

PRODUCT LIABILITY COVERAGE



A Product Liability Coverage Plan of \$20,000,000 Offering a Collision Center Member Benefit of Co-Insured Coverage @ No Charge from Diamond Standard through the Diamond Standard Qualified Distribution Network.



www.diamondstandardsecurityshield.com

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Examining The Need

**“Ask me about the Diamond Standard Security Shield,
It will change the way you look at alternative parts”
....Mike O’Neal, President Diamond Standard Parts, LLC.**

Giving back to the industry is a valued promise of the Diamond Standard Brand throughout the year and pivotal piece in development of a unique Branding program addressing the major issues of our industry. The focus of this documentation is the extension of Diamond Standard’s Product Liability coverage to quality collision center(s) as added security against the unlikely scenario of personal vehicle owner injury directly related to use of Diamond Standard parts in the repair.

★ The Historical Perspective on Product Liability ★

“In the past, the United States was the center of the manufacturing world and many products were labeled “Made in the USA.” Product liability insurance for most American manufacturers was a necessity in order to do business in the U.S.A. It would have been unwise to sell their products without this essential protection which also benefited their distributors and ultimately, the consumer.”

“This standard practice began to change, however, as independent manufacturers began making replacement parts in the Pacific Rim and other parts of the world.”

★ Manufacturing Shift to Other Countries May Not Include Product Liability Protection ★

“This is no surprise to many of our customers, but you need to be aware that this explosive growth in foreign manufacturing has resulted in some unwanted consequences. Many of these foreign manufacturers have no U.S. based assets and are not compelled to obtain product liability coverage for the products they export to distributors and retailers here in the United States”

“The “traditional model” of the manufacturer standing behind it’s product, being financially responsible for personal injury caused by their product and being amenable to suit in the United States is not always today’s reality.”

★ Protecting Your Collision Shop Assets and Reputation ★

“One way to protect yourself from becoming a “manufacturer” is to do business with reputable companies that provide you with proof of product liability insurance coverage. Require suppliers to provide a current certificate of insurance with you named as an additional insured under the vendor’s endorsement on the supplier’s product liability policy. Pay particular attention to the limits of liability stated on the form. Limits of 10, 15 or 25 million dollars or more are appropriate for a supplier.”

 **ZURICH**® Source: Zurich Bulletin 7/10 10-2154

Environmental Assessment:

- ★ Litigious Society
- ★ Part substitution
- ★ Varying quality of parts being manufactured/distributed/installed
- ★ Shops stripped of ability to make professional quality repair decisions



Providing The Solution “One Quality Manufacturing”



Diamond Standard Parts, LLC, is a trusted manufacturer associated with the highest quality structural bumper components in the industry. All Parts are tested, designed, manufactured and sold to perform in the same manner in a collision as the parts that are installed on the vehicle when new or any service parts made or sold by the OEM to replace them.

Diamond Standard’s “Culture of Quality” permeates our very fabric in all that we do with our commitment to the industry of “One Quality Manufacturing” consistency that separates us from other manufacturers of structural bumper components.

It is our “One Quality” Part Manufacturing commitment with USA assets in place which uniquely enables Diamond Standard to provide the distributor, the insurer and the collision shop with the solution to avoid risk due to product liability exposure. The coverage protection includes new Diamond Standard USA made and plated Front Steel Bumpers and Replacement Hoods, High Strength Steel and Aluminum Reinforcements, High Density and Dual High Density Energy Absorbers, Full Assembly Step Bumper Systems and Face Plates, Bumper Top Pads, Bumper Brackets, Braces and Supports.

Diamond Standard Security Shield is a proprietary program offering quality collision centers Diamond Standard Product Liability Protection through authorized Diamond Standard distributors in the amount of \$40,000,000 at no charge. This industry leading coverage elevates the value of our branded parts and offers a new level of peace-of-mind value to the collision center free of charge. The program reflects our relentless pursuit of earning industry trust in requesting and installing Diamond Standard Brand Parts. Diamond Standard parts are tested and certified to exacting functional performance, fit and appearance standards by 3rd party industry experts and carry a limited lifetime warranty.



LIMITED LIFETIME WARRANTY DIAMOND STANDARD PARTS

Diamond Standard Parts, LLC and Reflexion Automotive, LLC provides a Limited Lifetime Warranty Which meets and exceeds the Original Car Manufacturer Warranty length on all new replacement parts distributed through Diamond Standard authorized distributors and properly installed by professional collision shop repairers. This Limited Lifetime Warranty applies to the original repaired vehicle owner as Long as the original purchaser owns the vehicle on which the part is installed.

WHAT IS COVERED

Diamond Standard Brand Parts are protected by an industry leading Limited Lifetime Warranty on front steel bumpers, rear stepbumper assembly systems and face bars, bumper top pads, high strength steel and aluminum reinforcements, high density energy absorbers, bumper brackets and replacement hoods. Chrome plated parts carry a 36 month warranty.

WHAT IS NOT COVERED

This warranty shall apply if the defects occur under normal conditions and not where part failure is the result of vehicle accident, damage, abuse or improper installation. This warranty covers the replacement of the part and does not include any costs involved in installation and does not apply to commercial vehicles



- ★ Trusted USA Based Manufacturer
- ★ Parts Testing by 3rd Party USA Validators and Certified by NSF and CAPA to Exacting Standards
- ★ Stands Behind Parts with Significant Product Liability Coverage and Limited Lifetime Warranty



Leading By Example With Clarity

Q: What is Diamond Standard Security Shield?

A: A proprietary Program, exclusive to Diamond Standard Manufactured Parts, offering quality collision centers Diamond Standard product liability protection through Authorized Diamond Standard Parts Distributors in the amount of \$40,000,000, \$25,000,000 more than our standard product liability in place, at no charge.

Q: Why is Product Liability Coverage important?

A: Diamond Standard Security Shield was specifically created to address the growing reality today of aftermarket parts produced by off shore manufacturers with no United States assets, no product liability coverage, not accountable to the United States legal system. Further, collision centers are being denied their ability to make professional decisions on quality repairs and part choices due to part substitution of inferior performing parts. This places the collision center potentially in the position of being the “manufacturer” should litigation for part failure be brought forth and provides the collision shop with leverage to resist substitution by requesting only parts which are covered by meaningful amounts of product liability and warranted by the manufacturer and verified as such.

Q: What collision centers can be covered?

A: Product Liability Co-Insured Status to the shop is directed to quality, best practice shop associations, DRPs, MSO's and consolidators recognized and validated by the industry as ordering and installing only the highest quality structural components and hoods whether insurer directed repair or consumer directed repair. Given the serious nature of anyone installing a substandard or inferior structural part based on a price selection which has been shown to lead to increased damageability, Diamond Standard supports all collision centers that adopt best practices in selecting structural parts to accomplish a complete and safe repair for the consumer. We make no apology for that appeal to the ultimate goal of safe repair when it comes to structural parts.

The Benefits For Collision Centers

- ★ Industry leading limits of personal liability protection
- ★ Leverage against non-certified part initiatives and substitution Protects
- ★ against litigation and limits financial responsibility exposure USA
- ★ based “One Quality” Manufacturer
- ★ Covers “Trusted - Tested - Certified” Diamond Standard Brand Parts
- ★ Consistent with a Best Practices Collision Center Code of Ethics
Regarding Parts and Coverage Requirements



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