



Certified Collision



CERTIFIED COLLISION CENTER

Want to make more profit from your collision business? We can help.

Toyota collision repair certification is more than just a plaque on the wall. It is a way of operating that ensures the quality and safety of your repairs, supports business profitability, improves your competitive position, and enhances customer satisfaction.

The Toyota Certified Collision Center (TCCC) program has been providing highly-regarded guidance and support to help dealers run efficient, profitable, successful collision centers for over twenty years. The results speak for themselves: TCCCs enjoy a double-digit higher fixed ops absorption rate than that of non-certified facilities.*



Marketing strengthens your dealership and your collision center

Your dealership can feed more customers to your collision operation. And a growing Collision Center increases parts department revenue. It's the ultimate symbiotic relationship.

TCCC customers prefer Genuine Toyota parts, and that makes a well-run TCCC your best parts customer. For those vehicles totaled out by the insurer, the TCCC becomes an outstanding source of referrals to your new or used car sales department.





Use professionally-developed video, digital, and print marketing materials

Toyota marketing support materials make it clear to owners of collision-damaged vehicles that TCCCs should be their first choice for repair. Place our professionally-developed influencer videos and print materials in your customer lounge to help your customers make the right decision.



Toyota Insurance Management Solutions



Rent a Toyota

Toyota drives business your way

The new Toyota Insurance Management Solutions (TIMS) business unit recently began selling insurance policies to vehicle owners. For Toyota customers, these policies include the use of Toyota repair procedures using Toyota Genuine parts. TCCCs are the preferred provider for TIMS policy repairs.

Toyota rental car and lease operations represent a large pool of vehicles that occasionally need collision repair. Like TIMS, they also refer their claimants to TCCCs first.



Referrals increase your visibility

The Toyota.com website refers collision-related site traffic to TCCC dealer locations in the customer's preferred geographic area.

When they call the Toyota call center, our customer service representatives provide information for Certified Collision Centers first.



Press releases attract media coverage

Use Toyota's professionally-developed press release materials to announce your extraordinary achievement of Toyota collision repair certification to your local media. Our press releases explain how TCCCs differ from regular body shops, and how those differences benefit Toyota owners.

Press releases generate free media exposure of the fact that Toyota certification helps ensure quality, safe collision repair, and that your TCCC is one of the few in the entire US to achieve this exceptional status.

Toyota training helps increase profit and customer retention

We combine focused on-site training by highly respected industry experts with self-paced online courses that your staff can take at their convenience. This combination streamlines the training, saves time, and prepares your staff to begin using what they've learned right away to make your business more efficient and profitable.



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Manager & Estimator training



Optimize financial performance

Collision Center experts teach financial analysis in a way that doesn't require a degree in finance to understand. Learn how to interpret your monthly Key Performance Indicator (KPI) reports to identify your opportunities for financial improvement. Managers will learn which KPIs to focus on, and return to work with a new toolkit of profit-improving tactics.



Increase in-house marketing effectiveness

Toyota marketing training offers powerful ways to capture more market share for your certified collision repair facility. Our course, titled "Crushing It! — Marketing Strategies that Work," teaches you how to leverage the Toyota brand and your certification to attract more collision repair work, sell more Genuine Toyota parts, and keep your customers for life. The class also teaches effective online tactics to capitalize on the digital consumers in your market.



Attract collision work from your service lane

TCCC training teaches you how to increase your collision business from your service lane. Approximately 42% of vehicles in your service lane have body damage and the average parts sales per collision repair order is \$1,200. That means if 100 vehicles are passing through your service lane each day you could be making over a million dollars in parts sales each month.



Write more accurate estimates

Collision Estimator training teaches how to combine thorough collision damage assessment and Toyota's repair procedures to develop more accurate repair estimates. This results in fewer estimate supplements and helps ensure that the vehicle is fixed right the first time.



Help associates grow

Learn what fundamentals should be covered in your human resource plan to support individual growth and help your organization retain the best people.

Collision Repair & Refinish Technician training

Collision technician training includes model-specific repair procedures from Toyota engineers to help repair vehicles to Toyota specifications and your customers' satisfaction.



Repair Technician

Repair Technician courses are available in structural and non-structural repair, welding and cold joining (adhesive bonding and riveting) techniques, ADAS and safety systems repair, hybrid repair, and more.



Refinish Technician

Refinish Technicians receive hands-on experience applying advanced coatings, working with metallic, multi-stage, and low-VOC or waterborne paint systems. Additional courses cover color matching, blending, selecting painting procedures based on environmental factors such as ambient temperature and humidity levels, and developing other key refinish skills.





Tools & equipment support

We make purchasing the right tools and equipment easy for you

You don't have the time or resources to test and validate all of the new tools and equipment introduced each year to properly repair Toyota vehicles. Experts in the Toyota Approved Dealer Equipment Program investigate new tools and equipment so you don't have to. The result is a listing of tools and equipment that help technicians meet repair requirements, work with advanced materials, reduce cycle time, and create dependable repairs.



We negotiate discounts on your behalf

As a part of the TCCC program, **you qualify for special discounts** on select Toyota Approved Dealer Equipment Program brands. All approved products meet minimum performance standards required for safe, quality collision repairs.





Annual on-site consultation

How does your financial and operational performance compare to the collision industry? What are your sales per stall, parts sales per R/O, technician productivity, parts & labor gross profit, and total selling & operating expenses compared to total department profitability?

Our highly qualified consultants visit you once a year to discuss your collision center needs and provide an annual written collision center business plan focusing on financial and operational performance.





Performance group meeting

Network with peers, learn from industry experts, and receive awards for your success

The annual Performance Group meeting brings together Collision Center Managers, Dealer Principals, and Fixed Operations Managers of TCCCs to learn enhanced business practices, see cutting edge technology and prepare for the collision industry's dynamic future.

The event features activities designed to share ideas and experiences, answer questions, and recognize excellence among the attendees. The Performance Group meeting starts with an open forum where attendees can speak to Toyota Collision Executives about any Collision business topic. Expect a spirited discussion on how to best serve today's collision customer.

The following day, a comprehensive conference features instructors and Industry leaders discussing running a successful Collision Center. Our consultant team reviews management strategies that help you run an efficient, profitable operation. The presentation includes best practices from

the most successful TCCC operators in the country. Financial portfolios are analyzed based on previous year KPI benchmarks and your TCCC results are compared to those of similar sized businesses.

Business meeting subjects vary, but all focus on key issues and critical needs of the Collision industry. Previous sessions have also included new tool and equipment demonstrations, discussions of advanced body materials, special repair procedures, new Toyota model technologies, and summaries of new collision repair training course offerings.

The event typically offers optional special activities. In recent years this included a tour of a Toyota plant, a vehicle crash test, and a demonstration by firefighters of vehicle disassembly in an emergency.

You benefit from all of this shared business intelligence, plus time to relax and network with other TCCC managers and executives.





Win Collision Center of the Year recognition among your customers and market

The Toyota Certified Collision Center of the Year program allows your business to be recognized as the best in Toyota!

TCCCs grouped by annual sales volume compete in various business categories that could earn them the Collision Center of the Year trophy.

Three winners nationwide are honored with a celebration banquet hosted by Toyota and attended by the winning Team Members and their significant others.





TCCC cost

Initial Certification \$6,500
Annual Re-Certification \$5,500

How to enroll

It's easy. Contact your Region District Service and Parts Manager. He or she will walk you through the process.



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