

Paramount Centre Collision

Why Insist On Original Equipment Collision Parts

Paramount Centre asks that you carefully consider the use of Original Equipment Manufacturer (OEM) collision replacement parts for collision repair. Choosing OEM collision replacement parts offers you the following advantages:

Fit

Before assembly, it can be hard to tell the difference between OEM and non-OEM collision parts. However, upon installation there may be a noticeable difference in the way they fit. Non-OE collision parts may leave unsightly gaps between body panels, a sure sign of a collision repair that may detract from your car's value.

Conversely, a gap that is too small may allow body panels to rub together under certain conditions, possibly compromising paint adhesion and promoting unsightly and damaging rust spots. OEM collision parts from your vehicle's manufacturer—sold exclusively through new-vehicle dealers—are designed to fit properly, providing consistent and uniform space between body panels.

Finish

In general, "finish" refers to what the paint job looks like. OEM collision replacement parts are treated with a special primer process, which helps resist corrosion and promote paint adhesion.

Design

OEM collision parts, both those that came on the car originally, and replacement parts, are designed with safety in mind. Many parts, including hoods and fenders, are designed with crush zones, allowing the part to bend and crumple like an accordion, thereby absorbing the energy of an impact, rather than transmitting it to the cabin—and the occupants.

Quality

The same quality that went into building your car goes into OEM collision replacement parts, from the way the part was designed to the material used to make it.

Safety

Nobody wants to think about being in one accident—let alone two. OEM collision parts—in accordance with vehicle manufacturer repair processes—are the only parts proven during vehicle development to deliver the intended level of protection as a whole system.

Structural Integrity

All body components contribute to the structural integrity of the vehicle. Even items like windshields, side glass and doors can help a vehicle to maintain its structural integrity in a collision or roll-over situation. Original Equipment collision replacement parts are proven during the vehicle development process to deliver the intended level of protection as a whole system.

One way to know for sure you are getting this level of protection is to use OEM collision replacement parts that are installed following the manufacturer's recommended procedures. Using them also ensures your new-vehicle warranty remains intact.

Resale Value

Use of OEM collision replacement parts will help keep your car looking new while you own it and help maintain its value at time of trade-in or re-sale. Parts that fit well, sell well.

Take an active role in the repair of your vehicle. Insist on Original Equipment collision replacement parts for safety, durability, appearance and performance.

Part Type Definitions

Today's vehicles are complex, sophisticated and technologically advanced. A multitude of systems must work together to provide an enjoyable and safe driving experience. This includes your vehicle's sheet metal, bumpers, and safety-related items, such as airbags, and the sensors that trigger airbag deployment.

Many consumers may be aware of the existence of non-OEM (non-original equipment manufacturer) mechanical parts sold at traditional, highly visible and highly advertised auto parts stores. But most consumers are totally unaware of the existence of alternative collision repair parts (also called "crash parts").

Sometimes, insurance companies will specify the use of these alternative parts (non-OEM) to repair your vehicle as a cost-saving measure. The following is offered to help you better understand the terminology of collision repair parts and some of the ramifications of their use.

Original Equipment Manufacturer (OEM) Collision Parts:

Sometimes called "OEM Part" on the estimate, OEM collision parts are designed by your vehicle manufacturer and are produced to the same specifications and tolerances as the parts on the vehicle when it was manufactured. These parts meet stringent requirements for fit, finish, structural integrity, corrosion protection and dent resistance. They are the only parts proven during vehicle development to deliver the intended level of protection as a whole system. The only way to know for sure you are getting collision repair parts just like the original parts on your vehicle is to use your vehicle's OEM collision replacement parts. No other parts meet this level of testing. Using them also ensures your new-vehicle warranty remains intact.

Aftermarket:

Aftermarket collision parts—also referred to as "non-OEM parts," "imitation parts" or "copy parts"—are parts produced and supplied by companies other than the original equipment (OE) manufacturer; in other words, non-OEM collision parts.

Aftermarket collision parts—including but not limited to sheet metal, bumper components, and lamps—may offer a price-based alternative, but may not be made of the same material or to the same tolerances and specifications as Original Equipment collision replacement parts. As a result, some new aftermarket collision parts may not be of the same quality or have the same performance characteristics as OEM collision parts.

Some aftermarket companies may offer a lifetime warranty, but that alone does not make them equivalent to Original Equipment collision replacement parts in terms of quality and performance. Damage to your vehicle or its parts caused by the failure of new aftermarket collision parts may not be covered by your new-vehicle warranty.

Aftermarket collision parts are often referred to on your estimate with these names or abbreviations:

A/M Aftermarket / Automotive replacement parts

QRP Quality Replacement Parts

CP Competitive Parts

LKQ (Like Kind and Quality):

In the collision repair industry, this term has come to mean parts salvaged from a vehicle that was previously deemed a total loss. These parts can be found in a salvage yard and are also commonly called "**salvage**" parts. This category commonly includes large body assemblies such as complete bumper assemblies, doors or complete front ends, severed from the original vehicle from the windshield forward.

While LKQ parts may offer a lower-priced alternative, the parts used from the salvage vehicle may have already been replaced with aftermarket collision parts, or may be structurally compromised as a result of the collision. Other potential factors affecting the quality of these parts from donor vehicles may include:

- Unsuitable storage resulting in exposure to the elements
- Hidden damage
- Removal technique
- Water damage, such as a vehicle that has been submerged in a body of water, sustained flood damage, or been subject to water as a result of extinguishing a fire, which could have severe consequences for electrical parts
- Exposure to the high heat generated from a vehicle fire, which could alter the molecular composition of high-strength steel used in many vehicles, possibly changing its safety characteristics

Any of these potential unknown impacts on the salvage parts could compromise the safety or performance of the vehicle on which they're used.

Damage to your vehicle or its parts caused by the failure of salvage parts may not be covered by your new-vehicle warranty.

Note: The industry term "LKQ" is not to be confused with a company by the same name that offers salvage and aftermarket parts.

Reconditioned:

In the collision repair world, reconditioned generally means parts removed from an existing vehicle that are repaired and/or refinished, such as bumper covers, wheels or lamps. Damage to your vehicle or its parts caused by the failure of reconditioned parts may not be covered by your new-vehicle warranty.

Counterfeit:

Counterfeit parts are parts that may be similar in physical appearance to OEM collision parts, but are different internally in such a manner that may not be detectable to the average person or even a trained technician. These parts are falsely branded as if made by an OEM and often sold by unscrupulous distributors trying to pass them off as coming from the OE manufacturer.

A prime example is counterfeit airbags sold at a fraction of the cost of the OEM airbags. If you are never involved in a subsequent collision, you may never know that a counterfeit airbag was installed in your vehicle. However, if you are in a subsequent collision, and the airbag deploys incorrectly, or does not deploy at all, driver and passengers could be severely harmed.