



AA Motoring

**Approved
Repairer**

Trust is everything

New Zealand's most trusted sign of quality

From a motorist's point of view, choosing a repairer can be difficult. It's not easy to tell who will provide a reliable quality of service. The New Zealand Automobile Association was founded in 1903, and now boasts a Membership base of more than 1.8 million. It is unquestionably one of the most trusted brands in the country.

The AA receives many calls from people looking for reliable automotive repairers in their area. We supply details of their nearest AA Approved Repairers and AA Auto Centres.

An AA Approved Repairer is an automotive repairer that has been certified to meet our standards of quality service, workmanship and fair prices. It is a sign of achievement that tells not just AA Members, but every motorist, that your company is trustworthy.

Who can apply to become an AA Approved Repairer?

Any repair workshop, service centre, franchised new car dealer or specialist is welcome to apply to become AA approved. We are interested in businesses that employ competent, qualified mechanics and have the necessary equipment to perform a specified range of services.

How do I benefit?

Since a limited number of workshops qualify for inclusion in this programme, those displaying the AA Motoring Approved Repairer signage are sought-after by the motoring public. AA Approved Repairers benefit through referrals, promotional support and branding, website expertise and expense reduction through supplier partners.

What do you get?

Becoming an AA Approved Repairer immediately sets you apart from other automotive repairers. It tells the motorist that you offer a level of service that the AA is prepared to back and trust with its name.

Having the AA brand associated with your signage, website and stationery is a powerful recommendation for your business.

Together with the goodwill you get from the AA's brand, we'll provide you with the following: business assistance, technical support and expense reduction benefits outlined below.

- **Street Sign**

Free of charge. We will provide you with a large colour sign carrying the AA Motoring logo and the words "Approved Repairer" to be added to your own building signage.

- **Logo/Brand**

We will allow the use of the AA Approved Repairer logos in advertising once written approval from the AA brand team has been granted. This can be used on your website, business card, letterhead, invoice and other marketing material as specified in the AA Approved Repairer marketing guidelines. Stickers are also available for company vehicles.

- **Advertising/Promotion**

We regularly communicate to our 1.8 million AA Members to promote the AA Approved Repairer network.

- **AA Member Referrals**

Our Motoring Advice Department, AA Contact Centre and AA Roadservice officers receive thousands of enquiries each year from motorists asking where to go for automotive servicing and repairs. Our staff refer these members to their nearest Approved Repairer or AA Auto Centre.

- **Group Buying Discounts**

As an AA Approved Repairer you will have access to significant group buying discounts through leading automotive suppliers that currently include BNT, Partmaster, Repco, Vertex, Castrol and AA Battery Service.

- **New Business**

Where there is no conflict with an AA Auto Centre, then the AA can cost effectively directly email AA Members in your area with an offer from your business. (This is an exclusive offer to AA affiliated businesses and costs may apply).

- **Geographical Areas**

AA Approved Repairers are limited by geography and will have a suitable distance between each business, or be different in nature (i.e. general mechanical repairer vs specialist repairer), to ensure services are not duplicated and the value of the AA Approved Repairer programme is maintained.

- **AA Products and Services**

You will have access to a range of products and services including AA 10-Point Check, AA Membership and AA batteries, giving more reasons for customers to visit your business.

- **AA Battery Stockist**

Option to become an AA Battery Stockist, where you can receive preferential rates and benefits including a dedicated account manager, access to the exclusive AutoFit App, participation in our nationwide warranty programme, special tooling offers and a comprehensive range of batteries that meet or exceed OEM fitments in most cases, including AGM and EFB batteries.

- **Exposure on the AA Website**

You will be listed on the AA's website under the AA Approved Repairers subcategory, and this can link through to your own website. The AA Motoring section receives over 420,000 visits per month.

- **Website Design/Performance and Management**

AA Approved Repairers have access to our AA Web Builders team who can, at cost effective rates, assist, develop or improve the performance of your business website. This is an exclusive offer to AA Approved Repairers and costs apply.

- **Member Enquiries**

Our Motoring Advice department receives thousands of calls each year from motorists asking where to go for automotive repairs. Our staff will direct these callers to their nearest affiliated AA repairer including AA Approved Repairers.

- **Technical Support**

If you need technical support you can ring or email our technical advice team with your enquiry.

- **Dispute Resolution**

Sometimes disputes arise with customers in which it is difficult to determine who is at fault. At our discretion, we can act as a mediator in such cases and provide support and advice to resolve matters swiftly. If a dispute arises between a non-Member and an AA Approved Repairer, the AA may, at its discretion, act as a mediator.

- **Training**

Access to specialist trainers with extensive knowledge and expertise, at preferential rates.

- **Account Management**

Access to a dedicated senior account manager with expert knowledge of workshop environments, sales, after sales support and servicing.

There are two categories of AA Approved Repairer:

General Mechanical Repairer which provides:

- General maintenance repairs
- Battery testing, replacement and recharging
- Engine repairs
- Steering, brakes and suspension repairs
- Clutch, transmission and axle repairs
- Electrical repairs
- Vehicle servicing
- Computer and diagnostic

Specialist Repairer which provides:

- Wheel alignment
- Tuning and turbo charging
- Radiator/cooling systems
- Air conditioning
- Auto electrical
- Transmission repair
- Diesel fuel systems
- Engine reconditioning
- Fuel injection
- Hydraulics
- EV and Hybrid

What do we expect?

We expect an AA Approved Repairer to:

- Assess the customer's request and confirm the customer's expectations of the repairer
- Diagnose and ensure the necessary skills and equipment to complete the repair are available
- Obtain the customer's authority to proceed with any work or repair
- Notify the owner before proceeding where costs will exceed the original estimate by 15% or more
- Ensure the necessary servicing and/or repairs are carried out to a proper and competent standard, including sublet work
- Guarantee workmanship and new parts for at least 12 months/20,000 km, whichever occurs first
- Respond in a professional manner to any customer concerns and ensure all reasonable efforts are taken to quickly settle concerns
- Abide by the Fair Trading Act and the Consumer Guarantees Act
- Comply with all health and safety legislation

FREQUENTLY ASKED QUESTIONS:

Does the AA want to be involved in the management of my business?

We promote your capabilities to our Members through Call Centres and AA Roadservice referrals to your businesses. We don't expect to be involved in the day to day running of your business.

What does becoming an AA Approved Repairer cost?

To be part of this programme you will be charged an annual fee, which will offset some of the operational costs incurred by the AA. This fee can be paid monthly by direct debit or annually.

How does the AA assess a workshop's eligibility?

Assessment includes:

- Location of premises in relation to other AA affiliated repairers
- Presentation of premises
- Range of mechanical repairs
- Standard of repairs and customer satisfaction
- Quality of parts and lubricants
- Staff capabilities and qualifications
- Customer facilities
- Pricing and charge out rates
- Business practices including health and safety

What does the agreement involve?

The agreement describes your responsibilities for maintaining an approved standard and abiding by a Code of Practice; and our responsibilities for listing, promoting and supporting you as an AA Approved Repairer.

How does the AA assess staff capabilities?

We will need you to supply us with details of the formal training and qualifications of your supervisory staff, specialists, mechanics and apprentices to ensure they are suitably trained.

Why does my business have to abide by the AA Approved Repairer 'Code of Practice'?

The 'Code of Practice' lists good business practices offered by reputable repairers. We expect AA Approved Repairers to accept the code of practice and to display this to its customers.

The 'Code of Practice' calls for estimates. Is this really necessary?

Having an estimate allows a customer to decide whether having major repairs carried out is worth the cost, and allows them to assess their own financial situation – whether or not it is affordable.

Why the 'Right to Decline' in the Code?

We believe workshops should only take on repair jobs they can guarantee, and should provide a referral service to a capable repairer for any specialist repair job outside their capabilities.

Does the AA expect the repairer to provide a warranty for every repair?

The AA expects any repair or service to be warranted for a period of 12 months or 20,000 kilometres under normal operating conditions. Failures that result from misuse or abuse of the vehicle, or a restriction being placed by the owner on the extent of the repairs authorised, are generally not the responsibility of the repairer. However, any restrictions of repair must be notified in writing at the completion of the repair.

What about my customers who are not Members of the AA?

We know from experience that many non-Members value the AA brand just as our Members do, because we expect a high standard of service towards all motorists.

Apply to be an AA Approved Repairer

EMAIL: aaar@aa.co.nz | ONLINE: aa.co.nz/aaar