

Press Release



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AASP-MN Body Shop Session Highlights

The Alliance of Automotive Service Providers of Minnesota (AASP-MN) hosted a **Body Shop Session** October 12, at Grumpy's Bar & Grill, Roseville, for members to discuss and learn more about OEM certification programs.

A panel of local collision shop representatives was assembled to share their experiences and lessons learned by participating in OEM certification programs, ranging from high-end European makes to the more mainstream Asian models. Panel members included Craig Amundson with Raymond Auto Body in St. Paul, Roger Bonn with Peter's Body Shop in St. Cloud and Will Latuff with Latuff Brothers Collision in St. Paul. They discussed their decision-making process for pursuing OEM certification, as well as the advantages and challenges of doing so. Factors to consider when calculating return-on-investment were a primary talking point, including investments in facilities, tools and equipment and employee training.

George Maris, Collision Parts Market Manager, American Honda Motor Company, was on hand to share a manufacturer's perspective on what's driving the development of these programs, as well as the expectations and future direction that OEM certification programs may take.

Thirty-five people attended the session and left with a better understanding of the key issues to consider prior to pursuing OEM certification.

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AASP-MN is an association of independently-owned automotive service businesses and industry suppliers dedicated to improving Minnesota's automotive service industry and the success of its nearly 800 members. For more information, visit www.aaspmn.org.