



A U T O M O T I V E
R E T A I L E R S A S S O C I A T I O N
Driving Industry Excellence



The ARA

- ARA formed in 1951 – 65 years
- Largest trade association of its kind in BC
 - Over 1,000 automotive member businesses in BC
 - Administer our own group benefits plan
- Significant contributor to BC's economy;
 - Approx. \$3.5 billion in GDP
 - Approx. 55,000 family-supporting jobs in BC
 - Directly and Indirectly employing 1 in 7 British Columbians
 - Business represented in virtually every BC community



ARA Leadership Responsibility

- Advocacy
 - Labour market project
 - Rate review
 - Industry technical training
- Input and Advice



Certification

- ARA making a statement that industry is in the best position to define the quality of the work that should be done and to safeguard the motoring public
- 5 Industry segments in BC being certified



- A provincial solution driven by and for the collision industry
- Certify those who demonstrate commitment to service excellence
- Identify those achieving the highest standards
- Lead consumers to those facilities



**AUTOMOTIVE
RETAILERS ASSOCIATION**
Driving Industry Excellence

Certified Collision Repair



Peace of Mind





**AUTOMOTIVE
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Certified Collision Repair (CCR) Program





Additional Requirements

- Electronic diagnostic tools
- On-line service agreement



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How relevant was this topic to your business?



1. 1 – not relevant
2. 2
3. 3
4. 4
5. 5 – very relevant

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