

Hyundai Motor America Launches Go Genuine Collision Conquest Program for Dealers

- Hyundai Motor America is launching the Hyundai Go Genuine Collision Conquest program to encourage repair facilities to buy more Hyundai Genuine Parts.
- Hyundai Genuine Parts are manufactured to exacting engineering specifications for a precise fit without modifications, ensuring quick and proper installation.
- Hyundai Genuine Parts are installed on Hyundai vehicles when they are tested to ensure they meet the U.S. government's collision safety and crash protection standards.
- Aftermarket parts may not meet required specifications increasing installation time.
- Hyundai Motor America encourages the use of OEM (Original Equipment Manufacturer) parts on all Hyundai vehicle repairs.
- Use of imitation, aftermarket, alternative or other non-original equipment Hyundai parts for the repair of any collision damaged vehicle may negatively affect vehicle crashworthiness and occupant safety during a collision and is not recommended by Hyundai Motor America.

Hyundai Motor America launched its Hyundai Go Genuine Collision Conquest program. The Hyundai program provides reimbursement to Hyundai dealers, allowing them to competi-

tively price their Hyundai Genuine Parts against alternative, non-Hyundai parts. Competitive prices help collision repair facilities purchase more Hyundai Genuine Parts as opposed to alternative, non-Hyundai parts. Using Hyundai Genuine replacement parts during the collision repair process provides confidence that the parts will perform as designed and engineered by Hyundai. The program is launching with five commonly required collision parts including hoods, fenders, bumper covers, head lamps and tail lamps. These parts and the reimbursement associated with them are available for all Hyundai vehicles, regardless of age, for all participating dealers. Additional parts may be added to the program at a later date. The program is open to all Hyundai dealers.

"A program that encourages dealer-owned and independent repair shops to purchase Hyundai Genuine Parts from their local Hyundai dealer has so many benefits," said **Frank Ferrara**, executive vice president, customer satisfaction, Hyundai Motor America. "Hyundai owners benefit through the assurance that approved factory parts can be used in their repairs, shop owners know they are getting quality parts at a great price, while dealers benefit through increased parts sales."

Hyundai has teamed up with Overall Parts Solutions (OPS), a Texas based company, to allow dealers and repair facilities to work together using the OPSTRAX and VALUTRAX tools in a unique, streamlined interface. Using the OPSTRAX and VALUTRAX tools, dealers and repair facilities are able to see all the parts on a collision repair estimate including the conquest pricing for program parts. Using the program and tools, dealerships and body shops can act immediately on these opportunities.

"OPS is excited about the opportunity to team up with Hyundai Motor America," said **Nick Bossinakis**, founder and chief executive officer, OPS. "OPS' vision has always been to provide collision shops and parts suppliers alike with tools that would positively impact their businesses as well as create innovation and ease of use within our industry."

OPS has been involved with parts procurement and supply chain management in the industry for nearly two decades. Currently, OPS technologies are utilized throughout North America with the top Multi-Shop Operators (MSO), independent repair facilities, and dealer groups. OPS was the first in the industry committed to providing a single platform for all parts types. OPS prides itself in producing robust and

meaningful solutions for the collision repair industry.

Hyundai Motor America, headquartered in Fountain Valley, Calif., is a subsidiary of Hyundai Motor Co. of Korea. Hyundai vehicles are distributed throughout the United States by Hyundai Motor America and are sold and serviced through more than 820 dealerships nationwide. All Hyundai vehicles sold in the U.S. are covered by the Hyundai Assurance program, which includes the 5-year/60,000-mile fully transferable new vehicle limited warranty, Hyundai's 10-year/100,000-mile powertrain limited warranty and five years of complimentary Roadside Assistance. Hyundai Blue Link Connected Care provides owners of Hyundai models equipped with the Blue Link telematics system with proactive safety and car care services complimentary for one year with enrollment. These services include Automatic Collision Notification, Enhanced Roadside Assistance, Vehicle Diagnostic Alert, Monthly Vehicle Health Report and in-vehicle service scheduling.

For more details on Hyundai Assurance, please visit www.HyundaiAssurance.com.

Visit Hyundai's media website at www.hyundai.news.com and blog at www.hyundailikesunday.com.

Pro-Spray Launches New AmTech® Coatings Lineup, "Performance & Profitability Boost"

Pro-Spray Automotive Finishes is pleased to announce the introduction of a variety of new products to the AmTech® Line. AmTech offers outstanding value for the collision repair shop seeking high performance at an economical price.

AmTech will now be offering two new primers – AM-1550™ 2K Primer – Gray and AM-1551™ 2K Sealer – Gray, three new clearcoats – AM-300™ 2.1 VOC Clearcoat, AM-2200™ 2.1 VOC Euroclear, and AM-4400™ Euroclear 4.4 VOC and two new reducers – AM-1801™ and AM-1802™. These products will help to round out the AmTech system by providing viable alternatives when competing in the low cost paint market.

AM-1550 2K Primer is fast building with outstanding leveling and sanding properties while the AM-1551 2K Sealer provides excellent flow and leveling and is designed for "wet on wet" applications. Both products have an easy to use 4:1 mix ratio and can be used on a variety of properly prepared substrates.

AM-300 2.1 VOC Clearcoat is an all-purpose 2.1 VOC compliant

clearcoat that offers good performance and appearance at an economical price. This product is ideal for spot, panel, multi-panel, and overall refinishing. AM-2200 2.1 VOC Euroclear and AM-4400 4.4 VOC Euroclear clearcoats are made from advanced European technology and designed to maximize performance and turnaround. Both products provide excellent flow and leveling, high-build coverage, and fast dry times.

AM-1801 and AM-1802 AmTech Reducers are premium grade and are specially formulated to reduce basecoats that may be used in other competitive systems.

According to **Tom Gardner**, Director of Business Development - Branded Paints & Coatings, "This complete line by AmTech is economically priced and has repeatable results. These products will provide shops with the winning edge they need to leave the competition in the dust."

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