



THE INDUSTRY LEADER SINCE 1993

**THE MORE YOU LEARN...THE MORE YOU'LL EARN**

- Paintless Dent Repair
  - Auto Detailing
  - Interior Repair
  - Windshield Repair
    - Paint Repair
  - Alloy Wheel Repair
    - Odor Removal
  - Headlight Renewal

**www.DingKing.com**  
**1-800-304-3464**

**International: 1-714-754-0070 • Fax: 1-714-754-0080**

# Paintless Dent Repair Tools & Training



*Certified  
Training  
Institute*

THE INDUSTRY LEADER SINCE 1993

**LEARN TO EARN  
&  
Unleash Your  
Financial Potential**



I would like to introduce you to The Ding King opportunity and describe for you our commitment to your success.

Our entire company is dedicated to assisting you every step of the way. From providing quality hands-on state-licensed training, to business development assistance and state-of-the-art equipment.

Since 1993, we have assisted entrepreneurs like yourself to start their own successful automotive appearance repair businesses. Let our experience be the platform for your success, from operating retail reconditioning facilities to servicing auto dealerships.

Training for a career in the automotive appearance repair business is exciting and rewarding. You'll learn hands-on from seasoned professionals, in the classroom and in the shop.

And you'll be included as a preferred vendor in our Nationwide Retail Referral program! Another way Ding King helps you grow your business.

Sincerely,

*Todd Sudeck*

Todd Sudeck  
President  
The Ding King Training Institute, Inc.

## LEARN TO EARN & Unleash Your Financial Potential

- **BE YOUR OWN BOSS**
- **CONTROL YOUR FUTURE**
- **ENJOY YOUR CAREER**
- **ENJOY MORE FREEDOM**
- **ENJOY MORE FAMILY TIME**
- **EARN WHAT YOU DESERVE**
- **NO FRANCHISE FEES**
- **NO ROYALTIES**

**Comprehensive  
Business  
Development**

## As a Graduate of **The Ding King** You'll be Enrolled in Our **Nationwide Retail Referral Network**

### Another Way Ding King Helps You To Grow Your Business

**Ding King Express**  
Estimates Today. Service Tomorrow.<sup>™</sup>

**Your One-Stop-Shop For All Your Automotive Repair Needs**

**It's As Easy As 1,2,3...**

- Select Services Desired**  
By Checking the Boxes Below.
- Answer A Few Basic Questions**  
By Completing Our Simple Online Form.
- Get Connected to Local Automotive Pros**  
Free Estimates. Low Prices. Quality Service.

**Most Requested Services:**

- Paintless Dent Repair**
  - Big Dents
  - Door Dings
  - Hail Damage
- Bumper Repair**
  - Scuffs
  - Scrapes
  - Gouges
- Wheel & Rim Repair**
  - Curb Rash
  - Nicks & Dings
  - Scuffs & Scrapes
- Windshield Repair**
  - Chips
  - Star Breaks
  - Cracks
- Auto Detailing**
  - Surface Scratches
  - Paint Polishing
  - Complete Detailing

**Select Additional Services:**

Interior of Vehicle	Exterior of Vehicle
<input type="checkbox"/> Carpet Dyeing	<input type="checkbox"/> Auto Body & Paint Repair
<input type="checkbox"/> Cigarette Burns	<input type="checkbox"/> Auto Detailing
<input type="checkbox"/> Dashboard Damage	<input type="checkbox"/> Clear Bra Protection
<input type="checkbox"/> Fabric & Cloth Repair	<input type="checkbox"/> Hail Damage
<input type="checkbox"/> Headliners	<input type="checkbox"/> Mobile Car Wash
<input type="checkbox"/> Interior Detail	<input type="checkbox"/> Paint Chips & Scratches
<input type="checkbox"/> Leather Repair	<input type="checkbox"/> Paintless Dent Repair
<input type="checkbox"/> Odor Removal	<input type="checkbox"/> Scuffed Bumper Repair
<input type="checkbox"/> Plastic Scrape Damage	<input type="checkbox"/> Wheel & Rim Repair
<input type="checkbox"/> Stain Removal	<input type="checkbox"/> Window Tint
<input type="checkbox"/> Vinyl Repair	<input type="checkbox"/> Windshield Repair
<input type="checkbox"/> Steering Wheels	<input type="checkbox"/> Windshield Replacement

**We're Looking For THE BEST PROS! Are You One of Them?**  
Auto Pros Join Here

**Certified  
Training  
Institute**

# The Automotive Appearance Industry



## There's **No Such Thing** As A Car **Without** A Ding



Typical door ding and repaired area after 10 minutes of repair time.

The next time you're in a parking lot, look around and notice all of the different types of damage that cars attract. Millions of cars and trucks have some form of minor cosmetic damage: scuffed bumpers, paint chips, dings, dents or hail, windshield damage, a cracked dashboard, curb damaged wheels or a car in need of a professional detail—Ding King can help you to repair them all.



Ding King offers educational programs offer comprehensive tool and equipment packages that come with a 100% Lifetime Guarantee. As a world leader in minor cosmetic damage repair training, students can elect to provide one service to their customer base, or multiple services. The rewards of a niche-focus or offering several services to retail and wholesale clientele are immeasurable.

The recent popularity of leases means that hundreds of thousands of vehicles returned at the lease's end show signs of "excessive wear and tear." This is great news for the Automotive Appearance Specialist!

And with The Ding King's new "TOTAL RECON Programs," business owners come away with everything needed to capture this business. Which underscores The Ding King mission: It's all about win-win!

### Potential Customers

Equally important as receiving proper training and quality equipment is learning the most effective tools for developing your customer base and increasing sales. The Ding King has practiced the same marketing concepts as we present to you in our Business and Marketing Courses. These concepts really do work! We grew from a "one man in a van" to employing over 250 full time auto appearance technicians servicing over 450 dealership accounts and operating a chain of retail service centers.

Our goal is to share our marketing strategies with you and help you grow and prosper by operating your own successful auto appearance business. We can't promise instant riches, of course—there really is no easy money. But if you follow the basic concepts we'll teach you, you'll be successful in growing your business.



### Retail Customers

Some of the most popular methods for developing the retail business are done via print advertising, yellow page ads, direct mail, cable television and vehicle lettering. The least expensive and often the most effective method is "word of mouth"; referrals from satisfied customers.

Over the years, we've found that our business has grown exponentially because a satisfied retail client will tell ten of their friends about how happy they were. This will turn into a tremendous resource for repeat and referral work down the road.

Retail Customers can include:

- Detail Shops
- Car Washes
- Limousine Companies
- Insurance Companies
- Office Buildings
- Parking Lots
- Fleet Accounts
- On any Road or Highway



### Wholesale Customers

The most efficient and successful ways to generate wholesale customers is by face to face interaction.

Wholesale Customers can include:

- Used Car Dealers
- Automotive Wholesalers
- Body Shops
- Rental Car Companies
- Auto Auctions
- Government Agencies





# 10 Services To Help You Capture More Revenue Per Ticket

The Ding King's TOTAL RECON Packages consist of the most sought after services available in the industry. They have been designed for you to take advantage of the fastest growing segment of the Automotive Appearance Repair Industry: The "Certified Pre-Owned Market" (used cars).

Dealers across the country currently generate a majority of profits from used car sales. Transforming their cars into "like-new" condition is necessary in order to be designated a "Certified Used Vehicle Dealer."

Used car managers rely on many different vendors to perform a variety of appearance repair services. By eliminating these multiple vendors and working with one TOTAL RECON specialist, dealerships would save a tremendous amount of time and money.

While there are a number of individuals across the country providing just one repair service to their customers, the financial rewards of the TOTAL RECON service package is compelling.

- One Phone Call
- One Vendor
- Multiple Services
- More Profits for You

**This Is What We Call A Win-Win!**

Potential Customers Include:

- Used Car Dealerships
- Auto Auctions
- Rental Car Companies
- Body Shops
- Detail Companies
- Expanding Retail Market



**Retail Average Ticket:**

**\$875**

This represents a fraction of what a dealer would charge the customer upon lease return. Offering this package will save your customers hundreds of dollars.

**Wholesale Average Ticket:**

**\$510**

Used car dealers currently "sub-out" all these services and spend a lot of money. Capture their business and save them money by creating a specially priced package.



# Paintless Dent Repair Overview



Over the shoulder, hands-on training on a variety of vehicles.

## Personal Instruction

The Ding King offers PDR classroom instruction as well as highly personalized hands-on training working on stationary hoods, cars and trucks. Class sizes are small and highly personal to teach you the most in the shortest period of time. As with all Ding King training classes, students will learn to repair a variety of damage.



## How PDR Works

Paintless Dent Repair (PDR) is the "art" of removing dents and dings from automobile sheet metal with the use of specially designed tools. By gaining access to the inside skin of the metal, gentle pressure is applied until the dent is removed. Because PDR works from behind the vehicle's damage, no sanding, painting or body fillers are required. When repairs are completed, there should be no evidence a dent was ever there.



## Exclusive Process

The Ding King approach to training paintless dent repair is hands-on and utilizes "proprietary processes." Whether a student prefers learning by the Pressure and Release Process (PARP) or the Drag and Push Process (DAPP), Ding King instructors adapt to each student's comfort. The Ding King utilizes proprietary methods for accessing dents without having to drill. The NO-DRILLING process, exclusive to Ding King, offers a "leg-up" on your competition.



Large creased dent and repaired area after 40 minutes of repair time.

## Structured Curriculum

The Ding King Training Institute teaches students step-by-step how to remove small dents on top and side panels, and how to tackle more elaborate repairs such as hail damage, large dents and vertical and horizontal crease dents. In addition, students learn advanced techniques for removing more complex damage on all areas of the vehicle, both foreign and domestic. Tool selection, access, brace configurations and the inner workings of side panels are taught in great detail. An important part of the program is for you to be fully comfortable using all the tools and understanding how to use both the dent light and portable dent board so that you have the confidence required.

Graduates of The Ding King Training Institute get an education from qualified instructors as well as a company that drives industry standards.

## Hail Repair

The Ding King will teach you all the details associated with becoming a Hail Repair Specialist. We've trained hundreds of technicians who have gone on to become highly skilled professionals working at all levels of the industry. At The Ding King, you'll learn everything required to become a quality PDR technician.



Learn to drop headliners to access hail damage.

## Insurance Approved

Every year, all around the world, intense hail storms occur, leaving vehicles with quarter size to golf ball sized dents on all panels of the car. As a result, insurance companies worldwide have determined that Paintless Dent Repair is not only a "Viable Alternative" to traditional auto body repair; it is the "Preferred Method" of repair.



A handful of hail, and an orange golf ball.

## Topics Taught

- Explanation & Demonstration of Basic & Advanced Dent Repair
- Pressure and Release Process (PARP) Demonstration and Practice Exercises
- Drag and Push Process (DAPP) Demonstration and Practice Exercises
- How to Properly Position and Read the Dent Light
- Tool Location Exercises
- Dent Hammer & Tap Down Use
- Accuracy Exercises
- Crown Removal
- Smile Dents
- Large Dents
- Creased Dents
- Hail Damage
- Side Panels
- Door Dings
- Bracing and Air Bags
- Vehicle Access Points
- Use of Dent Glue Pullers



Technician using Dent Board while removing a dent.



Dent Glue Puller in action.



Double dent before



Double dent half way removed



Repaired area after 15 minutes



# SMART Paint Repair Training & Equipment

Waterborne  
Paint

VOC  
Compliant



Environmentally  
Friendly

AQMD  
Legal

## SMART Paint Repair System

Scratches, stone chips and other types of small paint damage are a common annoyance for owners of new or expensive cars. These little annoyances can mean added revenue and profits for you.

How many times have you seen a vehicle where the bumper is scuffed or has some type of paint damage? Did you know that each scuffed bumper can generate up to \$250 in revenue with less than ten dollars in product cost?

In the past, small damage that occurred to your customer's cars was often more trouble for them to repair than it was worth. Most customers were not willing to pay the cost or take the time required by body shops.

But now, those small repair jobs can mean profit for your business. The Ding King SMART Paint Repair System allows you to offer fast, dependable repairs at a reasonable cost. Our innovative



Blending a scuffed bumper can take less than 1 hour to repair.

system allows you to make small repairs without the need to clear coat an entire panel. All of this adds up to real added value for your customers. And a real profit opportunity for you.

Our Paint Repair System is easy to use, simple to mix and deliver fast-drying high-performance finishes, making every job look like new. This includes spot, panel and overall touch up repairs to solid, metallic and pearlescent automotive finishes.

Learn to repair:

- Scuffs
- Scratches
- Scrapes
- Rust
- Chips
- Damaged Bumpers



Laptop  
Included



## For All Climates

The Ding King SMART System allows for complete paint restoration and repairs ranging from simple paint chip and scratch repair to complete panel re-spraying and bumper repair. Repairs are completed quickly and are kept to the damaged area only, allowing you to complete more work in less time. The results are not only faster repairs, but more profit in your pocket. Our SMART Repair System allows you to professionally repair all types of damage, regardless of your climate condition; hot or cold weather...we will customize your chemical and equipment package to accommodate your specific needs. Additionally, all Ding King SMART Paint Repair System is AQMD Legal and utilizes only VOC Compliant paint chemicals. Besides being environmentally friendly, it allows you to produce finished repairs that will surpass your most finicky customer.

## Fast

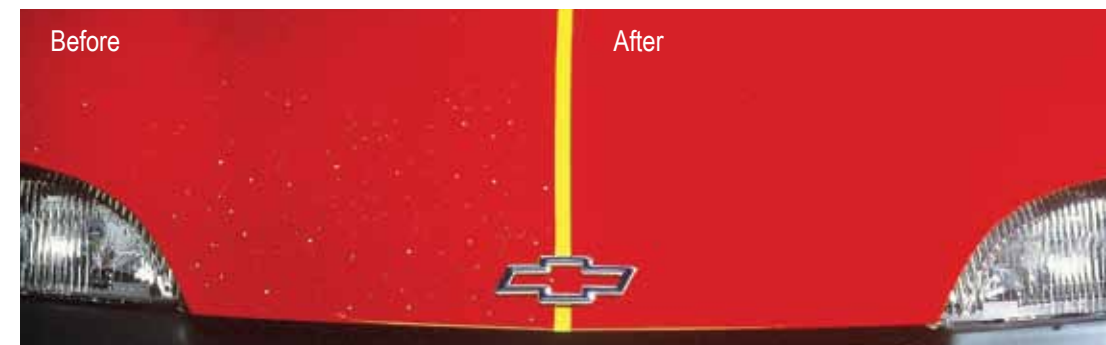
The biggest headache with getting a car repaired is usually just finding the time to get it done. The Ding King's SMART Repair System makes it extremely convenient for you to repair minor paint damage. In fact, you'll be able to complete most repairs in less than two hours, start to finish.

## Affordable

Our paint technology makes it possible to blend the paint in the area surrounding the damage without having to refinish the entire panel. That coupled with some cool new tools, means less time and material is needed to repair the small damage—and it means you can charge your customers less than what traditional body shops would charge, earning more retail and insurance business.

## High Quality

In addition to saving your customers time and money, you'll be able to back all your repair work by our Lifetime Warranty. Our professional paint instructors have completed extensive training and are experts in using SMART technology. Our training, combined with the World's finest automotive paint, assures you of a quality training program and repair system. It will deliver a quality finish that is quick, affordable, permanent—and covered by a Lifetime Guarantee.



## Topics Taught

- Paint Chips
- Key Scratches
- Euro Blackout
- Bumper Scuffs
- Rust Repair
- Paint Swirls
- Dents
- Chipped Door Edges
- Clear Coat Damage
- Color Matching
- Mixing of Paint
- Proper Preparation
- Spray Gun Techniques
- Paint Polishing
- Spot Blending
- Chemical Reduction
- Curing Process
- Back Taping
- Filler Applications
- Sanding Steps
- Safety



Comprehensive  
Business  
Development

# Alloy Wheel Repair Training and Equipment



## Alloy Wheel Repair

Scuffed, scraped and dinged wheels detract from the appearance and value of automobiles. The Ding King has developed its BRAND NEW proprietary Alloy Wheel Refinishing System utilizing state-of-the-art technology which will allow you to repair wheels in less than thirty minutes, with the wheel on the car.

Our wheel refinishing system is easy to learn and allows for quality repairs that any automobile repair business pro can be proud to guarantee. The Ding King Wheel Refinishing System is comprehensive and complete and includes everything needed to start business "day one." Training for this system takes two days and includes a thorough reference manual detailing the repair for all types of damage.

Whether you're looking to add this new profit center onto your existing business or you're interested in starting an entirely new fixed wheel repair business, you'll find our system to be an

excellent addition. Bottom line, our system will allow you and your business to capture more profit per vehicle serviced.

Customers are absolutely "blown away" when they learn that their wheels can be brought back to "like-new" condition. The benefits associated with the business are tremendous! Not only will your customers appreciate the cost savings over wheel replacement, they'll love the enhanced appearance it will provide to their car.



Our repair system will allow you to repair a variety of damage.

Scraped curb rashed wheel before and after 30 minutes of repair time.

## Features and Benefits

- Easy To Learn
- Fast and Permanent
- Inexpensive to Repair
- Performed with Wheels on the Vehicle

## Package Includes

- 2 Days of Hands-on Instruction Working on "Wheel after Wheel"
- Comprehensive Step-By-Step Reference Manual
- Complete Equipment Package
- Full Stock of Supplies

## Typical Customers

- Used Car Dealers
- Rental Car Agencies
- Retail Car Owners
- Insurance Companies
- Fleet Accounts
- Tire Shops
- General Auto Repair Shops
- Automotive Detail Shops

## Topics Taught

- Curb Rash
- Small Nicks and Dings
- Scuffs and Scrapes
- Corrosion and Color Fade
- Gouges
- Custom Colors
- Blending
- Clear Coating
- Personal Safety



Learn hands-on techniques for refinishing and customizing all types of wheels. Custom colors are becoming a great source of business.



Another example of curb rash after 20 minutes of repair time.







## Interior Repair

The Ding King's Interior Repair System is the most comprehensive and thorough package available. In fact, each component of the system fits into a custom carrying case projecting a professional image. Everything needed to repair and refinish interior damage is included: vinyl, leather, velour, interior and exterior plastics, urethane bumpers and Euro blackout on exterior trim.

An Auto Match Pigment Toner Set also comes with forty-five of the most common interior trim colors. This toner set allows for matching any interior or exterior trim without the need to take the time to mix and match each color.

Whether the damage is to a dashboard, armrest, seat, headliner, headrest, or door panel, Ding King's Interior Repair System allows for consistent and quality repairs every time.

Streamlined, top-quality, seamless and easy-to-use all because The Ding King knows what every successful businessperson knows: Time is money!

## Topics Taught

- Velour, Leather, Vinyl and Plastic
- Cigarette Burns
- Scuffs in Plastic Trim
- Tears in Leather and Cloth
- Headliners
- Visors
- Carpet Renewal



Cigarette burns before and after 15 minutes of work.



Hands-on supervised training.



## Windshield Repair

The Windshield Repair industry grosses hundreds of millions of dollars per year. Whether looking for a full-time career, or a part-time revenue generator, The Ding King repair system is the highest quality, with training that is thorough and professional.

The Ding King mounting bridge and injector assembly allows the trapped air to evacuate and forces a specially formulated liquid resin into the small air pocket. When cured with an ultra-violet light, the resin bonds the chipped glass particles to one another. End result: a structurally repaired windshield.



## Certified Auto Detail Training

The Ding King Training Institute teaches Auto Detailing the only way it knows how, "With Attention to Detail".

Your Ding King instructor is a Auto Detailing Expert. Our knowledge and proven techniques for teaching car detailing, along with the highest quality polishes and detailing equipment, will give you the competitive edge needed to achieve the success you desire.



### 5-Day Detail Program

- The Steps of a Professional Auto Detail
- Identifying All Types of Paint Flaws
- Corrective Action Techniques
- Description of Proper Chemical Usage: Interior & Exterior
- Review Marketing & Business Promotion Strategies
- Generating Retail & Wholesale Customers
- Proper Bidding & Estimating
- Up-selling and Cross-selling Additional Services
- Managing Chemical Costs



### 2-Day Detail Weekend Workshop

Ding King also offers exclusively at our California campus our 2-Day Detail Workshop for students seeking to learn all about Auto Detailing. This class is reserved for no more than 5 students and is offered monthly. This course is hands-on and will cover all the topics in our 5-Day course with special attention being focused on your specific areas of interest.

## Chip King Paint Mixing System

This system allows you to touch-up and repair paint chips and scratches using several different application methods depending upon the type of damage you're repairing. It includes all the chemicals and hardware necessary for you to repair a variety of damage and also includes a laptop computer, our Color Match Software and our proprietary wipe-on, wipe-off chemical package for "blob-free" finishes.

In today's environment, the best competitive edge is to provide the highest quality repairs. Equip yourself with the newest technology and deliver unparalleled quality.

- |                      |                      |                                 |
|----------------------|----------------------|---------------------------------|
| Learn to Correct     | Training Includes    |                                 |
| • Paint Chips        | • Color Matching     | • How to Achieve a Shiny Result |
| • Small Scratches    | • Proper Application | • Safety / Clean Up             |
| • Chipped Door Edges |                      |                                 |



## Odor Removal

Completely eliminate a wide variety of unwanted odors using The Ding King's Thermal Fogging System. Featuring a true odor oxidizing agent, Thermo 55®, the system features a highly concentrated, heat-activated formula designed to remove smoke odors caused by tobacco and fire damage. The system also eliminates pet odors, moldiness and a variety of other annoying smells and requires but one ounce to treat 1,000 cubic feet.



## Paint Polishing

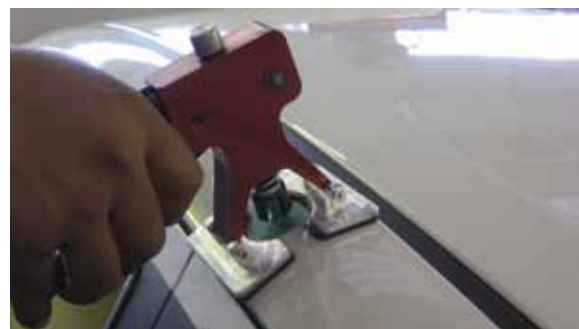
The Ding King Paint Polish Package complements SMART Paint Repair and includes a high speed polisher and all of the necessary polishes and materials for removing:

- Surface Scratches
- Oxidation
- Swirl Marks
- Overspray
- Paint Flaws



## Dent Glue Puller

The Ding King has three different types of Dent Glue Pullers; the bridge, the slide hammer, and the hand lifter. All have their advantages for removing dents in difficult to access areas and are excellent for removing hail dents. When used in conjunction with traditional PDR, they provide greater versatility for removing big and small damage.



## Headlight Renewal

Our Headlight Renewal Package will permanently remove yellow discoloration from any headlight. In fact, it produces excellent results for cleaning and polishing the outside surface of the lens, eliminating any dullness or foggy appearance. Repairs are fast and easy to complete, and will greatly enhance the value and appearance of any vehicle.

Features and Benefits:

- It's easy to use
- Less than 10 minutes per repair
- Repairs cost less than a dollar
- Very little training required
- Increases resale value
- Enhances appearance
- Eliminates costly replacement
- Improves safety by allowing greater light emission



Repairs are completed in less than 15 min.

## Affordable Financing Options

### Career Training Loans

We offer low-interest loans for training and equipment through a variety of lenders. Credit decisions are available within 5 business days. You are under no obligation by submitting your application with Ding King. You can apply for a Career Training Loan online at [www.DingKing.com](http://www.DingKing.com)

### Equipment Leasing

An alternative to career training loans is equipment leasing. We have several leasing plans available to meet your specific financial needs and business goals.

### Credit Cards

The most popular financing option is the purchase through the use of credit cards. The benefits include low initial interest rates set for a specific time period as well as no pre-payment penalties. We accept the following:



## Retail & Wholesale

## National Pricing Guide

Comprehensive Business Development

### Paintless Dent Repair

Retail Charge:	\$125
Wholesale Charge:	\$50
Cost of Material:	\$0
Average Repair Time:	10-30 min.

### Alloy Wheel Repair

Retail Charge:	\$150
Wholesale Charge:	\$60
Cost of Material:	\$5
Average Repair Time:	30 min.

### Scuffed Bumper Repair

Retail Charge:	\$350
Wholesale Charge:	\$125
Cost of Material:	\$10
Average Repair Time:	45-90 min.

### Windshield Repair

Retail Charge:	\$55
Wholesale Charge:	\$35
Cost of Material:	\$1
Average Repair Time:	20 min.

### Paint Chip Repair

Retail Charge:	\$75
Wholesale Charge:	\$50
Cost of Material:	\$2
Average Repair Time:	15 min.

### Odor Removal

Retail Charge:	\$50
Wholesale Charge:	\$30
Cost of Material:	\$1
Average Repair Time:	10 min.

### Interior Repair

Retail Charge:	\$85
Wholesale Charge:	\$45
Cost of Material:	\$3
Average Repair Time:	30 min.

### Paint Polishing

Retail Charge:	\$75
Wholesale Charge:	\$50
Cost of Material:	\$3
Average Repair Time:	30 min.

### Carpet Dyeing

Retail Charge:	\$60
Wholesale Charge:	\$40
Cost of Material:	\$3
Average Repair Time:	30 min.

### Headlight Renewal

Retail Charge:	\$55
Wholesale Charge:	\$35
Cost of Material:	\$2
Average Repair Time:	15 min.