



2021 GM Collision Repair Network (CRN) FAQ Guide

In order to support participating shops in the GM CRN program, we've developed a series of frequently asked questions from various stakeholders in the program, in order to guide you throughout our partnership. These questions will serve as a guide to answering some of the most common questions about the GM CRN program and will be regularly updated as the program evolves alongside our technology.

General

What is the GM Collision Repair Network?

General Motors announced its Collision Repair Program in August 2018. The program is designed to support proper and safe repairs of GM vehicles and to assist in the delivery of a positive experience for those GM vehicle owners that require collision repair services.

What's new in 2021?

- The GM CRN program is consolidating into a single program to verify a shops ability to repair GM as well as other specialty skills required within the GM portfolio of aluminum, and the latest BEV/HEV vehicles
- Flexibility to choose your own estimating platform
- Focus to prepare your shop for BEV/HEV technologies and our new vehicle lineup
- VeriFacts Automotive as our expert partner and network administrator

What Certifications are within the GM CRN program?

All GM brands for passenger vehicles and light trucks are covered under the Collision Repair Network. This includes Chevrolet, Buick, GMC, and Cadillac vehicles.

- In 2021, the CARN program will be considered a "specialty" sub-certification under the overall GM collision program and will still continue to focus on aluminum repair capabilities

What shops are eligible to participate in the program?

- The Collision Repair Network is available in the U.S. and available in all 50 states
- Shops that have been in business for 5 years are automatically eligible
- Shops that have been in business for less than 5 years verify that you have and will maintain good credit standing with your suppliers. You may provide 2 vendor references and a bank reference, or a D&B report or other acceptable proof of timely handling of your business payable obligation
- The program is designed for GM Dealer Owned Facilities, Multi-Site Operators (MSO's), and independent collision repair businesses that qualify and meet the program standards. All participating facilities must meet the same standards for equipment, facility, tools, and training.

What is the cost of the program?

Pricing can be found [here](#).

Can I use my Marketing funds to offset program costs?

GM Dealers can use their marketing funds to help offset the program costs. Dealers should visit My Global Connect reference bulletin number GCUS-9-9389 for details.

****GM reserves the right to modify, amend, suspend, or alter the CRN Program, at any time in its sole business discretion.***





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Requirements

Who conducts the audits and what does the audit consist of?

VeriFacts Automotive is the official partner of the GM collision repair program as of 2021. VeriFacts has the ability to perform either a physical or virtual audit for each facility. The added value of an on-site audit includes a vehicle repair process review and additional coaching for a shop. The audit will consist of verification of GM standards, training, tools and equipment and other program elements as outlined in the CORE requirements. Each audit will be scheduled after payment in conjunction with VeriFacts and shop management.

Are aluminum tools required for participation?

The ability to perform cosmetic (non-structural) aluminum repairs is a CORE requirement that must be met to participate. See the CRN CORE Requirements for details.

Do I need to purchase all equipment listed in the CORE Requirements and Tools & Equipment list or can any of it be sublet or shared between repair facilities in a multi-location business?

Each repair facility location must have access to all Tools and Equipment listed, with a trained technician capable of properly using the equipment. Some items may be performed by sublet vendors and are noted as such on the CORE requirements. During the Audit Inspection, VeriFacts Automotive will validate that each location either has the equipment onsite or can gain timely access to it when required for a repair with sublet provider proof, e.g. invoice or contract.

How will GM monitor my performance?

GM will require a data sharing agreement so that key quality-focused KPIs can be monitored. The focus will be on improving shop performance and overall customer experience. These are defined but not limited too, repair procedure access and documentation of pre-scan, calibrations, post-scan and NPS on every repair.

How do I contact the GM Collision Repair Network Program Headquarters?

Phone: (888) 619-2735, Hours: M-F 8:30am-8pm EST

Email: GM-Network@verifactsauto.com



Benefits for Active Status Shops

- Access to GM Marketing Materials
- Showcased on the GM Locator to differentiate your store from your competitors
- GM CRN Plaque
- The latest program and industry updates through quarterly communication
- The on-site assessment option includes a 3 vehicle repair review to coach and assist your shop
- Free enrollment into GM Partner Perks, find out more [here].
- Access to “my GM Partner Perks”, which includes:
 - **No cost to enroll**
 - Rebate Rewards for GM Part Purchases of collision, mechanical, and performance parts
 - Your shop listed on the consumer-facing shop locator
 - Point-of-sale materials and merchandise
 - Discount on repair resources
 - Consumer Assurance and Roadside Assistance

For additional information on “my GM Partner Perks” please go to: <http://www.mygmpartnerperks.com>
 Hours M-F 8am-8pm CST | Phone #: 1-800-253-3428 | Email: mygmpartnerperks@programhq.com

Collision Repair Network Update
 Membership plaques were sent in January 2021. We hope you all are displaying your plaques proudly!

The CRN Tool and Equipment List has been updated to reflect the new approved scanning/calibration tool, asTech. asTech has created a new technology process that utilizes GDS2 remotely. In doing so, they can support and help collision repairers from a centralized location. Adding the asTech tool as an approved tool provides an additional option for an all-makes solution that utilizes OEM subscriptions. This can help save facilities the need to purchase and use new tools and equipment for each OEM. The updated CRN Tool and Equipment List can be found within the Genuine GM Parts Site: https://www.genuinegmparts.com/pdf/GM_Tool_and_Equipment_List.pdf

Thank you for your continued support of the GM Collision Repair Network!

OnStar Accident Assistance
 The OnStar accident assistance email campaign launched in November of 2020. The initiative provides customers with helpful suggestions to have their vehicle repaired after a collision. Since the launch, open rates and click rates have been strong at 53%. 46% of individuals who received the

Campaign Performance:		Clicks Breakdown		% of Clicks
Emails Sent	63%	Find a Repair Center		46%
Unique Opens	53%	Shop Inventory		31%
Unique Clicks by Cell	24%	Explore All Offers		18%
CRN Repairs ²	TBD	Other		5%
GM Purchases ²	TBD			
OS Retention ²	TBD			

Typical OnStar figures: 11.8% Open, 1.5% Clicks/10k

February 2021 Business Update

Examples of GM Newsletter and Marketing Materials provided to participating CRN Facilities

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