

INFORMATION SHEET



FREQUENTLY ASKED QUESTIONS

MARKETING TARGET PARTS

SHOULD I SELL BARE OR DRESSED TARGET PARTS?

A **BARE** part is one that is supplied on the same basis as new original equipment by a dealer e.g., a door shell only with all non-shell components removed (e.g., glass, rubber, rubbing strips, locks, wiring etc.) or an engine as a block-head-ump without its starter motor, alternator, turbo charger etc.

A **DRESSED** part is one that includes some or all ancillary components (e.g., a door plus its glass, window regulator, motor, lock, handles, mouldings, trims, speaker etc.).

Business-to-business (B2B) and business-to-customer (B2C) buyers will have different requirements.

B2B: Most professional bodyshops require bare parts, as they will typically re-spray any part and re-use their customers' original ancillary components. Stripping out

any unwanted components is both time consuming for the bodyshop and costly; it also means that vehicle recyclers effectively give away the component part(s), which they may be able to sell separately. If body shops require additional parts, they will order them, and they can be invoiced accordingly.

B2C: Most domestic customers will generally require dressed parts, so that they can easily swap them with their old damaged or worn parts.

The key is to accurately describe what is being offered for sale, what is included and has been tested, and what has not) so the customer's expectations are met. This means ensuring that the part is accurately graded, described and photographed.

WHAT ARE THE MINIMUM WARRANTY REQUIREMENTS?

The standard specifies that there should be a minimum warranty of:

- **Twelve months** for non-mechanical and non-electrical target parts such as external body panels; and
- **Three months** for all other parts, including mechanical, electrical, batteries and high voltage components.

This is to bring it in line with the standard warranty on

new original equipment parts, against which we are competing. The warranty on a body panel relates to an inherent fault in the manufactured structure, such as corrosion (caused, for example, by substandard corrosion protection or welding faults); however, it does not extend to wear and tear of the part during use after it has been fitted. So, any stone chips or cracks caused by the owner during normal vehicle use would not be a warranty issue. If there was an issue with painting, this would be the responsibility of the repairer, not the recycler.

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WHY ARE WARRANTIES LONGER THAN THE CURRENT INDUSTRY STANDARD?

The aim of the standard and certification scheme is to improve the reputation of the vehicle recycling sector as a whole and to develop new market opportunities where quality is just as important as cost.

Professional bodyshops and garages buying from certified vehicle recyclers will need assurance that the parts they purchase are of a sufficiently high quality for their

customers. With some insurance companies now offering owner lifetime warranties (i.e. as long as the current owner retains the vehicle) on accident repairs, the success of using reclaimed vehicle parts by this sector will largely depend upon quality: this means supplying quality parts and delivering a quality service.

DO I NEED TO SELL THROUGH eBay TO BE CERTIFIED?

NO, certification to the standard is open to all end-of-life vehicle recyclers operating at an authorised treatment facility (ATF) and located in the UK and/or the Republic of Ireland.

The VRA standard and certification scheme is independent of eBay and any other online marketplaces or companies.

eBay is using the certification scheme as an indicator of the quality of a reclaimed parts seller, as a minimum access requirement to their B2B portal. This is because certified recyclers operate to high standards, have very high satisfaction feedback and cause the fewest problems for buyers. This is one of the advantages of being certified.

**FURTHER INFORMATION IS
AVAILABLE ON THE VRAC
WEBSITE**

**WWW.VRACERTIFICATION.ORG.UK/
INFORMATION**

