Parts Grading Is an Important Aspect of Marketing

It’s a great time to be an automotive recycler! Seem everyone wants to go green, including the insurance adjustors. We keep hearing that more recycled parts are included in the thousands of repair estimates and orders written every day. The challenge to the automotive recyclers is how to capture a bigger share of the market. **I believe consistent parts grading using an established system is an important aspect of the marketing of used auto parts.**

The Automotive Recycling association (ARA) has published the ARA Recycled Parts Standards & Codes guide. “This Recycled Parts Guide is intended to help define the expectations and suggest performance standards for all parties involved in the trade and use of recycled parts. The goal is that, through the definition of those standards more parts will be included in repair estimates, more parts will be purchased by buyers and fewer parts will be returned. It should be noted, however, that various states and provinces have varying regulations relating to the inclusion of recycled parts in estimates or their use in the repair process. Such regulations take precedence over the criteria defined in the document.1” Download the Guide at <http://www.a-r-amedia.org/a-r-a_org/ARA_standards_and_codes_full_final_cieca.pdf> (Reference 1)

Simply stated the best reason to master and implement the established system of parts grading is to meet the buyer’s expectations. Buyers are in need of part to make a professional repair of the damaged vehicle. The end result of that repair is the one thing that reflects the quality of workmanship from the shop, the owner, the collision repair specialist and the business. That reputation is the key to the survival of the shop. Completing the repair in timely and cost efficient manner is about competition. That is where the opportunity lies for auto recyclers to partner with your customer, the used part buyer, to help them gain a competitive edge by providing parts that meet the buyer’s expectation.

Using the established system of parts grading is a means of improving communication between the auto recycler and the customer base made up of collision repairers, mechanics and insurance companies. If customers can not decipher the grading of a part because it is made up of subject terms or ambiguous language then they will turn to another parts provider or end up returning the part for re-stocking due to disappointment in the quality.



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