
CCIF Toronto Cars & Technology Showcase 2016: Sold out event!

The new location and format of the CCIF Cars & Technology Showcase was a huge success, attracting over 600 registrations. The event was sold out, and unfortunately those who waited until the last minute were unable to obtain a ticket. The Showcase area featured vehicles from leading manufacturers including Audi, BMW, Ford, Honda, Porsche and Toyota who not only displayed their vehicles, but also brought their technical experts and engineers to the event to speak with CCIF attendees and present new information about their vehicles and technology, including implications for repair during the reception and lunch break. In addition, 29 vendors specializing in tools, equipment and technology shared that latest cutting edge products and services available on the market. The CCIF meeting included collision repair, OEM and insurance experts who provided insight into the major industry issues being faced in today's Canadian market.

The venue, Universal Eventspace provided an upscale environment with great food, and a beautiful setting, with hotels in walking distance from the event. In January 2017 the event will return to the same location, but with expanded seating to allow for more attendees to purchase tickets.

The meeting was kicked off with the official passing of the torch from CCIF Chairman Larry Jefferies, to Joe Carvalho who assumes the position of CCIF Chairman for 2016-2017. Both Leanne Jefferies, Director of Collision Programs for AIA, and two past CCIF Chairman Tony Canade and Ken Friesen shared a special tribute to Larry for his significant industry contribution and for leading CCIF in its first two years since AIA Canada took over management of the organization. In addition, the now past CCIF Steering Committee members were recognized and provided with a gift as a thank you. This included Bruce Hemstreet – CARSTAR Lethbridge/Medicine Hat/St. Albert, Paul Prochilo – Prochilo Brothers Collision, Dario Ricciutelli – TD Insurance, Jay Perry – ABC Consulting, and Ken Friesen – Concours Collision. The new CCIF Steering Committee was also introduced.

Larry Jefferies delivered his last speech as CCIF Chairman, and also delivered an update on the First Notice of Loss (FNOL) project.

You don't know...what you don't know

The first speaker of the day was Mike Anderson from Collision Advise. Mike shared a wealth of knowledge on virtual steering, zero point calibrations, and the need to do pre-repair and post-repair vehicle scans to ensure that safety features are operational, and avoid other problems being revealed after the customer picks up their repaired vehicle. His presentation was lively and entertaining, as he shared specific examples of scan revealing problems that did not trigger a dash warning light, but were needed to return the vehicle to OEM specifications. He explained how collision repairers, OEMs and insurers are all in it together and must work together to look after their mutual customers. Mike also shared some good advice about how a repairer can not just survive - but thrive. He discussed how customer satisfaction, closing ratio and cycle time all impact the success of your business. He stressed the need of stakeholders to adapt to changing technologies and the impact of the rapid evolution of technology on vehicle repairs.

Next on the agenda, Pete Karageorgos, Director, Consumer & Industry Relations, Ontario - Insurance Bureau of Canada (IBC), provided an informative presentation updating attendees on the new towing and storage regulations in effect in Ontario. Insurance Bureau of Canada (IBC) is the national trade association for Canada's private property and casualty insurance industry. Its members provide 90% of the home, business and automobile insurance coverage available to Canadians. Pete shared how IBC takes an active role in championing issues that affect insurance consumers, and helps educate them on how to protect their homes, cars and businesses.

After a short break, Jim Dickson, Director, Global Automotive Strategy, Commercial, Primary Metal - Rio Tinto spoke about the Aluminum industry, showing the progression as more and different aluminum parts have been added to vehicles over the past fifty years. He also provided a glimpse of what repairers should expect moving forward - more aluminum. Recent increases have been seen in bumpers and hoods, and now with advances in sheet extrusions more aluminum doors and body-in-white are expected. Jim explained that "repair of aluminum is not difficult, it's different—and has several advantages". Jim also touched on multi-material vehicle designs and their impact on the repair process.

Mike Kukavica, Collision Repair Technology Instructor - Porsche Cars North America was next on stage, and he spoke about the cultural change needed in the collision repair in our industry to keep pace with the new demands of collision repair. His message was clear - lightweight, high performance vehicles demand high performance repairs. "It's no longer good enough to say I'm the expert. Give me the part and I will figure out how to get it on the car". Now research, understanding and utilization of OEM recommended repair procedures are the only way to ensure the integrity and safety of the vehicle are preserved.

Sharing different perspectives: The panel discussions

The Fast & Furious 2: Repairer Perspective was the day's first panel discussion, moderated by Joe Carvalho, CCIF Chairman. The panel included Bill Davidge of CARSTAR Canada, Mark Roesch of CSN Collision Centres and Andy Neufeld of Fix Auto. They explored topics which included whether there is a need for defining repair standards, finding the balance between OE standards and maintaining insurance company KPI's, and the challenges with qualified staff retention. All panellists agreed that the future landscape for repairers is challenging as the need to invest in equipment and training continues to increase. They also touched on the need to ensure training is done not only by collision repairers, but also by insurer representatives who need to also understand the increasingly technical nature of repairs, and that OEM recommended repair procedures are a must to ensure a safe vehicle for their shared customer. Another topic discussed was the changing face of a collision repair technician as vehicle design and construction continues to evolve and become more complex. Added to this, was the concern of repairers in keeping the technicians they provide with advanced training.

The second panel at CCIF was the Fast & Furious 2: Insurer Perspective, which was moderated by Larry Jefferies, CCIF past-Chairman. Panellists were Tony Mammone, Director, Claims for RBC Insurance; Tony Sutera, National Vendor Manager (APD) for RSA/Johnson and Luc Ruest, National Vendor Manager for TDI Auto Preferred Partner Network. The discussion focused on the shared challenges insurers and repairers are facing as repair complexity soars. When asked if they believe that current repair guidelines may need adjusting to more accurately reflect the changes in the repair process going forward, the panellists seemed to agree that this was likely something that needed to be looked at. They also discussed the need for vehicle scans as per OEM recommended repairs procedures. Clear communication of what is needed and why, including providing the source of the information, was suggested as a solution to this. If repairers document and provide information to those on image desks and appraisers, this communication helps to ensure everyone is on the same page and understands not only "what" is required, but also "why". The panel also touched on the concern that a significant number of vehicles repaired at facilities that are not necessarily qualified, and the growing trend of OE Certified repair programs. When asked if they think these programs will influence or impact on your choice of repair facilities in the future panellists shared that as complexity rises, it only makes sense to align themselves with facilities that have the right expertise.

Haiti Arise Corporate Sponsorship Program

The last presentation of the day was an exciting announcement about the new Haiti Arise Corporate sponsorship program. Leanne Jefferies, Director of Collision Programs, AIA Canada spoke briefly about the success of the "build a brick" campaign - raising over \$30,000 to date. She also explained that we need to raise a one-time donation of \$200,000 to get our autobody classroom and shop constructed in Haiti. Once this building is up, our project can move to the next level and become self-sustaining. Corporate sponsors of the program will be recognized at CCIF meetings throughout the rest of the year. She introduced Terry Allen, CEO of Speedy Collision, to say a few words and kick off the corporate sponsorship program with a cheque for \$10,000 from Speedy Collision and Sherwin-Williams. He encouraged other companies to join in and help make the project a reality. "It's very rare to have the opportunity to make such a big positive impact on others, so we are excited to be a part of this project, working together with the entire industry to help others where it is so desperately needed."

Joe Carvalho, CCIF Chairman delivered the closing remarks, and shared his vision for the future of the industry and CCIF.

The next CCIF meetings are:

CCIF MONTREAL – Hotel Omni Mont-Royal, Montreal, QC

Reception: Thursday May 26, 2016 | CCIF Meeting: Friday May 27, 2016

CCIF VANCOUVER – Vancouver Marriott Pinnacle Downtown, Vancouver, BC

Reception: Thursday September 29, 2016 | CCIF Meeting: Friday September 30, 2016