



December 17th, 2015

At the end of the year, our Collision Industry Information Assistance (CIIA) Ontario collision industry trade association looks back to our goals that were set last year to see how we have done.

Last year we set industry specific goals. Probably too many ! None had to do with or targeted increasing number of members. Membership will increase if an association can show value.

So we present to our industry the following showing our specific Ontario and program goals and how we measured up. Some we are happy about, some disappointed and some are a work in progress.

All could use more help, more shop interest and involvement and more resources to make them work better:

- 1) One million 2015 North America vehicle security transactions. As of September 31 the total was 832,843, yearend should be 1.2 million. These are inquires for keys, immobilizer resets and other security data needed to repair your customer's vehicle. Canadian shop/tech applications are reviewed/approved at our office.
- 2) 30% increase in apprentice attendance Level 1 this year. Numbers in class are increasing but not yet measured from fall intake classes. Looks good and moving ahead, to a targeted 50% increase in attendance for Level 1 next year.
- 3) New industry standards for training and curriculum (done June 25,2015 and enacted) Attending school is required. New additions include Damage Estimating, Paintless Dent Repair and Collision Avoidance Technology diagnostics.
- 4) Reduce challenger fail rate for CofQ exam (currently 76%) and increase percentage pass rates. September data show that 119 apprentices of 183 taking the exam passed, while challengers only had 69 pass out of 172 taking exam. 92 students have taken the CIIA upgrade courses for the exam so far this year. From 26-43 techs are being certified each month. Pass rate for challengers improved from 76% fail to 60% fail by September. Pass rates and numbers are going up.
- 5) All OEMS involved in the Vehicle Security Professional program is the goal. (VSP) (Mercedes-Benz Canada Theft Relevant Parts TRP) is now available.
- 6) Complete www.vehiclecollisionprofessional.ca database (on target for a 2016 launch.) This would allow all shops in Canada to access to all collision repair info for every car in Canada, under the CASIS agreement at one site. Data would also show on NATA website. Currently we offer collision data through www.oem1stop.ca
- 7) 100% of all Canadian vehicles for security access, 100% of all Canadian vehicles for service and repair and 100% of all Canadian vehicles for collision data availability is the goal. Currently the Service/Repair percentage access for service is 100%, security is 80% complete and collision data availability is 93% of all vehicles.

8) 15% replacement rate for licensed techs with apprentice renewal This means that Ontario's 4,211 licensed techs in the system should have some 15% (634 actual) apprentices registered and we have met that standard.

9) Retention tools in place for schooling time for apprentices (Apprentice Disconnect program) This is a major project with six distinct parts to ensure more apprentices attend training school.

10) Regulation of towing and vehicle storage industries is pending. We expect regulation later this year. Currently out for comment to the public. This will give consumers and shops more power and rights in dealing with tow operators.

11) Web site traffic improvements for www.ciia.com-targets 2 million annual hits, (actual is 2,524,887) Target 250,000 annual visits (actual 255,372)

Your association (CIIA) will continue to work toward achieving these goals on behalf of the collision repair industry.

We currently have the largest collision repair employment site in Canada and operate www.ciia.com, www.autobodyhelp.ca, www.vehiclesecurityprofessional.ca, www.findavsp.ca, www.oem1stop.ca and offer free WHMIS training to our members and discounted CofQ exam prep training and Basic Estimating Damage Appraisal training.

We are largest generator of spray booth emission certification applications and air emission reporting in Canada on behalf of auto refinish shops.

Your feedback on these issues and any other areas of concern are important to us- they guide policy.

Please contact us at any of our workshops, or by e-mail to info@ciia.com or call 1 866 309 4272.

Thank you

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CIIA/ HARA

1-866-309-4272 www.findavsp.ca

www.ciia.com www.autobodyhelp.ca www.vehiclesecurityprofessional.ca

24/7 Access to OEM websites for Keycodes, PINs or Immobilizer Resets

Administrator, CASIS Vehicle Security Professional

"To represent the best interests of the industry, providing opportunities for growth for environmentally sound, profitable businesses, having trained professionals serving the public"

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