

upool

O'Reilly
AUTO PARTS



HeadStart – Training Program

Staying Connected

Building Awareness

Developing Knowledge





HeadStart – Strong Foundations

1 **Fillers, Putties & Glazes**

2 **Primers & Clears**

3 **RAPTOR Part I**

4 **RAPTOR Part II**

5 **Premium Aerosols Part I**

6 **Custom Cans**





HeadStart – Process Development

7 RAPTOR: Alternative Uses

8 Specialty Fillers: Fiberglass Fillers

9 Specialty Fillers: Plastic Repair

10 Premium Aerosols Part II

11 Smart Repair

12 Fast: Fill & Prime



Module 11: SMART Repair



Fillers



Clears and Primers



RAPTOR



Aerosols



Custom Cans

SMART Repairs: What are they?



Small / Medium Area Repair Technique

SMART repairs reduce the amount of shop labor while increasing paint sales = more profitability.

SMART Repairs fall into two main categories:

Category #1 - Small repair of chips, scratches, dents and cosmetic repair on adjacent panels and bumpers.

Category #2 - Repairs that are “SMART” to do for customer relations – a) “going the extra mile” for future business. b) up sale opportunity.

Word Of Mouth – is the BEST advertising and assures repeat business.

SMART Repairs: What are they?



Category 1 – Paint / Body Defects

- Fast and Profitable – quick in / quick out
- Not usually full panels
- Where it isn't practical or desired to repair the whole panel.
- Paint defects can be corrected by sanding and polishing with fine abrasives.
- The goal is “near invisible” repairs

Category 2 – Cosmetic Defects

- Recoating side mirror covers and door handles.
- Trim panels / components
- Correcting damage or appearance of steel or alloy wheels

SMART Repairs: Products frequently used



Depends on location and level of repair

Category #1 Paint and Body Defects

- Rapid Glaze, Dolphin Glaze or Fantastic 1K
- Fast drying primer - High 5 or Spot 3
- Base coat with 0851 filling can
- Clear #1 or 4:1 clear (2882 in 0851) or w/ gun



SMART Repairs: Products frequently used



Depends on location and level of repair

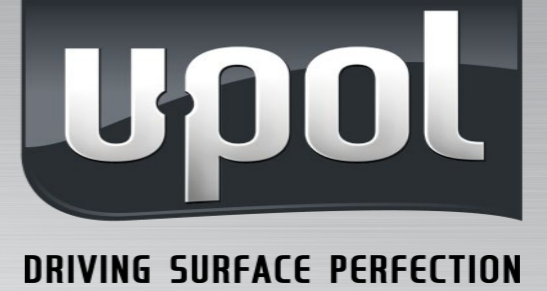


Category #2 Professional Cosmetic Repairs

Pick up / add on to non-insurance covered items

- Trim 11 aerosols
- Restores original appearance
- Bonds directly to substrates like Aluminum and plastics – no adhesion promoter / primer
- Multiple trim colors available
- No adhesion promoter or etch primer on plastics, bare steel or aluminum.

SMART Repairs: Examples of repairs



Category #1 Fender SMART Repair

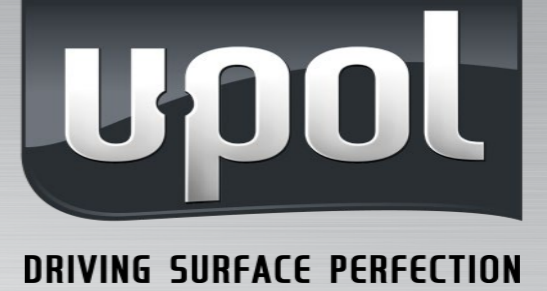


Before



After

SMART Repairs: Examples of repairs



Category #2 Trim panels
'73 Nova rear quarter sail panel



SMART Repairs: Examples of repairs



Category #2 Int. / Ext. trim panels
'90 Mustang convertible speaker panels



SMART Repairs: Examples of repairs



Category #2 Wheel restoration – Alloy



Before

After

SMART Repairs: Examples of repairs



Wheel restoration – Steel Wheel



Before

After

SMART Repair Summary

- Two Categories – paint correction or cosmetic, DIY or Professional shop
- Reduces labor rate while increasing paint sales = highly profitable for shops
- Provides additional customer service / loyalty
- Products specifically designed for SMART
- Make near invisible repairs
- Restore original appearance
- Can be made with both 1K and 2K products
- Additional opportunity for Filling System sales
 - Cans and manual machine placement