



Protect your business reputation and reassure your customers

Differentiate your business
with the BSI Kitemark™



bsi.

...making excellence a habit.™



Make your business stand out with the BSI Kitemark. Use it as your competitive edge to prove to your customers that your repairs are **high quality** and **deliver on safety**.

Achieve independent third party certification through the BSI Kitemark, and you can associate your repairs with the premium mark which stands for quality, safety and trust. Plus you can use the BSI Kitemark to help you attract new business, enhance your reputation, and reduce your operational risk.

A BSI Kitemark repair is not just about first impressions. It's about proving that your vehicle repairs, including those which the customer doesn't see, meet the widely respected and recognized industry standard, PAS 125.

Differentiate your business with the BSI Kitemark™

Become a BSI Kitemark approved body shop for Vehicle Damage Repair and you can:

- **Reassure** your retail and fleet customers and work providers
- **Reduce** your risk
- **Demonstrate** your duty of care
- **Protect** your business reputation
- **Attract** new business
- **Save money** by reducing customer complaints and rework costs

A recognized mark of quality across the industry

The BSI Kitemark scheme is adopted industry-wide by the most forward thinking body shops and accident repair centres who are committed to carrying out work only to the highest standards. Plus it's recognized by automotive manufacturers and most major insurance companies.

Demonstrate your repairs are up to the mark

As a professional repair business it's likely that you will already have the appropriate processes, documentation and trained staff in place. The scheme simply allows you to demonstrate just how professional your business is. It can keep your employees fully focused, delivering consistency with each and every repair. And you can demonstrate just how dedicated you are to providing quality repairs for your customers.

Based on the industry standard PAS 125, achieving a BSI Kitemark will allow you to demonstrate that:

- Correct repair processes are followed
- Staff are competent and trained
- Tools and equipment are suitable and maintained
- Parts are appropriate for safe repair
- Quality control procedures are followed

Any car repair business – large or small, independent or franchise, operating from fixed premises or mobile facilities can apply for a BSI Kitemark licence. The scheme applies to vehicles of up to 5 tonnes GVW (except motorcycles and three wheeled vehicles).

“Being associated with the widely recognized and trusted BSI Kitemark has not only enabled us to become approved body shops for two national insurance companies, it has opened up more partnership opportunities for our business and showed our customers that we are truly serious about safe repairs.”

Mr Trevor Reeve, Chairman, Pentagon Group



Don't just take our word for it

BSI Kitemark™: Valued by those who hold it

"It was essential we worked to achieve the BSI Kitemark as there is no other symbol in the world that denotes such high quality and trust"

**Mark Baldwin, Managing Director,
East Bilney Coachworks**

BSI Kitemark™: Valued by those who commission work

"Customer safety is very important to Aviva. We believe the BSI Kitemark PAS 125 standard endorses the correct standards for Man, Method, Material & Machine covering all aspects required to deliver consistent levels of quality to ensure customer satisfaction and safety is delivered in every repair".

**Adam Murray, Motor Technical Manager,
Aviva UK**

BSI Kitemark™: Valued by the motorist

The BSI Kitemark has been recognized and valued by consumers for years as an independent guarantee of quality wherever it is seen and that includes vehicle damage repairs. The BSI Kitemark for vehicle repairs is all about the Quality, Safety and Trust that we know consumers look for from an independent survey*:

Quality

94% 

of vehicle owners support unannounced inspections to make sure garage standards remain high. Unannounced regular visits by BSI Kitemark inspectors are an essential feature of Kitemark approval.

Safety

1/3 

Whilst quality and trust were highly recognized as important to motorists with the BSI Kitemark putting them at ease, almost one in three respondents worried about the safety of their vehicle after it had been repaired. Yet another reason why visits are unannounced on the scheme. The BSI Kitemark scheme insists that the correct repair methods, quality control and competent persons procedures are followed, not to mention the use and maintenance of suitable tools and equipment, and appropriate parts.

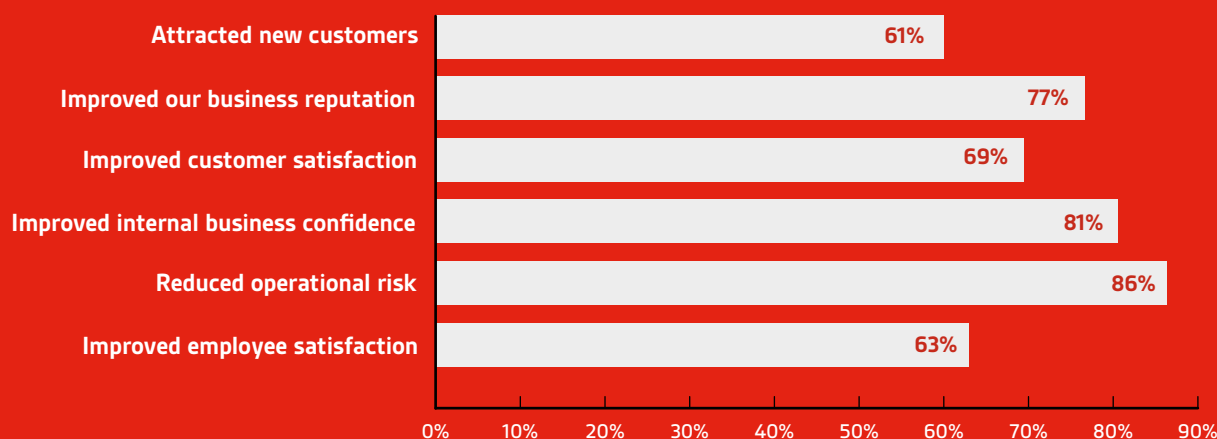
Trust

84% 

of drivers said that they would feel more comfortable if the repair centre had BSI's vehicle damage repair BSI Kitemark.

* An independent study conducted in Great Britain via OnLineBus, an Internet omnibus survey, for BSI. A sample of 923 GB adults aged 16+ were interviewed. Interviewing was conducted by online self-completion from 11th – 15th October 2012. The sample has been weighted to represent the adult population of Great Britain 16+.

Look at the **benefits*** our clients told us they had achieved with the BSI Kitemark™ for Vehicle Damage Repair





We offer a flexible approach based on the repairs you make

For mobile repairers or body shops offering a full repair service, we offer a comprehensive range of options from cosmetic to more serious structural repairs.

Plus you can extend the scope of your BSI Kitemark licence at a later date should your business needs change.

1. **Category One** – The repair of dents, paint scratches and gouges or trim such that the damaged area can be returned to its pre-damaged condition without the need for replacement parts. This category excludes road wheels.
2. **Category Two** – All elements of category one and additionally including the removal, re-fitting or replacement of “auto glazing units and bolt on” parts, examples of which includes but is not restricted to: bonnets, doors, road wheels, wings, tailgates, bumpers, bumper reinforcing bar. Excludes replacement of chassis, steering and suspension parts.
3. **Category Three** – All elements of categories one and two and additionally: replacement and repair of panels; repair and replacement of structural parts including chassis members and “bolt on” chassis related parts; and body shell and chassis replacements.

The scheme does not cover repair processes for public service vehicles, heavy commercial vehicles or heavy goods vehicles or other non-passenger vehicles such as fork lift trucks and windscreen repairers, although the replacement of windscreens and other automotive glazing and mechanical parts/components is covered when part of the repair process; and M.O.T Testing.

Cost effective small body shop scheme

If your repair business has a total of seven staff inclusive of direct and non direct staff, why not take advantage of our small body shop scheme. This means a reduction in the number of visits you will receive and therefore a reduced cost.



The BSI Kitemark™ certification journey

1

Buy the standard PAS 125

You can buy a copy of the PAS 125 document by either telephoning us on +44 20 8996 9001, or visiting the [BSI Shop](#)

2

Easy online checklist

Our checklist can help give you an idea of what your repair activities should cover and the sort of questions our client managers will ask. [BSIKitemark/checklist](#)

3

Optional gap analysis

Not sure if you are ready? Our gap analysis can help. Our report can show you where the gaps are, ready for you to close.

4

Make your application

Once you're familiar with the requirements, make your application to BSI.

5

Your pre-audit review

Your BSI Kitemark Inspector will review your organization's preparedness for assessment and highlight anything you need to address. Your BSI Kitemark inspector will answer any questions you might have.

6

Your pre-licence audit

If all the requirements are in place, we will then assess the implementation of the procedures and controls within your organization to make sure that they are working effectively as required for certification.

7

Risk and compliance check

We will independently review the audit and if successful, confirm your certificate

8

Your BSI Kitemark™ certificate

Your certificate is issued if successful

9

Promote your achievement

Use the BSI Kitemark to help grow your business and promote your achievement to your clients.

10

Maintaining compliance

Once you've achieved the BSI Kitemark, your commitment to safe, reliable repair is monitored on a regular basis.

What support will I receive?

You'll receive our full support each step of the way in order to help you achieve your BSI Kitemark.

As you would expect, our team of dedicated BSI Kitemark Inspectors have a wealth of experience and a thorough understanding of the vehicle repair industry.

And it doesn't stop there. We know that to gain BSI Kitemark status is a real achievement, and we want to help you make the most of your BSI Kitemark as a powerful marketing tool.

- As a BSI Kitemark client your company details will be listed on Kitemark.com where consumers can search and find your business. You can encourage your customers to share their reviews here too.

- You'll receive a bespoke publicity support toolkit to help you promote your achievement direct to your own customers. For example, you can brand your vehicles, your company clothing and your website. Or you can use our templates to attract new customers. And you can also reassure existing ones with our mirror hanger and mini certificates for vehicle hand overs too.

We've used independent research to identify the ways in which the motorist choose their repairer. This insight has helped shaped the toolkit and you can use this insight to help drive your own publicity too.

- Ask us for advice on marketing ideas and how you can make the BSI Kitemark really work hard for your business

- You'll receive your own BSI Kitemark™ plaque to display where your customers are most likely to see it

- We'll keep in touch with a quarterly newsletter.



Publicity toolkit examples

Talk us to us about
your specific requirements

Visit [bsigroup.nl](#)

Email info.nl@bsigroup.com

Call us +31 (0)20 346 0780

Why choose BSI?

The BSI Kitemark scheme for Vehicle Damage Repair offers you truly independent third party certification using unannounced inspections. This can deliver real peace of mind for you and your customers and allows you to demonstrate that you follow industry best practice.

You can use the BSI Kitemark as a genuinely recognized mark of quality to help differentiate your business. The BSI Kitemark is a powerful marketing tool which can add real impact to your own publicity. It can help give you that competitive edge. Use it to give the motorist confidence who comes to you direct, or demonstrate due diligence to your fleet customers and work providers.

Plus with us you'll find the industry knowledge and expertise to help you meet the standard and make sure your repair processes are up to the mark. Not only did we help facilitate the development of the original standard for vehicle repair, but our BSI Kitemark Inspectors understand the pressures you face and the industry as it is today.

A proud heritage you can build on

At BSI we pioneered standards more than 100 years ago and today we're the market leader. We help over 70,000 organizations ranging from top global brands to small ambitious businesses in 150 countries to gain an edge over their competition. As one of the few organizations that understands standards from start to finish, we don't only assess how well you're meeting them, we create new standards from scratch and train teams globally to use them and perform better.

Our knowledge can transform your organization.



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