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NEW COLLISION REPAIR WEBSITE TARGETS CONSUMERS

Launch of CrashRepairInfo.com aimed at increasing general consumer awareness of all aspects of the collision repair process and improving their overall repair experience.

Dearborn, Mich. – February 11, 2014 – The OEM Collision Repair Roundtable has launched a new website intended to provide consumers with information that will help them navigate the process of getting their vehicles repaired following a collision.

CrashRepairInfo.com includes information on topics such as: what are crash parts?; types of crash parts available; choosing a good body shop; consumers' rights; insurance policies; and a glossary of terms consumers may encounter.

The site was built with the group's mission—"continuously improve the quality of collision repair available to vehicle owners"—and first guiding principle—"the interests of all parties involved in the collision repair process are best protected when vehicle owners are allowed to make informed decisions regarding collision repairs to their vehicles"—in mind.

"We know the collision repair process is often challenging and frustrating, and that the majority of consumers have very little familiarity with most aspects of it," said Gary Ledoux, assistant national manager of wholesale parts marketing at American Honda and current chairman of the OEM Roundtable. "We hope this site will help improve their repair experience and that collision shops interested in providing their customers with an easy resource to learn more will find it useful as well."

In addition to the collision repair basics, CrashRepairInfo.com contains information, videos and automaker positions on important safety-related subjects, including reconditioned wheels, counterfeit and salvage airbags, and the importance of maintaining vehicle safety systems.

“The Roundtable takes seriously its mission of improving the quality of collision repair, and we think the more informed consumers are about the process the better their chances of having a positive experience,” said Paul Massie, Ford powertrain and collision product marketing manager and the Roundtable’s immediate past chairman.

CrashRepairInfo.com was developed by the group over the past year, and is intended as an easy-to-use resource for both consumers and collision repair shops.

Meanwhile, the Roundtable’s other website—OEM1Stop.com—will maintain its focus on boosting repair technician access to OEM repair procedures and other technical repair information. OEM1Stop.com offers direct links to the collision and mechanical repair websites of 37 vehicle makes as well as current electric and hybrid vehicle handling guidelines.

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About OEM Collision Repair Roundtable, Inc.

Formed in 1998, OEM Collision Repair Roundtable, Inc., is a non-profit collision repair industry association composed of representatives from original equipment manufacturer (OEM) vehicle manufacturers. Member companies include Audi of America, Chrysler Group LLC, Ford Motor Company, General Motors, American Honda Motor Co., Hyundai Motor America, Mazda North American Operations, Nissan North America, Toyota Motor Sales, U.S.A., Volkswagen of America, Volvo Cars of North America, and the Alliance of Automobile Manufacturers.