit. Boom! The year 2008? — and the slow recovery that followed — nearly put an end to the major issues shops were having with finding skilled workers, and did put an end to many businesses. And that held true for several years, until recently. Slowly but surely, we've been marching right back to where we were in 2007. And now shops are back to stealing techs from each other, paying signing bonuses, etc.

A note from the NDABA News Report editor:
For those reading this article please go to:
<http://www.bodyshopbusiness.com/cover-story-the-tech-shortage/#> and read and comment. It's interesting what varied views there are among people of the industry.

The Facts

According to the Collision Repair Education Foundation Snapshot of the Collision Repair Industry report from 2013:

- **The average age of technicians was just under 39**
- **61 percent of techs had been hired from another shop**
- **20 percent were hired from a non-automotive industry or as their first job**
- **12 percent were hired directly from technical school programs**
- **Women on the skilled technician side of our industry doubled from 2007!** That's right, going from 1 percent to 2 percent. That's a huge missed opportunity for shops, closing the door on women without even thinking about it.
- **The number of technicians leaving their jobs was reported to be 13.9 percent**, or about one in seven, a significant difference from the 27.5 percent that were leaving during the free agency days of 2007. This survey was taken in 2003, and now, nearly three years later, I'll bet that number is higher than 13.9 percent today, creeping back up toward 20 percent.
- **Half of the technicians have been with their current employer for five years or less**, which also means that 50 percent have stayed with their current employer, up from 39 percent

in 1995. Once again, supply and demand for skilled techs skewed that number in the early to mid-90s.

- **Of those who left their jobs, 53 percent left to go work at a competing shop.**
- **Only 64 percent of shops could identify a local trade or technical school to recruit from.**
- **11 percent of shops say they don't even bother to hire entry-level technicians.**
- **A positive trend is that 28.8 percent of shops reported that they have at least one employee who serves on a local school advisory committee, up significantly from 19 percent in 2007.**

U.S. Department of Labor

The Bureau of Labor Statistics of the U.S. Department of Labor reported that there were 169,100 technicians in the collision repair industry. They project that a 9-percent increase in technicians will be needed over the next eight years to meet our demands. That's over 15,200 new hires, or an average of over 1,900 per year. That rate of increase is higher than the average for all fields. They also report that the best opportunities in our industry will be available to those who have formal training and certifications of some sort in collision repair. For some great information on wages and employment in the collision repair field, visit: <http://1.usa.gov/1OK1vbs>.

What Are We Doing Today?

While there are widespread reports of hiring technicians from other shops, there are some positive trends being seen to address what's once again becoming a serious situation. Many large companies are donating scholarships to the Collision Repair Education Foundation to be used to help train tomorrow's workforce. A lot of companies are also participating in programs that help develop and place veterans coming out of the military and rejoining civilian life.

Each of the large MSOs have some kind of workforce development program, too. So independents take note: MSOs plan to be around for awhile. They're putting systems in place to develop their future workforces, which will enable them to compete better without having to play the musical chairs game with techs that so many shops play.

At a forum on workforce development at NACE in Detroit, Service King described features of their Apprentice Development Program that was to launch in Texas, with plans to expand to California and Georgia in late 2015. Their one-year program is designed to immerse new hires into the life of a technician and careers with Service King. They even have a corporate position at their company called "Vice President of Talent Development." Do you think they're serious about the workforce of tomorrow? They're not alone; each MSO has their own plans and systems.

(Continued on next page)



Tech Shortage

(Continued from previous page)

The Mentors At Work program that I founded in 2000 still exists today. I sold it to Farzam Afshar at VeriFacts Automotive in 2007. It has all the key components for being successful with hiring and training new people in-house.

The New Collision Career Institute

I've learned of a new program called the Collision Career Institute, a program developed as a combination of online and in-house training, often in partnership with local vo-tech schools, if available. The two main individuals behind this initiative are Charlie Robertson, a professor at Cerritos College in Norwalk, Calif., and Erick Bickett, CEO of Fix Auto USA.

Robertson, who will be the director of the new institute, has done extensive research on Millennials and wrote his Master's thesis on training them effectively. Bickett has been effectively recruiting, training and retaining technicians at Fix Auto for years. What they have to say, and what they've learned and are developing, is of value to everyone, and anyone can participate in the institute. While it's still early, they're actively seeking shops that are interested in participating.

I spoke with Robertson and Bickett early in December. Here's what I learned:

Bickett: "Starting Collision Career Institute is an initiative, one of my passions, and something we've done at Fix informally for many years. Our access to qualified technicians is at a more critical level than it has ever been before, and it's not just the technicians, obviously, it's repair planners and pretty much all staff within a collision shop. To be able to bring young people in and start to nurture new entrants is critical to our success. The Collision Career Institute is a company that's being formed to support the collision industry. We're going out to the collision industry at large – we already have – touching all people who are focused on actually applying some commitment to our strategy.

"Anybody who is in business and plans on being in business for awhile is focused on this. All the MSOs are for sure, and even single shops that are a part of our group are quite concerned

about the proliferation of cannibalism that occurs now. This cannibalism raises costs, so it's probably the No. 1 initiative for us at this time.

"With the Collision Career Institute, we're designing a program to facilitate and manage the process of bringing an intern into the shop. It's got a lot of the flavors of what [Mark Claypool] was doing in the early 2000s with Mentors At Work. We're getting a commitment from shops to invest in their people. We're encouraging that this is a best practice to start the process of creating a collision shop environment that's conducive to implementing new interns.

"Our philosophy is all about placement before training instead of training before placement. We get the shop to commit to placing the intern, and then we manage the intern's life cycle for the first 18 months to get them to a place where they're either a C-level tech in either body or paint or a beginning repair planner.

"The plan is to integrate new hires into the training plan based on what's available in the marketplace. It's probably going to be a combination of I-CAR, maybe a trade school or community college, vendor training,

whatever is available out there, and we'll supplement that with online learning modules.

"We're seeing cannibalism, signing bonuses, misinformation to get people to move, capitalizing on the short-term returns, incentivizing and 'get me the money now,' just all the silliness that doesn't create long-lasting value. All of that is back again, tracing it back to 2006. That has to change."

I asked them how the institute, and Robertson's collision repair training program at Cerritos College, deal with some of the bigger pushback issues I had experienced from shop owners and managers when it comes to hiring new, entry-level people. The issues include:

- Pay plans
- Tool costs
- New hire retention

Here's what they had to say:

Robertson: "We came up with what we believe is an important method to address the pay plan issue, and that is from day one, we have an agreement of what the pay plan is. We branch it out not just till graduation 18 months from



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now, but from startup steps. And each progress step of learning, the student gets a small bump in pay. At graduation, they get a bigger bump in pay.

“For both tool costs and retention, 24 months after graduation we have embedded tools as a part of the process. So each module of training, they get more tools that are required to do that module of learning. This way, they’re building a toolbox. At the end of two years after they graduate, if they’re still with the shop they trained with, those tools are signed over to them and become theirs. So the tools can be transferred over to them as part of the reward for staying with the shop.

“From the retention side of that coin, though, is gee, if they have all the tools, what’s to prevent them from leaving? The shop needs to create and foster an environment that will motivate that person to remain with them no matter what. There needs to be a level of loyalty that hasn’t existed much in the industry. Rather than ask, ‘How loyal is this trainee linked to this shop?’ I would ask the question, ‘How loyal are you to your employee?’ You must foster a culture of retention.

“You foster a culture of education and employee development. I don’t just mean to focus on compliance with DRP retention, I’m talking about employee development for self-satisfaction as well as compliance with industry regulations. I’m talking about, does the employee feel fulfilled when they work with you?

It’s a different culture than gee, are we in compliance? Yeah, we’ll send you to I-CAR training. Is that to check it off on the box to make sure we retain our Gold Class, or is that to improve their knowledge and understanding of the complexities of new cars so that they can be more competent as they hit the ground tomorrow working on these cars?

“There’s a different mindset, and that’s a cultural change, not a statistical change. Yes, your shop is still Gold Class, but that doesn’t mean you have a culture of retention, a culture of focusing on the need for fulfillment. Does the employee feel fulfilled when they work there? Do they feel they’re valued? Or do they feel they’re a statistic?

“Shops need to shift that, and that’s not a minor change, either. And I don’t know if any major training program is going to change that culture. I think what’s going to have to happen is shops that have that culture will retain their employees, and those that don’t will lose their employees to those shops that do. This is one of the most important items to a Millennial. They need to feel fulfilled in their work. This is one of the trigger points. If you don’t find a way to create and foster that feeling for them, they will go away. Even if they enjoy doing the work, they will not stay. So, this is part of the shift in the culture that needs to change.

“So is it like, ‘Do we have a pay plan? Check. Do we have a tool plan? Check.

Yes, we have retention plan, and put someone over retention so now we’re solved.’ No, it’s not a checklist. This is a paradigm shift of the entire focus within the shop. Shops have always been about money and profit, and today they need to change that focus or they will lose the Millennials. The Millennials will not even stay through the end of the training.”

BSB Contributing Editor Mark Claypool has more than 30 years of experience in the fields of workforce development, apprenticeships, marketing and Web presence management with SkillsUSA, the I-CAR Education Foundation, Mentors at Work, VeriFacts Automotive and the NABC. He is the CEO of Optima Automotive (www.optimaautomotive.com), which provides website design, SEO services and social media management services.

Body Shop Business is dedicated to empowering shop owners with the knowledge they need to run successful businesses. The magazine provides not only technical editorial content, but also market information and analysis of trends along with shop management and shop efficiency information to help shop owners make more informed decisions regarding their facilities. Body Shop Business’s award-winning editorial is structured to assist collision repair shop owners in becoming more efficient and more profitable.

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8. *To uphold the high standards of our profession, always seeking to correct any and all abuses within the automotive service industry.*
9. *To uphold the integrity of all members of the North Dakota Auto Body Association.*



NEXT MEETING

**Saturday, Sept. 24, 2016
11:00 am at the
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annual association
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ATTENTION NDABA MEMBERS!!

We would like to keep our email address list up to date. Also, if you have an employee who would like to know about association's happenings, please supply us with an email address, so that can happen. You can contact Clyde @ 701-448-2568 or ndabnews@westriv.com. Please let us know if you have an addition or change to our list. THANKS!!

JOIN NOW!

Now is the time to join YOUR Association

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I hereby apply for membership in the North Dakota Auto Body Association. I promise to abide by the Association's By-Laws and Code of Ethics. I understand that any signs, decals or emblems provided by the Association remain the property of the Association, and agree to return them to the Association upon termination of membership. I understand that use of Association logo and identification is authorized only as long as my membership is maintained.

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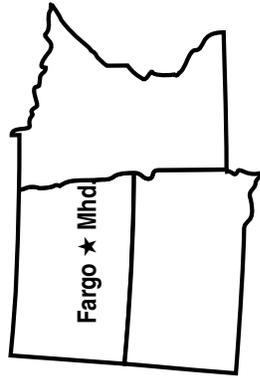
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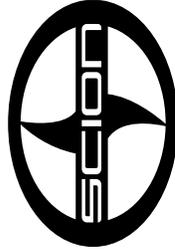
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Here's a few items that may help when writing an estimate.

Reprinted from the DEG (Database Enhancement Group) website.

www.degweb.org/estimate-tips

Audatex Feather Prime and Block – In order to calculate for materials, Audatex users must go into each unique profile within the estimating system and define the materials rate for Feather Prime and Block in the rate tab. Like all undefined rates, this will default to \$0.00 until defined by the user. During the estimate preparation process, you must factor the necessary time for feather, prime and block into the repair time, and then allocate the portion of the total repair hours that they want apply to the Feather, Prime and Block operation.

Audatex Labor Report – Labor times listed in the Audatex estimating system are constructed differently than other estimating products, and uniquely use an “inside out” approach to defining labor units. Audatex provides an Audatex Labor Report, which documents the approach used in the development of their published time. This report can be printed along with the estimate and can be useful in determining things such as included operations and overlaps deductions. Below is an excerpt from the Audatex P-Pages (DBRM):

Audatex Labor Report

Shows the operations that may be performed for each panel on the estimate. This report includes:

1. the guide number where any overlap has been considered
2. the full labor of the panel before overlap consideration
3. all operations that may be applicable for a specific estimate

The Labor Report is specific for each vehicle and provides a breakdown of included operations. This report is viewable on screen or printable for any estimate.”

Also, don't forget that in the back of the P-Pages in Audatex is a frequently asked questions section. There are 40 questions with answers that could help during the estimate/repair process.

Estimating systems contain information to assist in producing an estimate to document the repair of a

collision damaged vehicle, however each information provider stated that their products are to be used as a guide. The information is a tool, but cannot replace the experience of the trained professional, physically inspecting the damage and performing the repair.

CCC – On page G10, the Motor Guide to Estimating states “The times reported in this publication are to be used as a guide only”

Audatex – On page 50, the Database Reference Manual states “Labor supplied in an Audatex estimate is intended for use as a guide for collision repair.”

Mitchell – On page 2, the Collision Estimating Guide states “THE LABOR TIMES SHOWN IN THE GUIDE ARE IN HOURS AND TENTHS OF AN HOUR (6 MINUTES) AND ARE FOR REPLACEMENT WITH NEW, UNDAMAGED PARTS FROM THE VEHICLE MANUFACTURER ON A NEW, UNDAMAGED VEHICLE. Any additional time needed for collision DAMAGE ACCESS, ALIGNMENT PULLS, NON-ORIGINAL EQUIPMENT or USED PARTS should be agreed upon by all parties. Times for some operations are applicable after necessary bolted, attached or related parts have been removed. Exceptional circumstances, including all the sub-operations or extra operations, are indicated as notes throughout the text or are identified in the Procedure Explanations. The actual time taken by individual repair facilities to replace collision damaged parts can be expected to vary due to severity of collision, vehicle condition, equipment used, etc.”

Refinish edge and refinish inside is 2 different operations with CCC ONE. In DEG inquiry 8374 CCC states: “depending on the refinish damage and/or refinish requirements one or both may be selected” they go on to define the 2 as follows,

Visualize a driver side front door:

1. The exterior surface paint time is for the door skin. This is the surface that

faces outside of the car when the door is closed.

2. The “inside” is the inside of the door shell; this is the surface area that faces the driver and interior of vehicle when the door is closed.

3. The “edge” is the area between the exterior and interior surface. This would be the crimped area as well as the portion of the door which the user describes as the “jamb” area. This is the area that faces the lock pillar.

Weld Damage – Weld damage is a not included operation in all three estimating systems.

Audatex – On page 56 of the Database Reference Manual it states the following under Labor Exclusions:

“Replace labor does not include additional labor to repair the replaced panel and or adjacent panels which may become distorted, burned or damaged by welding, drilling, grinding and straightening.”

CCC – Page G39 of the Guide to Estimating shows:

“SPECIAL NOTATION:

Suggested refinish operation times do not include additional time for repair of damage to adjacent panels resulting from normal cutting, welding and grinding procedures. The amount of damage can vary considerably depending upon process and technique used by the servicing technician and, therefore, is impractical to anticipate in this publication. MOTOR recommends these factors be considered before finalizing any repair cost estimate. Typical areas to be considered are Illustrated below”

Mitchell – The Mitchell guide shows the following on page P16 under Not Included Operations:

“Feather, Prime & Block paint damage to adjacent panel and/or panels joined by welding due to burn damage (see Feather, Prime & Block definition under Refinish General Information”

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Nothing will stir up more mud than a groundless rumor.

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Tomorrow always seems the busiest day of the week.

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There's no use in burying the hatchet if you're going to put a marker on the spot.

•••

Watch out when you think you're in a groove.

You may just be in a rut.

The best antique is an old friend.

•••

Opportunity lies somewhere between tomorrow's dream and yesterday's regret.

•••

Laughter comes naturally, hate must be taught.

•••

Almost every person wastes part of their life in attempts to display qualities which they do not possess.

•••

Having a sharp tongue can cut your own throat.

If you want your dreams to come true, don't oversleep.

•••

The smallest good deed is better than the grandest intention.

•••

Of all the things you wear, your expression is the most important.

•••

The best vitamin for making friends...B1.

•••

The 10 commandments are not multiple choice.

•••

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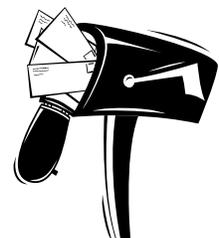
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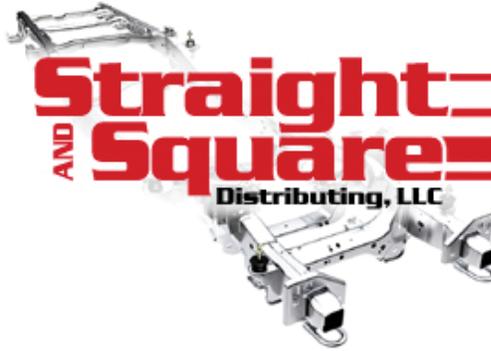
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U.K.'s National Windscreens launches \$1.45M nationwide calibration initiative

By Repairer Driven News on May 6, 2016

RDN-SCRS News

About a month after competitor Autoglass announced a similar rollout, United Kingdom auto glass chain National Windscreens said Thursday it would offer advanced safety system calibration at all its 108 nationwide locations.

The move — requiring \$1.45 million in training and equipment across National Windscreens — underscores the importance of calibrating Advanced Driver Assistance Systems (ADAS) like autobraking and lane departure warnings in modern cars following a collision.

ADAS technologies often rely upon a camera behind the windshield to scan the road ahead, making calibration a logical offering for auto glass companies like National Windscreens and Autoglass.

“The positioning of these cameras means that if windscreens need replacing then these cameras will also need calibration to ensure the safety systems continue to work as intended,” National Windscreens technical manager Tim Camm said in a statement.

“... Our customers can rely on the fact that we are using the leading calibration technology available providing the widest possible coverage of all vehicle makes and models. Customers will also receive a certificate to show the work has been completed to the individual manufacturer’s specification.”

The actions by the two major glass companies should serve as a call to arms for both U.K. and American shops. If you’re not ready to manage vehicle electronics — particularly safety-related systems — you’re unable to serve modern vehicle owners, ceding ground to competitors and leaving a source of revenue on the table.

Shops on either continent which battle with insurers today over the need for OEM procedures, scans and calibration should also use the Autoglass and National Windscreens initiatives to make one’s case to adjusters.

Both companies are extremely friendly to insurers — National Windscreens bills itself as “‘The Perfect Fit’ for Insurers,” and Autoglass touts its “strong relationships” with major

carriers — yet both see the necessity of the additional operation.

“The increasing use of ADAS is one of the biggest challenges in the vehicle glass replacement market and I am delighted to announce the launch of this truly UK-wide camera calibration service,” National Windscreens managing director Pete Marsden said in a statement.

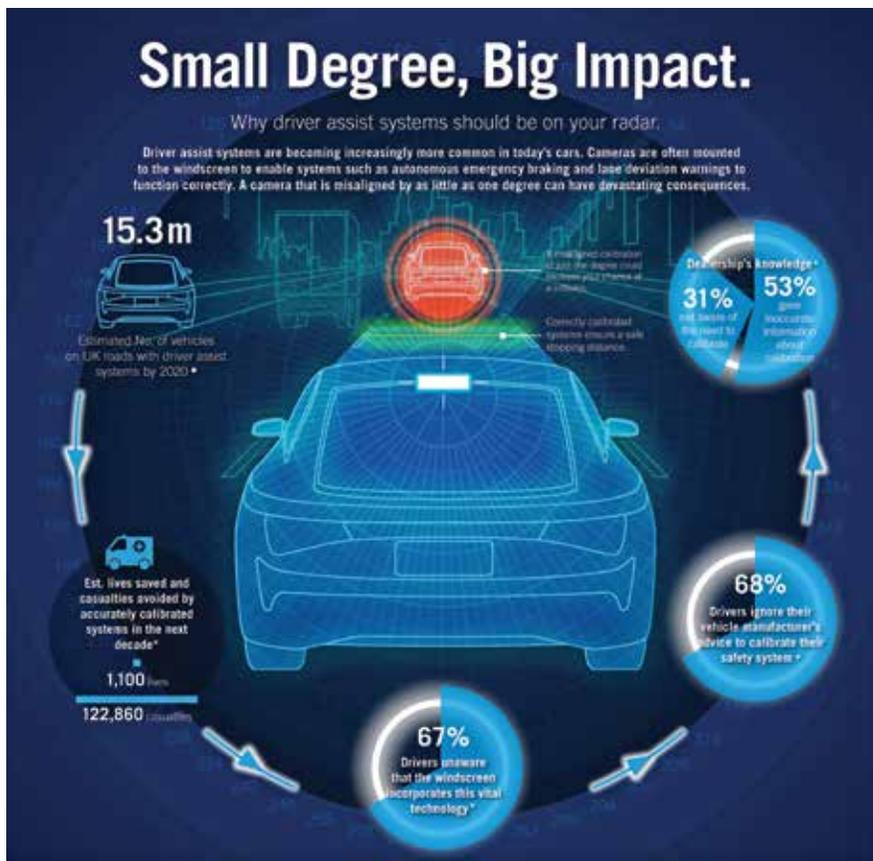
“It is widely anticipated that by 2020, more than 40% of new vehicles will have at least two types of driver assistance system. In addition to our commitment to maintaining a truly national network of fitting centres to service this growing demand we appointed Tim Camm

as technical manager to continue driving our technological leadership over the coming years. This all points to an exciting opportunity for us to demonstrate the market leading levels of customer service for which our brand is already renowned.”

Autoglass in April estimated that by 2020, 40 percent of the country’s fleet will require calibration following a windshield replacement. It also noted that 68 percent of drivers ignored OEM advice to calibrate their system, 31 percent which asked their dealership for advice received effectively a blank stare, while 53 percent received erroneous information.

(Continued on next page.)

Believing that by 2020, 40 percent of the country’s fleet will require calibration following a windshield replacement, Autoglass has expanded a pilot calibration program across its entire United Kingdom operations. (Provided by Autoglass)



* Source based on Autoglass' research on data and analysis of Department for Transport Agency's road accident statistics.
* National research on autonomous vehicle's safety.
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* Autoglass' customer survey, 2015.

AUTOGLOSS
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U.K.'s National Windscreens

(Continued from previous page)

National Windscreens said Thursday any of its branches would be able to replace a windshield and calibrate the camera in a single visit for the user, “underlining its belief that outstanding customer service in this sector requires local presence.”

The company also has 800 mobile technicians, but the calibration will only be done at the 108 physical locations. Camm estimated the average U.K. driver would be within 11 miles or 20 minutes from those facilities.

Some vehicle systems calibration can or must be done on the road, but National Windscreen estimates about 75 percent of cameras/sensor calibration require the vehicle to be parked in “workshop conditions,” according to Camm.

“Some ADAS cameras and sensors can be calibrated by driving the vehicle (dynamic calibration), but a significant number of manufacturers require static calibration in workshop conditions to ensure accuracy,” Camm said in a statement.

“In fact, our figures show that around 75% of all camera sensors should be calibrated under workshop conditions for accuracy which is why I am delighted that we have invested in maintaining a truly national fitting centre network.”

Obviously, British and American shops will want to check the OEM procedures for each particular vehicle — as well as what else on the car requires calibration. As the Honda infographic to the right indicates, a windshield camera is just one element of the entire ADAS sensory system on cars today — with more to come.

This Honda graphic displays the Honda Sensing technology available for some of the 2016 model year. (Provided by Honda)

Sensing your Surroundings

Honda has integrated Camera and Radar systems to help detect vehicles and pedestrians in front of you

Honda SENSING

Coordinating efforts of a front-mounted camera and radar, Honda offers a suite of available driver-assistive technologies that sense conditions in front of the vehicle.

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Above 10MPH, this system is designed to trigger alerts if it determines the danger of a collision with a vehicle detected ahead.
- Adaptive Cruise Control**
Adaptive Cruise Control has the ability to keep a set speed and interval from a car detected directly in front of you.
- Lane Keeping Assist System**
Lane Keeping Assist can gently correct your steering when you leave a detected lane without signaling.
- Collision Mitigation Braking System**
This system is designed to apply the brakes when it senses a risk of colliding with a vehicle or person detected in front of you.
- Lane Departure Warning**
Lane Departure Warning can warn a driver of an unintended departure from a detected lane.
- LaneWatch™**
This system uses a camera on the passenger-side mirror to display a live view of the vehicle's passenger-side blind spot. Live video displayed on LMD screen.
- LaneWatch™ provides a view nearly 4xS greater than using the passenger-side mirror alone**

REARVIEW CAMERA

100% of all 2015 Honda vehicles come with a standard rearview camera!

Did you know...
The National Highway Traffic Safety Administration estimates that less than 60% of all 2014 model year vehicles sold will have a rearview visibility system included

2014 Industry Average
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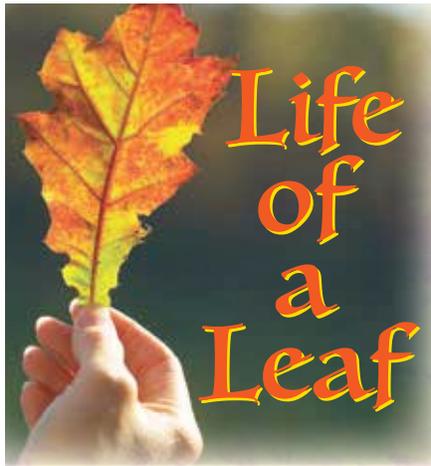
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As a gentle breeze blew through the branches of the tree, I saw it lift you for a moment before you started your downward journey.

At first you seemed to hang in midair. Then, as if dancing, you continued on your path to the ground, swirling sideways, farther and farther from your mother tree. You landed on a blanket of the fallen leaves that preceded you and rolled over once, twice, three times before settling on the rose bed.

It's not often that I contemplate the life of a leaf, but all afternoon as I gathered you up with your brothers and sisters, I thought about you. It is as if you came to teach me something about living. Indeed, we have a common link because we have the same Creator.

Growing Up

I remember the season when you were born. The branch of the tree was heavy with bulging buds those warm spring days.

As I worked in the tulip beds or mowed the lawn beneath you, I'd look up and observe your development. Your dark-green color was a welcome sign after the cold frigid winter.

Real signs of your strength and maturity came when the dark clouds formed in the western sky and the powerful wind started to blow. It was as if you came to teach me something about living. Although you danced furiously, you clung to your branch and did not let go.

On hot summer days, I'd sit underneath your cool and refreshing shade.

Did I ever tell you how much I appreciated your protection from the sun?

In late evening, if I found it difficult to sleep, I'd watch you bathed in the moonlight. You seemed so calm and lovely — a silhouette against the sky. As summer began to slip away, I noticed that you were becoming paler green hue.

Autumn Adulthood

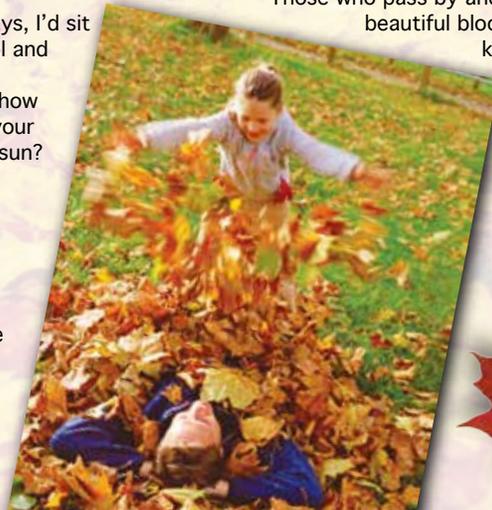
Then you entered the autumn of your life and showed your true colors, as did your neighbors. I was happy to enjoy your unique and vibrant nature.

Then, one day, you floated to the ground. I picked you up and saw for the first time the scars from your life — a few little holes here and there, marks of the challenges you faced. Here we lived so close to one another, but I wasn't aware of all your struggles.

When spring returns, I'll mix you with the soil. You'll help bring life and vitality to my roses. Perhaps you'll become part of the brilliant Mr. Lincoln rose, of which I'm so proud.

Those who pass by and admire the beautiful blooms will not know of the

contribution you made. But I will know and you will be living again.



The views expressed in articles throughout this issue are those of the writers, and do not necessarily reflect views of NDABA.

Readers are welcome to react to views expressed here or elsewhere in the magazine by writing:

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