



Press Release

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FOR IMMEDIATE RELEASE

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Ford Introduces Bumper Fascia Fastener Kits

OEM responds to industry requests, making the repair process simpler and more efficient.

Richland, WA, March 23, 2004 — Acting on collision repairer requests, Ford Motor Company has introduced fastener kits to be used in the repair or replacement of bumper fascias on selected Ford, Lincoln and Mercury vehicle models. Seventeen different kits are available; each includes the nuts, bolts, washers, clips, rivets and pushpins necessary to install the fascias.

The general awareness that these kits were needed was facilitated by the Estimating Committee of Collision Industry Conference (CIC), which included SCRS members Toby Chess and March Taylor. The committee made several presentations that helped illustrate the problems faced by technicians when dealing with fasteners.

“Many of today’s vehicle parts have fasteners that are not designed for re-use, and often you can’t find reference to them in an estimating database or manual,” Taylor notes. “The resulting confusion over what to order can lead to technician inefficiencies—the repairer either has to fix the original or substitute with a generic fastener. The time it takes to investigate and come up with a viable solution is not accounted for in the damage report, a fact that translates into loss of dollars.”

Steve Nantau, Collision Repairs and Service Chemical Supervisor for Ford Customer Service Division, was one of those who participated in the discussions at CIC. Motivated by what he saw and heard, he began visiting body shops and talking to repairers in order to get a clearer view of the concerns being expressed.

“The issue interested me because despite the fact that our molding, trim and fascias included clips specific to the part, there was still confusion over proper applications,” Nantau explains. “I finally figured out what repairers needed—an easier way to identify the correct fasteners for a specific job. You can’t discount the importance of this; some bumpers require 79 individual fasteners!”

Ford addressed bumper fascias first because they are the most common parts replaced in an accident. There are plans to release 11 more fastener kits by the end of 2004, with the intent to eventually make them available on every new model at introduction. All parts in the fastener kits meet Ford’s material, strength and finish specifications. “We think that’s an important point,” Nantau says, “because some aftermarket fasteners may not have the proper corrosion protection or finish, which can adversely affect customer satisfaction.”

On behalf of the collision repair industry, SCRS would like to salute Ford for their efforts. “It’s easy to think fasteners aren’t that big a deal, but in fact, they are,” states Taylor. “From a technician point of view, these new kits may be the best thing since sliced bread. We expect that they will lead to improved repair quality and shortened cycle times. Estimators now have a choice when replacing a fascia assembly—they can purchase an OE fastener kit or not, and having that option makes all the difference.”

Though Ford is the only OEM to so far take action, SCRS is hopeful others will soon follow suit. “It just goes to show you the effectiveness that follows an open dialogue,” says SCRS Executive Dan Risley. “It proves, once again, that Working Together Is The Most Important Work We Do.”

Through its direct members and 31 affiliate associations, SCRS is comprised of 5,000 collision repair businesses and 58,500 specialized professionals who work with consumers and insurance companies to repair collision-damaged vehicles. Additional information about SCRS including news releases is available at the SCRS web site: www.scrs.com. You can e-mail SCRS at the following address: scrs1@aol.com.