



PORSCHE



# Porsche Academy

Porsche Approved Collision Center Program

**General Information 2012**

# PORSCHE

## **APPROVED COLLISION CENTER PROGRAM**

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**Abbreviations**

- PAG ..... Dr Ing. h.c. F Porsche AG
- PCNA ..... Porsche Cars North America, Inc
- PCL ..... Porsche Cars Canada, Ltd
- Dealer ..... Authorized Porsche Dealership
- PACC Program ..... Porsche Approved Collision Center Program
- PACC ..... Porsche Approved Collision Center

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## Introduction

Porsche cars have earned the reputation of providing one of the most exciting driving experiences known to automobile enthusiasts. Porsche Cars North America, Inc. ("PCNA") and its authorized dealerships wish to enhance the pleasure of owning a Porsche through the provision of professional service throughout the ownership experience. In order to promote that goal, PCNA has developed the Porsche Approved Collision Center Program ("PACC Program") to ensure that the "Porsche Perfect ownership experience" extends to customers who require the services of a repair center. The PACC Program seeks to ensure excellent service and high-quality repairs to all Porsche vehicles in need of collision services.

Porsche vehicles are designed, engineered and built to the highest standards. The PACC Program seeks to identify and develop repair centers that respect these standards and seek to preserve them even after a Porsche vehicle is involved in an accident. Maintenance of Porsche's high standards of design and manufacturing are best served by skilled and trained individuals who adhere strictly to the repair procedures published by Porsche and who use only genuine Porsche parts, materials, tools and equipment to effect the necessary repairs. The PACC Program seeks to ensure that each Porsche dealership in the United States and Canada can offer this type of collision repair solution to its clients, either through an affiliated PACC or through select sponsored vendors.

Selected repair centers that meet all elements of the PACC Program will be allowed to hold themselves out as "Porsche Approved Collision Centers." A PACC receives the following benefits from participating in the PACC Program:

- Use of the title "Porsche Approved Collision Center"
- Exclusive access to and use of customized PACC marketing materials
- Participation in both web-based and in-center training offered by the Porsche Academy
- Access to and use of an exclusive web portal dedicated to the PACC Program
- Consumer facing web page, including center locator promoting the PACC Program
- Porsche workshop manual web access
- Participation in PACC annual meetings and periodic conference calls
- Participation in Performance Feedback CSI service
- The opportunity to participate in business consultation at a discounted rate

The Porsche Approved Collision Center Program Standards (the "Standards"), supplied as a separate document with this manual, set forth the requirements participating repair centers must meet to qualify for the PACC Program. PCNA will review the Standards periodically and may make modifications as necessary or advisable. The current Standards issued by PCNA and Porsche Cars Canada, Ltd. ("PCL") become effective as of September 1, 2008 and are applicable only in the United States of America and Canada.

PCNA or a PCNA-authorized representative will conduct on-site audits to determine a repair center's compliance with the Standards. Only repair centers that meet these standards on a continuing basis will achieve and maintain PACC designation. The audit process is part of a continual compliance program and includes areas such as:

- Customer satisfaction
- Usage of genuine Porsche parts and materials
- Financial performance
- The Standards, including but not limited to training standards

If at any time a PACC is found to be out of compliance with the Standards, the PACC may lose its PACC status and no longer be eligible to participate in the PACC Program.

The PACC Program is intended to ensure that each and every Porsche vehicle repaired through the PACC network meets Porsche standards and specifications. Professional excellence, integrity and the highest levels of customer satisfaction are the goals of the PACC Program.

### Contracts

PCNA seeks to have a strong working relationship with each PACC. In order to build such a relationship, the parties will enter into a written contract known as a “Porsche Approved Collision Center Agreement.”

After a repair center has submitted a binding, web-based PACC Program application (an “Application”), satisfied the initial audit and been admitted by PCNA into the PACC Program, the parties will execute the Porsche Approved Collision Center Agreement. No repair center will be accepted into the PACC Program until it meets all Standards and a fully-executed Porsche Approved Collision Center Agreement has been delivered to both parties.

### Application and Initial Audit

Any Dealer, in conjunction with PCNA, may determine that there is a need for a PACC in the Dealer’s Primary Area of Responsibility (“PAR”). Once identified, and assuming a repair center has indicated an interest in the PACC Program, PCNA will direct Dealer to send to the repair center, via email, the link for the web-based Application. The Application will include copies of this document and the Standards for the repair center to review prior to completing and submitting the Application.

The Application currently consists of the following two elements:

- A form detailing various facts about the repair center
- Photographs of the repair center

If, after submission, the Application is accepted for further review, the repair center agrees to (a) pay an initial processing charge of (i) for repair centers wholly-owned by a Dealer, Three Thousand Five Hundred (\$3,500) Dollars or (ii) for all other repair centers, Seven Thousand Five Hundred (\$7,500) (in either case, the “Processing Charge”). (The Processing Charge is subject to change by PCNA in its sole discretion.) Payment of the Processing Charge will be made to Vendor’s sponsoring dealer, except where Vendor is wholly owned by an authorized Porsche dealer, in which case payment will be effected through PCNA’s debiting of such dealer’s parts account. The Processing Charge is due and payable for Applications accepted for review, regardless of whether the repair center is ultimately approved as a PACC.

Following submission of a complete Application, PCNA will review the Application and decide whether or not to accept it for further review. If the repair center’s Application is accepted for further review, it will be so notified and invoiced the Processing Charge (the satisfaction of such invoice being due within thirty (30) days after the date of invoice), and PCNA’s authorized agent will contact the repair center to arrange an on-site visit for the initial audit of the repair center against the Standards. If the repair center fails to coordinate with PCNA’s agent and undergo an audit within thirty (30) days after such notification, the repair center’s Application will be deemed to have been canceled and Vendor will have no rights to a refund of the Processing Charge.

Once the initial audit has been scheduled, the PCNA-authorized agent will complete the initial on-site audit on the scheduled date. All areas of the Standards will be examined with respect to the repair center, documented during the audit, and weighted according to each area’s importance, as determined in the sole discretion of PCNA or its agent.

Further, the initial audit will provide a “gap analysis” and “corrective action plan” for the repair center detailing the steps (if any) required to bring the repair center into full compliance with the Standards. This report will be sent to the repair center (and, where applicable, to PCNA) and will be followed with a further on-site visit to discuss the report and a timeline to complete any corrective action plan. The repair center will have up to six months from the date of receipt of the corrective action plan to fully comply with the Standards. Within such period, the repair center will notify PCNA that it has completed all items contained in the corrective action plan and schedule a verification visit; if the repair center fails to notify PCNA within

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### Application and Initial Audit (cont'd)

such time period, the repair center will be deemed non-compliant in accordance with the following paragraph. If, however, the verification visit indicates that the repair center is fully compliant with all Standards, as determined in the sole discretion of PCNA or its agent, a Porsche Approved Collision Center Agreement will be forwarded to the repair center for execution. Upon the date of PCNA's receipt of such executed agreement and its delivery to the repair center of a fully-executed copy of the same, the repair center will be deemed to be approved to participate in the PACC Program and enjoy the rights and responsibilities of a PACC. (The repair center, as a PACC, will be subject to annual audits, as more fully detailed below, to ensure continuous compliance with the Standards.) For the avoidance of doubt, under no circumstances will the repair center be permitted to conduct business or to otherwise hold itself out as a PACC until such time as a fully-executed Porsche Approved Collision Center Agreement is delivered by PCNA to the repair center.

In the event the repair center fails to fully comply with all Standards within six (6) months after receipt by it of the corrective action plan, the repair center will be deemed to be non-compliant and its Application will be deemed cancelled. The repair center may re-apply to participate in the PACC Program, although it will be required to re-start the application process from the beginning in its entirety (including, without limitation, payment of the applicable Processing Charge).

During the initial (and thereafter during any annual) audit, it is the responsibility of the repair center (and thereafter of the PACC) to supply and have readily available documentation concerning, and subsequently proving compliance with, all Standards and all matters related to such Standards. In this regard, prior to the initial (and thereafter prior to any annual) audit, a form will be sent to the repair center (and thereafter to the PACC) listing the areas where documentation will be required. If documentation to prove compliance is not available for any particular area, that area will be judged as "Failed," and may result in the repair center/PACC being deemed to be non-compliant with the Standards.

PCNA reserves the right, in its sole discretion, to amend or to introduce new Standards from time to time. These changes will be communicated in advance and will be included in the next audit as revised Standards, together with a compliance deadline. (This means that the PACC shall adhere to these new Standards upon the upcoming audit, and any failure to meet such Standards at such time will result in deficiencies, which must be timely cured in accordance with the procedures set forth herein.)

**Annual Compliance Audit**

Each PACC will be audited on a yearly basis to ensure they meet the then-current Standards and are otherwise in compliance with all of the terms and conditions of the Porsche Approved Collision Center Agreement. The annual audit will examine the following areas:

- Usage of Genuine Porsche parts and materials
- Inspection of the PACC facility(ies) and its/their compliance with the Standards
- Timely and accurate submission of required information or documentation
- Verification of compliance with training requirements as required in action plan
- Customer Satisfaction Index measurements required by the Standards

Upon completion of the annual audit, the results for each PACC will be reported to PCNA, the Dealer (in the case of a sponsored PACC) and the PACC. The report will contain a “gap analysis” and “corrective action plan,” where necessary and a compliance percentage-rating showing the overall status of the PACC compared to the Standards. The possible ratings and resultant actions are listed below:

1. A score of 90-99% compliance in the audit will result in issuance of an action plan with timelines allowing up to 12 months after the date of the audit for corrective actions. No re-audit will be performed in this instance, although failure to adhere to such action plan will result in the PACC being deemed non-compliant and may result in termination or non-renewal, as the case may be, of the Porsche Approved Collision Center Agreement.
2. A score of 80-89% compliance in the audit will result in issuance of an action plan that must be completed within six months after the date of the audit. The PACC will be re-audited 6 months after the date of the audit; failure to adhere to and fully satisfy the action plan by such time will result in the PACC being deemed non-compliant and may result in termination or non-renewal, as the case may be, of the Porsche Approved Collision Center Agreement.
3. A PACC that receives a score of less than 80% compliance in the audit will result in issuance of an action plan that must be completed within 3 months after the date of the audit. The PACC will be re-audited 3 months after the date of the audit; failure to adhere to and fully satisfy the action plan by such time, as well as achieve at least 90% compliance with the Standards, will result in the PACC being deemed non-compliant and may result in termination or non-renewal, as the case may be, of the Porsche Approved Collision Center Agreement.

Satisfaction of the Standards and compliance with the Porsche Approved Collision Center Agreement will be a prerequisite to renewal of such agreement. Upon completion of the annual audit by PCNA (or its authorized agent), the PACC, whether dealer owned or otherwise, will be invoiced an annual renewal charge (the “Renewal Charge”) of not less than Three Thousand Five Hundred (\$3,500) Dollars. (PCNA reserves the right to adjust the Renewal Charge from time to time at its sole discretion.) Payment of the Renewal Charge will be made to Vendor’s sponsoring dealer, except where Vendor is wholly owned by an authorized Porsche dealer, in which case payment will be effected through PCNA’s debiting of such dealer’s parts account. The Renewal Charge is due and payable for any PACC that undergoes an annual audit, regardless of whether the PACC’s Porsche Approved Collision Center Agreement is terminated or not renewed, as the case may be, in connection therewith.

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### **Customer Satisfaction Indexing (CSI)**

Excellent customer service is the foundation and overall goal of the PACC Program. An effective, high-quality CSI program not only measures customer feedback, it also provides powerful business development and management guidance. To provide consistency, all PACCs are required to use Performance Feedback for CSI measuring services.

#### **CSI Best Practices**

- PACC will strive to attain 100% Customer Satisfaction in all transactions
- PACC will provide customers with alternative transportation options
- PACC will utilize Performance Feedback CSI following all Porsche collision repairs
- PACC must survey 100% of Porsche collision repairs
- In the event that a PACC receives an “alert” from the vendor that a customer has a concern, customers will be contacted within 24 hours of notification in an attempt to identify and resolve valid customer concerns
  - PACC will make earnest attempts to resolve all valid customer concerns; such attempts will be documented and become part of the customer’s file

#### **Performance Improvement**

At the discretion of each PACC, a business consultant will work with the PACC management to review current business performance and identify opportunities for performance improvement in the areas of processing, management, and customer satisfaction. This service is available at preferred pricing for PACCs through PCNA's authorized agent.

#### **Marketing Support and PACC Web Site**

Program recognition plaques or signs will only be supplied to the PACC by PCNA on a loan basis. These plaques or signs remain the property of PCNA and must be returned if the PACC resigns, is terminated or otherwise ceases to be a PACC. The PACC will use no other marketing, displays, or signage, other than those provided or expressly approved in writing by PCNA. All use of any such materials (including, without limitation, plaques, signs, and the title “Porsche Approved Collision Center”) will be in accordance with PCNA marketing guidelines, including, but not limited to, the terms and conditions set forth in the Porsche Approved Collision Center Agreement.

Each PACC will receive marketing materials including the following:

- Customer brochure explaining the benefits of using a Porsche Approved Collision Center
- Glove-box information describing how Porsche vehicle owners can contact a Porsche Approved Collision Center
- Customer brochure describing how to care for the vehicle after repair
- Exclusive Web site for PACCs ([www.porschecollisioncenter.com](http://www.porschecollisioncenter.com)) that includes the following:
  - Program and technical information
  - Discussion forum for PACC network members
  - Access to on-line web training activities and registration for instructor led, in-center training courses
  - Customer facing page with center locator that can be used as a marketing tool



### Standards Overview:

- General Management
- Personnel standards
- Collision Center buildings & facilities
- Collision Center reception requirements
- Communication requirements
- Financial and insurance
- Customer relations
- Care of customer's vehicles
- Facility office automation
- Sales process
- Tools & equipment
- Parts
- Training and Certification
- Production standards & quality control
- Quality control
- Technical specifications
- Parking & secure vehicle storage areas
- Guest reception and waiting areas
- Associate accommodations
- Damage assessment & client write-up area
- Work area
- Staffing
- Operating standards
- Customer reception
- Damage assessment
- Pre-production repair management:
- Vehicle delivery
- Customer follow-up
- Porsche approved license agreement
- Trademark license

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### Enrollment Process

1. Dealers, in conjunction with PCNA, will send the link to the web-based Application to interested repair center(s) in their PAR.
2. The identified repair center will, in its sole discretion, apply to participate in the PACC Program by submitting a completed Application to PCNA. (If the repair center's Application is selected for further review, the repair center will be obligated to undergo the initial audit and pay a Processing Charge.)
3. The Application will be internally reviewed by PCNA.
4. PCNA will accept the Application for further review or reject the Application.
5. If PCNA accepts the Application for further review:
  - a. A Processing Charge of (i) \$3,500 for dealer-owned repair centers and (ii) \$7,500 for all other repair centers, will be invoiced, and will be due thirty (30) days from the date of such invoice. (This Processing Charge is subject to adjustment by PCNA from time to time, in its sole discretion.) Payment of the Processing Charge will be made to Vendor's sponsoring dealer, except where Vendor is wholly owned by an authorized Porsche dealer, in which case payment will be effected through PCNA's debiting of such dealer's parts account.
  - b. A Porsche authorized representative will then schedule an initial audit of the repair center for compliance with the Standards within thirty (30) days after the repair center is notified that its Application has been accepted for further review.
6. PCNA will review any "gap analysis" and "corrective action plan" produced by the authorized representative as a result of the initial audit. Such analysis and the corrective action plan will thereafter be supplied to the repair center. The corrective action plan must be completed by the repair center within six months of receipt in order to continue the process of becoming a PACC.
7. The repair center must order all required Porsche special tools from any PCNA or PCL Dealer.
8. Upon timely notification by the repair center that it believes itself in compliance with the action plan; a verification visit will be scheduled and performed.
9. If the verification visit indicates that the repair center is fully compliant with Standards, PCNA will deliver its then-current Porsche Approved Collision Center Agreement to the repair center for execution. The repair center and must execute this agreement and return it to PCNA within 15 business days.
10. Facility registration:
  - a. The PACC must register its staff at [Porschecollisioncenter.com](http://Porschecollisioncenter.com). Once registration has taken place, scheduling of required training courses and participation in web-based training would begin in accordance with the individual PACC's training plan.
  - b. The manager and relevant staff must register at the DuPont Performance Coatings website ([www.pc.dupont.com](http://www.pc.dupont.com)) in order to obtain access to PACC Program related information and tools.
11. If all PACC Program requirements have been met, a plaque or certificate will be issued upon counter-execution of the Porsche Approved Collision Center Agreement by PCNA and delivery of the fully-executed agreement to the repair center by PCNA.

Please refer to the program flow chart on the next page for a general overview of the enrollment process.

# Porsche Approved Collision Center Program Enrollment Process

