

# Keep Your Ford a Ford.

None of us ever wants to get into a collision. So it's good to have a game plan before you're ever in an accident. That's why we provide you with a wide array of information, so you can get your vehicle back where it belongs: on the road.



## Know Your Collision Repair Rights.

The reasons you chose to purchase your Ford vehicle are important, especially when it comes to safety, performance and appearance. If you have an accident, you want your vehicle to protect, perform and look like new. You should know that as a vehicle owner, you have the right to have only Ford Original Equipment collision replacement parts installed after an accident.

The only way to truly know you are getting the right parts manufactured with the original design intent for your Ford is to insist that your repairs are made with Ford Original Equipment collision replacement parts.

### Why the Right Parts Matter

Today's vehicles use more advanced high-strength steels, exotic metals and composite materials than ever before. Ford Motor Company vehicles also include highly advanced crash-avoidance and safety system technologies. It is critical for these systems to be repaired with parts that will deliver the intended level of form, function, performance and safety our engineers originally specified. The only way to be certain you are getting original equipment performance is to use Ford Original Equipment collision replacement parts. Many customers assume that only Ford Original Equipment collision replacement parts would be used to repair their vehicle after an accident and, unfortunately, this is not the case.



## The right parts are critical to your vehicle's long-term performance and your peace of mind.

#### Repair Appearance

Ford Original Equipment collision replacement parts provide a precise fit because they are manufactured to the same specifications as those of a new vehicle. This ensures that body lines, contours and gaps are the same as when your vehicle was originally manufactured.

#### Repair Time

The use of new aftermarket, salvage or reconditioned parts may take more time to install and may require modifications to achieve an acceptable fit, which may ultimately increase order and repair times. Ford Original Equipment collision replacement parts are readily available at thousands of Ford and Lincoln Dealerships, ensuring fast delivery times.

#### Structural Integrity

Many parts play an integral role in your vehicle's overall structural integrity and the function of its safety systems. When Ford Original Equipment collision replacement parts are installed using factory-recommended materials and procedures, they deliver the same structural performance characteristics as the original parts.

#### Vehicle Resale Value

The use of new aftermarket, salvage or reconditioned parts may decrease resale value because of potential poor quality, fit, finish and appearance. Using Ford Original Equipment collision replacement parts for repairs is one way to help keep your vehicle looking like new, which may help to maintain its value. If you lease a vehicle, it may be required that you replace damaged parts with only Ford Original Equipment collision replacement parts, so be sure to check your lease agreement.

#### Original Manufacturer's Warranty

Ford Original Equipment collision replacement parts are the only service replacement parts warranted by Ford Motor Company. Ford Motor Company does not warrant new aftermarket, salvage or reconditioned parts used for collision repair. Damage to your vehicle or its parts caused by the failure of new aftermarket, salvage or reconditioned parts may not be covered by your Ford Motor Company new-vehicle warranty.

# Make Sure You Get the **Right Parts.**

Although we hope you never experience an automobile crash, accidents do happen, and being prepared ahead of time can certainly help minimize the aggravation that accompanies auto collision repair.

## Choose the right insurance company and policy.

There are factors to consider when purchasing insurance that will help make the repair process less of a hassle. If you do have an accident, you will likely get what you pay for when it comes to your insurance policy. Insurance companies make money by spreading the financial risk of collision repairs across their policyholders, and to pay the claims of those who have covered accidents. Many people begin their auto insurance policy search thinking they will never have an accident, so they look for the least expensive policy they can buy. The least expensive policy, however, could result in an unsatisfactory claims experience in the event of an accident.

## Take the right steps after an accident.

First, call your Ford or Lincoln Dealership. If they don't have a body shop, ask them to recommend a local body shop that is certified through the Ford National Body Shop network.

Call your insurance company to begin the claims process. Insurance company representatives can also be good sources for body shop recommendations.

Call local body shops and pay attention to how they handle your inquiry over the phone. Ask them about their facilities, equipment, capabilities and what parts they use. They should also tell you about their shop and technician certifications.

## Choose the right body shop.

Remember, the body shop is repairing YOUR vehicle for YOU. You have the right to select the body shop and choose the parts used to repair your vehicle. Your insurance company pays the bill for the parts and service you and the body shop agree upon. But all this must be decided before repairs begin, not after the vehicle is returned to you.

**Without the right insurance, if you are in an accident, your vehicle may not get repaired with parts specifically engineered to offer the safety and reliability of a Ford part.**

# Make Sure You Get the **Right Parts.**

Have the body shop or insurer explain any acronym or comment on the repair estimate you don't understand.

## Ford Original Equipment

Collision replacement parts

Sometimes called "OEM parts" on the estimate, these parts are designed by Ford Motor Company and produced to the same specifications and tolerances as the parts on the vehicle when it was manufactured. These parts meet stringent requirements for fit, finish, structural integrity, corrosion protection and dent resistance. They are the only parts proven during vehicle development to deliver the intended level of protection as a whole system. The only way to know for sure you are getting this level of protection is to use Ford Original Equipment collision replacement parts. No other parts meet this level of testing. Using them removes any doubt caused by non-OEM parts and ensures your new-vehicle warranty remains intact.

## New Aftermarket Collision Parts

Sometimes called "aftermarket parts" on the estimate, these parts are made by companies other than Ford Motor Company or its OEM suppliers, and may not be made of the same material or to the same tolerances and specifications as Ford Original Equipment collision replacement parts. As a result, some new aftermarket parts may not be of the same quality or have the same performance characteristics as OEM parts. Some aftermarket companies may offer a lifetime warranty, but that does not make them equivalent to Ford Original Equipment collision replacement parts in quality and performance.

## Salvage Parts

Sometimes called "salvage," "used," "LKQ" or "recycled" parts on the estimate, these parts are removed from salvage-yard vehicles. Quality concerns may exist with salvage parts because their source, condition and durability are not known. In some cases, the part could be a salvage aftermarket part.

## Remanufactured/Reconditioned Collision Parts

Sometimes called "reman" or "recon" parts on the estimate, most of these collision parts are removed from salvage-yard vehicles or from scrap piles at body shops and reconditioned. As with salvage parts, quality concerns may exist with these parts because their source, condition and durability are not known. Collision parts that are commonly reconditioned are bumpers, fascias, wheels and lighting.

**Making sure you know the different types of parts available and approving which parts will be used in your vehicle before the repairs begin can help lead to a more satisfying repair experience.**

## Ford Motor Company Position Statement

Ford Motor Company parts used to produce the vehicle are thoroughly tested during the vehicle development process. Ford vehicles are subjected to a battery of stringent internal tests as well as Federal Motor Vehicle Safety Standards (FMVSS) tests to help ensure all individual components work as a system during a crash sequence and meet or exceed the performance standards established by Ford Motor Company and the U.S. government (National Highway Traffic Safety Administration). Ford Original Equipment collision replacement parts meet our stringent requirements for fit, finish, structural integrity, corrosion protection and dent resistance. Ford Motor Company strongly recommends the use of original equipment replacement parts for collision repair. Use of new aftermarket, salvage or reconditioned parts could result in both diminished value of the vehicle and increased damage in a subsequent collision. Their use may also increase the risk of injury to the occupants in the event of a subsequent crash.



**Go Further**