COMPLETE Inspections Matter!

There are dire consequences whenever something is “missed” or omitted

As a trained professional, failure to clearly and accurately communicate the condition of a vehicle component or system may be the worst thing you can ever do to a valued customer. Our job is to educate motorists about required and suggested service recommendations for their vehicle based on thorough, comprehensive system inspections, allowing a consumer to make educated and informed choices about repairs and maintenance for their vehicle. When we fail to adequately document and communicate our findings, we can lose (our) business, technicians and customers — figuratively and literally...

Several articles have been recently published in our industry and mainstream media, but well worth a reminder:

A licensed car mechanic has been charged with manslaughter in customer’s death

A Vermont technician was arrested on charges of manslaughter and reckless endangerment. This came after his failure to properly inspect a vehicle, and failure to properly inspect the car’s braking system, contributing to a woman’s death.

Reports indicate the car showed visibly unsafe conditions, including rusted and corroded brake lines.

The technician faces up to 16 years in prison and a fine of $4,000 if convicted on all charges.

For more details, go to http://www.burlingtonfreepress.com/s...hter/31466163/

Remember,

Motorist Assurance Program Standards for Service PROMISE customers that we employ personnel trained in accordance with the MAP Standards of Service who are qualified to perform an inspection based on MAP Uniform Inspection and Communication Standards, and to provide written recommendations for repairs that are explained and based on system failure, improved system performance or preventive maintenance according to accepted industry standards.
Plan NOW to Attend!

MAP Technical Committee Meeting in Chicago, IL September 30 – October 01, 2015

Welcome to the “kitchen” where industry standards are made. Three times a year, industry experts (people just like you) gather to hear presentations and learn about new vehicle technologies affecting our industry and then determine their impact on MAP Uniform Inspection and Communication Standards. You might be a trainer striving to keep up with new diagnostics and repairs, or you might be the marketing person responsible for letting customers know just what your shops can do to service their cars. You might be from operations or equipment/tools/inventory purchasing departments, but you want to know what’s happening before it happens to you!

And, if you happen to be a manufacturer or supplier, you’ll want to be in the meeting to learn just what your customers (and potential customers) are facing in their efforts to provide valuable repair services with technically-correct procedures in a regulatory compliant manner. For more information and to register for the meeting, visit http://amra.org/calendar/2015-9-30-september-30-october-01-2015-amra-map-fall-technical-committee-meeting

AMRA Annual Members’ Meeting in Las Vegas, NV November 02, 2015

Here’s another great reason to attend Automotive Aftermarket Industry Week in Las Vegas this year…

AMRA will be hosting its annual Members’ meeting. This is a great chance to rub shoulders with key management figures from AMRA/MAP member organizations. You’ll also meet key representatives from other industry associations, the trade press and others who “make our industry tick”.

You’ll learn about AMRA/MAP and its activities during the past year, its leadership and plans for growth and moving forward. The meeting will include a keynote presentation about vehicle manufacturer’s and the repair industry’s attempts to PREDICT a vehicle’s repair and maintenance concerns before the customer experiences a failure or roadside breakdown. Help your company or organization prepare for this trend in aftermarket services.

After the short business meeting, stick around and enjoy our annual AMRA/MAP networking reception, where lavish cocktails and hors-d’oeuvres help you connect with old and new industry partners.

For more information, please see the meeting promo attached to this newsletter, or find further details at http://amra.org/calendar/2015-11-2-november-2-2015-amra-map-annual-members-meeting
Last month, we noted that Motorist Assurance Program (MAP) Standards are all about communication; and, that what you say is as important as what you do. We further talked about how any and all shop recommendations for repair and maintenance fall into two distinct categories: REQUIRED or SUGGESTED.

Let’s start breaking down some of those terms. It’s critical that everyone in the shop understand what is meant when a recommendation is made for a “REQUIRED” repair or replacement.

Think about it... We cannot simply require a consumer to fix or maintain their vehicle. It’s still their car and their money, and they have lots of choices. Ultimately, they can ignore all of your recommendations. For example, they can choose to fix the car themselves or to seek a second opinion from another shop, or trade it in on a new car, simply avoiding the issue(s) you noted.

So, what are we really saying when service is ‘Required”, according to Industry Standards? We already know that the part or service is Required in order to bring that particular system back to proper operating conditions. That means that WE, as professional and licensed repair facilities — and YOU, as a trained technician are REQUIRED to live up to and be held up to all professional, ethical and compliance standards.

We are the trained professionals and the trusted advisors. Motorists rely on us to make technically sound decisions that provide a certain amount of integrity and level of safety with every service we offer.

We understand (and sometimes, the consumer might not understand) the importance of doing the job the right way and with quality replacement parts. In fact, MAP Standards and MAP Participating Facilities advise customers that when a repair is required, the shop must refuse partial service to the system in question, if the repair creates or continues an unsafe condition.

So remember, help your customers understand that when it comes to Required services, we are simply communicating what we are required to repair or replace, to ensure proper operation of their vehicle.

For more insight to MAP standards, please view our next monthly newsletter for more MAP, in detail...
NEW AMRA/MAP MEMBERS!

Since July 31, 2015

AMRA/MAP Membership Profile
(as of August 31, 2015)

Member Companies ......................... 151
Service Provider Locations ............. 18,918
Member Service Bays ..................... 85,131
MAP-Qualified Associates.............. 75,000+

MAP Fall
TECHNICAL COMMITTEE MEETING
September 30 – October 01, 2015
Chicago, IL

Register now @ www.amra.org

AMRA/MAP
ANNUAL MEMBERSHIP MEETING
November 02, 2015
Las Vegas, NV

AUTOMOTIVE AFTERMARKET INDUSTRY WEEK
AAPEX/SEMA
November 03-06, 2015
Las Vegas, NV

MAP Winter
TECHNICAL COMMITTEE MEETING
January 20 – 21, 2016
Orlando, FL

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Send Questions or Comments to: map@motorist.org

The Motorist Assurance Program is a consumer outreach program of the Automobile Maintenance & Repair Association
Annual Members’ Meeting

Event: The annual Fall AMRA/MAP Members’ Meeting will be held on Monday, November 2, in Las Vegas in conjunction with Automotive Industry Week. We invite you to join us there! (Spouse/Guest are welcome)

Location: This year the Annual Members’ meeting will be held at the Venetian Las Vegas Hotel in the Lido Ballroom (Level 3, Room 3101-3103)

The session will begin at 4:00 p.m. and will be followed by a spirited Cocktail Reception and Networking Session located in the Venetian Lido Ballroom (Level 3, Room 3104-3106)

Registration Fee: $75 Members
$100 Non-Members

Dress: For this meeting is business casual.

Tentative Program

Annual AMRA Business Meeting
Association / Membership Report
Recognition of Outgoing Directors and Trustees
Presentation and Election of AMRA Board of Directors
Announcement of AMRA FY15-16 Officers & Executive Committee
Technical Committee Report
15-Year Members’ Recognition
Keynote Speaker—TBA
Reception

Register Online!!

go to: www.amra.org/upcoming-events
Select: Annual Members’ Meeting
Click on: Register Now

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Setting the STANDARD for Automotive Repair