



# Grow from Within

## WHAT IS THE MOTORIST ASSURANCE PROGRAM OF CANADA?

- ➔ A set of technical standards to guide technicians when distinguishing WHEN a repair service is “REQUIRED” VS “SUGGESTED”.
- ➔ A process to standardize the communication of repair services to consumers, using the terms “REQUIRED” or “SUGGESTED”.

## WHAT MAPC MEANS FOR THE REPAIR SHOP

- ➔ Consumer confidence – TRUST.
- ➔ Customers feel better about the repair services they have purchased.
- ➔ Increased transaction value, customers are prone to accept (buy) more of the proposed repair services they are offered.
- ➔ **Consumer loyalty** and **satisfaction** – customers are more likely to return and refer other people to an automotive service provider using MAP.
- ➔ Improved **communication** – internal and external.
- ➔ Reduces incidence of customer complaints and in-shop disputes over clarity of estimates and repair orders.
- ➔ UICSs provide **technical guidance** to virtually eliminate judgment calls.

## WHAT MAPC MEANS FOR THE CUSTOMER

- ➔ Today’s consumer is better **informed**, more **demanding** and has many **choices**.
- ➔ Looking for a shop they can **TRUST**.
- ➔ MAPC accreditation provides:
  - ✓ Instant **credibility**.
  - ✓ Improves **confidence**.
  - ✓ **Control** over what is done on their car.
  - ✓ **Honesty** about what the car needs – nothing is hidden.
  - ✓ **Thoroughness** in determining most appropriate repair in terms of safety and reliability.
  - ✓ **Quality** and **customer satisfaction** backed by warranty and dispute resolution process.
- ➔ Shows your customers that **you care**.

**MAPC compliments and enhances the good business reputation that you’ve worked so hard to earn!**

## SIGN UP NOW!

**\$500 for Independents**  
**\$260 if you are affiliated with a banner program (NAPA, CARQUEST, Uni-Select, etc.)**  
**Complete the form on the reverse to join the MAP Program today!**

**w w w . m a p c a n a d a . o r g**



STANDARDS FOR AUTOMOTIVE REPAIR

## MAP Canada Program Sign-up Form

Shop Name: \_\_\_\_\_  
Street Address: \_\_\_\_\_  
City: \_\_\_\_\_ Province: \_\_\_\_\_ Postal Code: \_\_\_\_\_  
Contact Name: \_\_\_\_\_  
Phone: \_\_\_\_\_ Fax: \_\_\_\_\_  
Email: \_\_\_\_\_

### FEES (includes membership & accreditation fees)

<input type="checkbox"/> Independent Repair Shop	_____	x	\$500	=	\$ _____
<input type="checkbox"/> Additional Locations	_____	x	\$260	=	\$ _____
<input type="checkbox"/> Shops Affiliated with Banner Program (NAPA, CARQUEST, Uni-Select, etc.)	_____	x	\$260	=	\$ _____
	Subtotal:			=	\$ _____
	+ 5% GST:			=	\$ _____
	TOTAL:			=	\$ _____

### PAYMENT METHOD

Cheque enclosed (made payable to AIA/MAP Canada)  
 VISA       Mastercard       American Express

Card No: \_\_\_\_\_ Expiry Date: \_\_\_\_\_  
Name on Card: \_\_\_\_\_  
Signature: \_\_\_\_\_

Please fax/mail completed form to:  
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