

Automotive Service Association®
P R E S S R E L E A S E

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Progressive Changes Policy on Partial Paint/Full Clear
ASA Collision Division Meets with Progressive during Annual Convention

BEDFORD, TEXAS, *May 8, 2008* – Members of the Automotive Service Association’s (ASA) Collision Division Operations Committee met with Chris Andreoli, corporate PD process manager of Progressive Insurance, May 1 during ASA’s Annual Convention in Santa Clara, Calif.

Following an overview of current Progressive programs and practices, committee members welcomed the opportunity to discuss the relationship between Progressive and collision repair shops, and address issues repairers are experiencing.

During the discussions, Andreoli told the operations committee that as part of Progressive Insurance’s regular overall guideline reviews, it has revisited the topic of partial paint/full clear. Management reconsidered its position, in part, due to industry feedback – including documents such as ASA’s trio of refinish fliers. Progressive has also expressed a strong interest in improving repairer relationships.

Andreoli said, “As part of this process, we reviewed our refinish guidelines and made changes to better address the refinish procedures that are being performed in the industry today; and to clarify operations so that they can be better understood and applied in the appropriate situations.

“Although we strongly believe that reducing refinish times on a more widespread basis is an acceptable practice and reflects operations that allow the shop to restore the vehicle to its pre-loss condition, the decision to limit the use of partial refinish was made in large part to improve our working relationships with shops, and thereby improve the customer’s experience. Situations that would include a minimal color coat application, such as a chip on the edge of a panel, will be adjusted accordingly based upon evaluation of the damage.”

Progressive is expected to implement this change in the weeks to come.

Darrell Amberson, AAM, ASA Collision Division director, said: “The spot paint/full clear position of Progressive, as well as that of other insurers, has been a source of controversy and frustration for repairers for some time. Most repairers and paint manufacturers argue that the logic is flawed based on estimating database procedures and refinish guidelines. ASA hopes that other insurers will recognize the leadership position Progressive has taken on this issue and reconsider their positions on the issue as well.”

Denise Caspersen, manager of ASA’s Collision Division, said: “ASA applauds Progressive for this significant policy change and for its willingness to improve relationships with the repair industry. ASA looks forward to a continuing dialogue. It is through such effort and dialogue that we can continue to work toward better understanding and industry improvement.”

ASA has created several communication tools to help collision repair professionals communicate with their local insurance representatives regarding refinish times. Three fliers are available to the industry free of charge. These fliers may be requested through the ASA Web site at www.ASAshop.org or by calling ASA’s member services department at (800) 272-7467, ext. 295.

The Automotive Service Association is the largest not-for-profit trade association of its kind dedicated to and governed by independent automotive service and repair professionals. ASA serves an international membership base that includes numerous affiliate, state and chapter groups from both the mechanical and collision repair segments of the automotive service industry. ASA’s headquarters is in Bedford, Texas.

ASA advances professionalism and excellence in the automotive repair industry through education, representation and member services. For additional information about ASA, including past news releases, go to www.ASAshop.org, or visit ASA’s legislative Web site at www.TakingTheHill.com.

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