



Data Control in the Collision Repair Industry

Data Access, Privacy & Security

Presented by:

Dan Risley

Trent Tinsley



Vehicle Data Access, Privacy & Security Committee

Committee Members

- Dan Risley, CCC – Chair
- Trent Tinsley, Entegral – Co-Chair
- Aaron Schulenburg, SCRS
- Frank Terlep, Auto Techcelerators, LLC
- Kelly Cooper, 1Collision
- Odom Wu, Tractable
- Rick Palmer, ComputerLogic, Inc.
- David Willett, ProSight Specialty Ins.
- Denise Koukal, LaMettry's
- Jeremy Baines, Car-Part.com
- Vic Halpin, Car-Part.com
- Tom Julius, Car-Part.com
- Paul Barry, CIECA
- Phil Martinez, Mitchell International
- Jack Rozint, Mitchell International
- John Webb, TenPoint Complete
- Pete Tagliapetra, DataTouch, LLC.
- John Vito, Hertz





AGENDA

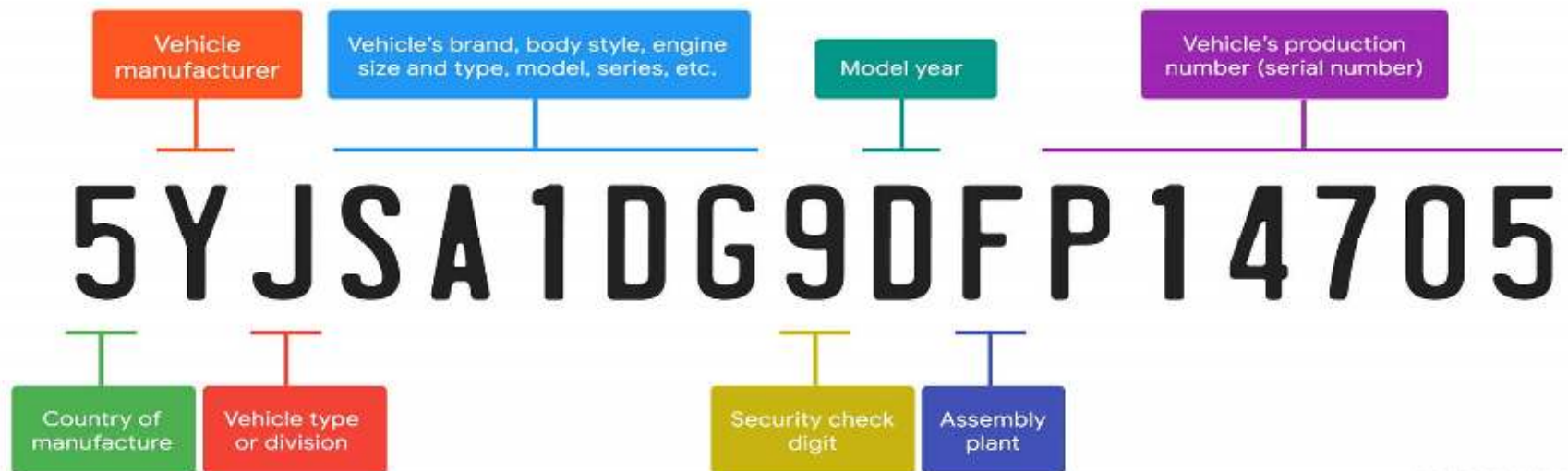
- **Recap**
- **Committee Presentations: Use of the VIN**
 - Car-Part.com
 - AutoTechcelerators
- **Panel Discussion: “Data Control in the Collision Industry”**
 - Tom Adams, ConditionNow
 - Steven Bloch, Silver Golub & Teitell
 - Pete Tagliapietra, DataTouch, LLC.





Recap

What is the DNA of the Vehicle Identification Number (VIN)?



driving-tests.org





Car-Part.com

Integrated Car-Part Pro (iPro) and Car-Part Pro are our part search services designed for use by professional repairers and insurance companies and can be initiated using Full VIN, Partial VIN, or No VIN

- **Full VIN** – *Best automated part identification/interchange/fitment determinations*
- **Partial VIN** (ex. VIN prefix) – *Good automated part identification/interchange/fitment determinations*
 - The user may be required to answer more interchange questions
- **No VIN** (ex. Year/Make/Model) – *No automated part identification/interchange/fitment determinations*
 - The user will be required to answer all necessary interchange questions

We have not provided, and do not provide, any VINs collected through the use of our iPro and Car-Part Pro services to vehicle history companies (such as Carfax and Experian). We will not provide any such VINs in the future to vehicle history companies without the user's prior written authorization.





AutoTechcelerators

Auto Techcelerators, LLC mission is to help the automotive industry properly estimate, calibrate and validate ADAS systems, repairs and calibrations.



Uses Full VIN to Identify ADAS Systems, Components, Locations, Required Calibrations, Calibration Triggers and Repair Procedures



Uses Partial/Full VIN to associate provided ADAS/Calibration Service with requested service



Uses Partial/Full VIN to identify OEM ADAS safety system verification procedures, dynamic calibration procedures, seat belt function test procedures, more..



DATA CONTROL IN THE COLLISION INDUSTRY



SPECIAL PRESENTATION

- Aaron Schulenburg, SCRS





DATA CONTROL IN THE COLLISION INDUSTRY

Through our data aggregation partners and processes, we collect 86% of all quoted collision repairs in North America whether the quote is taken through a body shop or any insurance carrier. In other words, when a consumer takes their car in for a repair quote, whether it hits their insurance carrier or not, that data goes into our system within 24 hours.

This file includes:

- 1) Information about the vehicle, such as VIN, make, model, year, etc.
- 2) Location where collision occurred or the repair quote was generated
- 3) Insurance carrier and body shop names
- 4) Information about the parts that were quoted, such as part number, description, quantity and price



DATA CONTROL IN THE COLLISION INDUSTRY



High-level metrics:

VINS / Day	62,444
Quotes / VIN	2.21
Quotes / Day	138,255
Dollars / Quote (part costs)	\$520.39
Quoted Parts / Day (count)	329,367
Quoted Parts / Day (dollars)	\$71,947,069.31



DATA CONTROL IN THE COLLISION INDUSTRY



CONSUMER DATA

Field Name	Description	Fill Rate	Cost	Field Select	
1	week	Week data was generated	100.00%	Included	
2	fname	Consumer first name	Very High / Varies	Included	
3	mname	Consumer middle name	Low / Varies	Included	
4	lname	Consumer last name	Very High / Varies	Included	
5	address	Consumer address	100.00%	Included	
6	city	Consumer city	100.00%	Included	
7	state	Consumer state	100.00%	Included	
8	zip	Consumer zip code	100.00%	Included	
9	z4	Consumer zip code +4	Very High / Varies	Included	
10	county	Consumer county	100.00%	Included	
11	phone	Consumer phone append (1-3 records)	80%	\$0.08	
12	email	Consumer email append (1-2 records)	60%	\$0.10	

INSURANCE CARRIER / BODY SHOP DATA

Field Name	Description	Fill Rate	Cost	Field Select	
13	insurancecode_by_vin	Insurance involvement code (Yes)	100.00%	Included	
14	insurancecarrier	Insurance carrier name	97%	Included	
15	bodyshop	Body shop name	Coming	Included	





VEHICLE DATA

	Field Name	Description	Fill Rate	Cost	Field Select
16	City	Collision city	15%	Included	
17	State	Collision state	15%	Included	
18	zipcode	Collision zip code	100%	Included	
19	VehicleVin	Vehicle VIN	100.00%	Included	
20	VehicleMake	Vehicle make	100.00%	Included	
21	VehicleModel	Vehicle model	100.00%	Included	
22	VehicleType	Vehicle type	41%	Included	
23	VehicleYear	Vehicle year	100.00%	Included	
24	VehicleModelNumber	Vehicle model description	52%	Included	
25	VehicleBodyStyle	Vehicle body description (e.g. 4D SED)	52%	Included	
26	VehicleEngineCode	Vehicle engine code (e.g. 10XU)	52%	Included	
27	VehicleMileage	Vehicle mileage at time of quote	21%	Included	
28	VehicleProductionDate	Vehicle production date	100%	Included	
29	VehicleMoldingCode	Vehicle molding code	< 1%	Included	
30	VehicleTrimCode	Vehicle trim code	< 1%	Included	
31	VehicleTrimColor	Vehicle trim color	8%	Included	

PARTS DATA

	Field Name	Description	Fill Rate	Cost	Field Select
32	PartNumber	Part number for quoted replacement part	100%	Quoted	
33	InterchangeNumber	Part interchange number	4%	Quoted	
34	PartDescription	Part description (e.g. "FRONT DOOR: RT Mirror cover")	100%	Quoted	
35	Quantity	Part quantity	100%	Quoted	
36	PartType	Part type (e.g. "NEW", "Aftermarket", "Recycled", etc.)	100%	Quoted	
37	PartCategory	Part category (e.g. "OE")	100%	Quoted	
38	ListPrice	Part list price	93%	Quoted	
39	DescriptionSplit1	Part - first, generic portion of part description (e.g. "FRONT DOOR")	9%	Quoted	
40	DescriptionSplit2	Part - second portion of part description (e.g. "RT Mirror cover")	100%	Quoted	





DATA CONTROL IN THE COLLISION INDUSTRY

PANEL DISCUSSION

- **Tom Adams, ConditionNow**
- **Steven Bloch, Silver Golub & Teitell**
- **Pete Tagliapietra, Datatouch, LLC.**





NEXT STEPS

- **CIC at SEMA: November 2022**
- **Continued Education!**
- **Data Control – Proposed CIC Definition**



Vehicle Data Access, Privacy & Security Committee



THANK YOU

for your continued engagement and support of CIC

If you're passionate about these topics, and are interested in joining the committee, please contact:

- Darrell Amberson: damberson@lamettrys.com
- Dan Risley: DRisley@cccis.com
- Trent Tinsley: ttinsley@entegral.com

