



# Why become a Volkswagen Group Paint and Body Approved Centre?



We have  
the largest  
automotive  
customer base  
in the UK



One in every  
five cars sold  
in the UK  
is made by  
Volkswagen  
Group



# We sell around half a million vehicles every year in the UK



Our market share is almost 20%



# It starts with the brands



“*We’re incredibly proud of being an approved repairer for Volkswagen and Audi since the 1980s. All our technicians go through the accreditation process and our apprentices are enrolled on the Volkswagen Group Apprenticeship Programme. Insurance companies are increasingly using us in preference to general bodyshops that lack the tools or experience to restore vehicles to pre-accident condition.*”

**Ian Summers, Summers Motors**

Volkswagen Group Paint and Body is owned by the Volkswagen AG: one of the most successful automotive manufacturers in the world and one with the history, presence and power to maintain high performance everywhere we go. Here in the UK we operate across all five Volkswagen Group brands: **Volkswagen, Audi, SEAT, ŠKODA and Volkswagen Commercial Vehicles.**

Through our approved network, we provide the very highest quality repair solutions for every car that the Volkswagen Group produces – from classic cars to vehicles that have not yet been launched. To keep pace with the rapid rate of change in the automotive industry, the network continually invests in the latest tools, equipment, training and systems to ensure vehicles are repaired to Volkswagen Group’s rigorous standards – which is exactly what sets a Volkswagen Approved Paint and Body Centre apart from any other bodyshop.

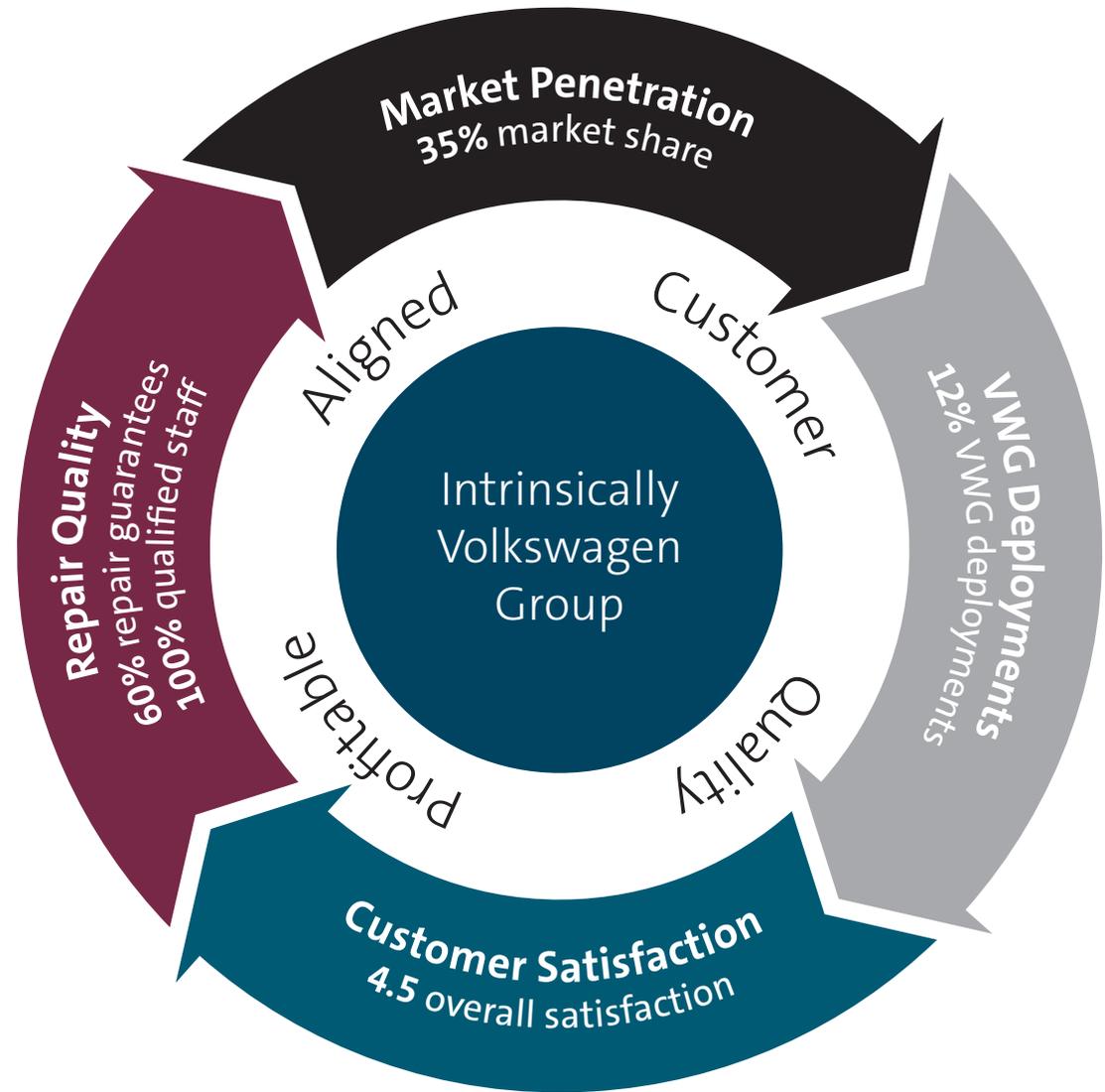
Our standards are market leading. Which means that they are tough to meet. But our Approved Paint and Body Centres are also the best, and becoming part of our network represents a significant opportunity for your business.

As an Approved Paint and Body Centre, you’ll be part of a network of the best-equipped and best-trained bodyshops in the UK. You will also become a repairer of choice for all five Volkswagen Group brands.

# We all want the same thing

Everyone in Volkswagen Group Paint and Body works to a strategy that is designed to promote business growth, while delivering an outstanding quality of repair that delights our customers. Everything that we do is based on the concept of 'Intrinsically Volkswagen Group' and everyone works to the same objectives, whether based in our offices or working in a Volkswagen Approved Paint and Body Centre.

We need people and businesses willing to invest and grow with us and one of the important principles of our network is that every member considers themselves, above all else, as a Volkswagen Group repairer. Which means working to our strategy, and aligning with the 'Intrinsically Volkswagen Group' ethos.



# Volkswagen Group Approval is different

Most manufacturer bodyshop programmes operate through an agreement between their dealers and their dealers' nominated bodyshop. Not us, our Approved network operates along similar lines to a franchised retailer agreement.

Our Volkswagen Approved Paint and Body Centres hold an Authorised Repairer contract directly with Volkswagen Group UK, without any need for an agreement with a retailer.

This approach comes with significant benefits, but also with certain responsibilities. As a Volkswagen Approved Paint and Body Centre, you have the same access to our state-of-the-art National Learning Centre as our retailers. Your Volkswagen Group Specialist Technicians and commercial employees will be able to work towards and achieve a Volkswagen Group qualification. You can access the same Apprentice Programme as our retailers and you'll be involved the same customer satisfaction programme (which includes customer surveys).



# Volkswagen Group Approval is different

Just like all our sales and service sites, here's what you'll need to commit to in return:

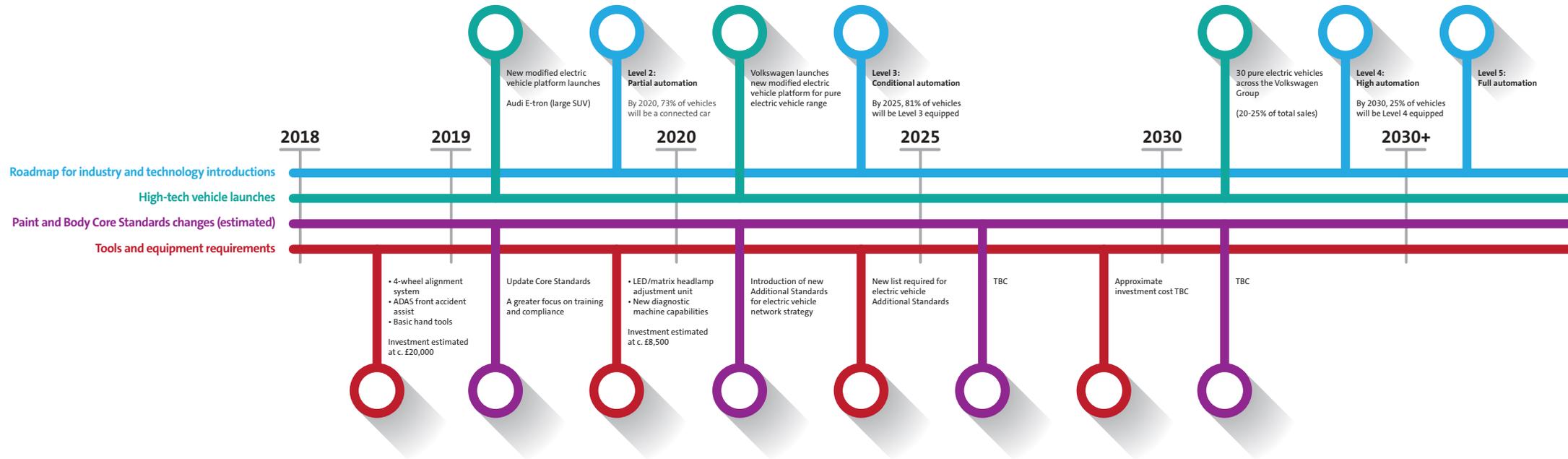
- Maintaining Volkswagen Group Core Standards
- Passing an annual audit (conducted by the same team that audits our retailer sites)
- Make sure that your employees complete their qualification paths and pass any relevant assessments
- Equipping your bodyshop to be able to meet the repair needs of Volkswagen Group vehicles
- Using Approved Paint and Volkswagen Group Genuine Parts

All this means investing in the tools, equipment and training required to repair the current generation of Volkswagen Group vehicles – and being ready to invest in whatever is needed to repair the next generation.



# Volkswagen Group industry timeline

This timeline shows the anticipated changes in our industry that are likely to require an investment in technology, people, or both.



\*All data should be used only as a guide

# Core Standards

The Authorised Repairer Agreement covers your contractual relationship with Volkswagen Group, you'll need to work to our Core Standards, which cover operational requirements:

- Facilities
- Repair quality
- Tools and equipment
- Training
- Marketing activity
- Welding accreditation

Volkswagen Group Paint and Body is the most comprehensive manufacturer bodyshop operation in the industry.

**Our standards are the toughest, which means we're working with some of the best bodyshops in the country, where the teams involved can be justifiably proud of their Volkswagen Group Approved status.**



# We're with you all the way



The VWG UK  
Paint & Body team

No other manufacturer bodyshop scheme can offer you this level of support.

## **Backing from a dedicated team**

We value our bodyshop partners, as we know just how important you are to our business. Each year we invest significantly in supporting our Approved Paint and Body network, and you'll be backed by a 30-strong team of dedicated Volkswagen specialists, including:

- Field-based performance specialists who can help you to get the most out of your partnership with Volkswagen Group
- A Business Development Manager who looks after our relationships with insurers and work providers, funnelling profitable work into our network
- A Preferred Supplier Team, which manage Volkswagen Group's relationship with our approved providers, from welding accreditation to the supply of approved wet and dry goods
- A Paint and Body Training Team which provides technical and commercial training, ensuring that repairs are carried out to the highest standards so that all customers receive an authentic Volkswagen Group experience
- Apprentice Support Managers, who help to recruit the next generation of bodyshop employees and make sure their educational and pastoral needs are met
- A Network Communications Manager, who makes sure that you and your team are kept up-to-date with the latest news from the industry and Volkswagen Group Brands

# We're with you all the way



Volkswagen Group  
National Learning Centre, Milton Keynes

## **Practical benefits from a dedicated infrastructure**

There is a wide range of practical resources available to you as a Volkswagen Group Approved Paint and Body Centre, including:

- Training for Volkswagen Group Nominated Panel Technicians and MET Technicians
- Training for Bodyshop Managers, Vehicle Damage Assessors and Customer Advisers
- Paint and Body websites covering all five Volkswagen Group brands
- Business-facing insurer and work provider website
- Marketing portal
- Central communication platform
- Access to diagnostic equipment
- Steel welding accreditation
- Aluminium welding accreditation (for aluminium-approved bodyshops)
- Paint and Body Conferences

Most of this is covered by your monthly franchise fee, which will be based on the size of your Volkswagen Group business to ensure that you are receiving value for money. You can obtain genuine methods and diagnostic information either through an annual subscription, or on a pay-per-use basis, depending on what suits your business best.



Volkswagen Group National Learning Centre, Milton Keynes

# Training and qualifications



Having Volkswagen Group qualified employees is what truly differentiates Approved Paint and Body Centres from every other bodyshop in the country. Your nominated Volkswagen Group specialists will follow a qualification path designed to elevate their capabilities to well above industry average.

Volkswagen Group qualifications are available for:

## **Technical**

- Panel Technician
- MET Technician
- We are also currently developing a Paint Technician qualification

## **Commercial**

- Bodyshop Manager
- Vehicle Damage Assessor
- Customer Adviser

# Training and qualifications

## **Apprentices**

Our Apprentice Programme covers all the technical basics that you would expect and more. We take Apprentices to the next level by developing their communication skills, commercial acumen and personal confidence, making the programme an exceptional foundation for any individual's bodyshop career.

## **Purpose-built facilities**

All training takes place at our National Learning Centre in Milton Keynes. The centre is equipped with the latest tools and equipment, and your team will benefit from using the same learning facilities as staff from our retailer networks. Even better, your people will be acquiring their practical skills using the newest Volkswagen Group vehicles – a learning experience that is unrivalled in the UK automotive industry.



# Building your business



## **Work provision**

As you'd expect, being a Volkswagen Approved Paint and Body Centre is not a guarantee of work, and just like our other retailers and Authorised Repairers you will need to be self-sufficient in generating business.

However, thanks to the work of our Business Development Manager, we do have profitable arrangements with a number of work providers who want to provide an authentic manufacturer experience for their customers. Work generated in this way is given to selected repairers, based on their programme participation and performance.

# Building your business



## Supplier partnerships

To get the most out of your Volkswagen Group Approval, you'll want to use our supplier partners. They play a valuable part in our business by investing in Volkswagen Group's high standards and providing products and services tailored to our exacting requirements.

### Approved refinish paint from Glasurit and Spies Hecker

Ensure a perfect finish for your repairs.

### Distribution by Morelli Group and NIBS

For the latest product information and technical support.

### Dry Goods from 3M, Indasa and Mirka

All three use our vehicles for testing, so we are often the first to have access to the latest products.

### Equipment from Beissbarth, John Bean, Stanners, Spanesi and STL

For equipment developed in partnership with the Volkswagen Group Factory.

### Services from RedMailer and Stanners

For tailored services, including digital communications and welding accreditation.

# Market Opportunity



Before you decide to invest in a Volkswagen Authorised Repairer Agreement, you need to realistically consider the market opportunity in the context of your capacity and location, including:

- The Volkswagen Group vehicle parc in your area
- Other Approved Paint and Body Centres operating in your area
- Whether Volkswagen Group Retailers in your area already have a bodyshop or sub-contracted partner

Please bear in mind that we don't operate on a postcode or territory basis, and all Approved Paint and Body Centres can operate in whichever postcode they wish.

# Ready? Apply now

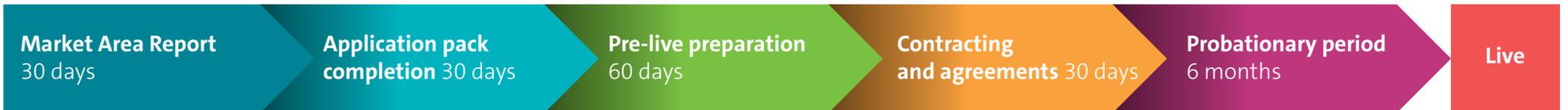


**Are you ready for your business to benefit from becoming part of the best-supported manufacturer body repair network in the industry?**

**Are you ready to invest in your approval by ensuring that you have the right tools, equipment and trained people to meet current and future needs?**

If the answer to both these questions is 'Yes' and you see your business as being one of the best, then we'd be delighted to welcome your application to become a Volkswagen Group Approved Paint and Body Centre.

## Application process



And if you'd like to ask any questions before submitting your application, please feel welcome to email us at [PaintandBody@vwg.co.uk](mailto:PaintandBody@vwg.co.uk)