

## **Saving Cars, Saving Money**

### ***Repairing vehicles is every stakeholder's key priority, and that's good news for the industry!***



*Collision repairers, suppliers to the industry, auto recyclers and insurance companies have one thing in common that stands out more than anything does. We all want cars repaired versus totaled off.*

*This became very clear to me after a recent meeting with Vic Pasnyk from All State Insurance Company. I sat down with Vic and heard first hand that the insurance company's first priority is to repair the car. This means that the insurance company's goal is aligned perfectly with all of our needs.*

*Used OEM and aftermarket parts play an important role in the repair process. The trend in the insurance industry is to look for used OEM parts first and aftermarket parts second. Vic points out that, "The level of quality of used OEM parts has drastically improved."*

*This high level of quality is essential for the insurance industry to continue to embrace and promote the used OEM part. Vic says, "One way to promote the used OEM part is to stand behind the parts and suppliers."*

#### **Educate consumers**

*Allstate Insurance has a working relationship with its Pro Shops and auto parts suppliers like Pro Auto Recyclers and C.A.R.S. and meetings are arranged to help Vic understand everyone's business. Suppliers like Pro Auto Recyclers & C.A.R.S. are willing and able to honour agreements set forth by Allstate Insurance to promote the use of the used OEM part.*

*While insurance companies like Allstate Insurance have worked hard to understand the auto recyclers and collision repairers business the consumer is seemingly under educated when it comes to the repair process. Vic says, "We need to better educate the consumer. They are the ones who need to be happy. If they understand the benefits of the used OEM part then they will be in a better position to make a decision."*

*The consumer has the right to know how their car is going to be fixed. In addition to this consumers also need to know the environmental and cost implications for the repair process. If the consumer is satisfied with the alternative parts quality and its guarantee then the use of the used OEM and other alternative parts should be a viable option.*

*Vic points out that, "There's still an important role for the OEM part." And Vic throws an interesting twist on the issue by saying, "The OEM people should support the use of recycled parts."*

*The use of recycled parts will help enhance the likelihood of the vehicle being repaired and there will always be a need for OEM parts.*

#### **Curb costs**

*Insurance companies want to save cars. It is this message that seems to be getting more publicity now than ever before. While this may have always been the case it has never been publicized to the extent that it is today. Vic points out that, "Insurance companies need to do a much better job of communicating why they do what they do. Insurance companies are doing what they have to do to remain profitable.*

*Insurance companies are working hard to maximize efficiency. Any program that helps curb some of these run away costs will be looked at.*

*The cost to run a business has gone up dramatically in recent years and insurance companies understand that collision repair costs have gone up as well. Insurance companies have made it their business to help keep*

*collision repairers working.*

*Vic says one way to keep more vehicles from car heaven is to not limit LKQ parts to just older vehicles." This may be the mindset of some repair facilities that are simply unaware of the availability of parts at their local auto recycler.*

*"The role that LKQ & alternative parts play is non-optional," says Vic. "We need to demand and stand behind this objective."*

*The level of commitment by auto recyclers is at an all time high. If your local auto recycler won't stand behind quality service and next day delivery you can easily find one that will.*

*As for the question of why buy used, Vic says, "The real question is why wouldn't you buy a recycled part? If you deal with quality vendors who stand behind their service we can save cars and that's the ultimate objective." CR*

*David Gold is the co-owner of Standard Auto Wreckers in Toronto, Ontario.  
He can be reached at [david@standard.actual-america.com](mailto:david@standard.actual-america.com) or you can view the company website at [www.standardautowreckers.com](http://www.standardautowreckers.com).*