

# Auto Appearance Experts

Training • Certification • Equipment • Supplies



THE WORLD LEADER SINCE 1993

Celebrating 30 Years of Successful Graduates

GET TRAINED. GET CERTIFIED.™

[www.TheDingKing.com](http://www.TheDingKing.com)

1-800-304-3464



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Licensed to Operate a  
Training Institute  
BPPE# 3013591



Licensed to Operate a  
Training Institute  
#S5725

## WE HAVE CUSTOMIZED TRAINING PROGRAMS FOR:

- Auto Dealerships
- Body Shops
- Car Wash & Detailers
- Entrepreneurs
- Vocational Rehab Clients
- Career Technical Education
- Veterans

**“LET OUR 30 YEARS OF EXPERIENCE BE THE PLATFORM FOR YOUR SUCCESS!”**



**Hablamos Español**



## MESSAGE FROM THE PRESIDENT

Thank you for taking the time to learn more about The Ding King Training institute!

Since 1993, we've operated retail repair facilities, serviced hundreds of auto dealers and have worked with all major insurance companies for the repair of thousands of hail damaged vehicles.

Our team of Ding King instructors are "Certified" experts who are eager to teach you everything you need to learn to hit the ground running.

Your success is what matters most to everyone at The Ding King! We're dedicated to providing you with the highest quality hands-on training and equipment packages to insure that success.

We have several state-of-the-art training centers located across the United States to help you accomplish your business goals and objectives.

We look forward to having our 30 years of experience be the platform for your success!

Sincerely,

A handwritten signature in black ink that reads 'Todd Sudeck'.

Todd Sudeck  
President

# DING KING IS LICENSED TO OPERATE A TRAINING INSTITUTE



## OUR PROMISE TO YOU

For the past 30 years, The Ding King Training Institute has been committed to providing each and every customer with high quality training. Our instructors are certified experts, knowledgeable and eager to provide you with just that. Our tool and equipment packages are state-of-the-art! Ding King manufactures all its PDR tools in the U.S.A., and are guaranteed for life. Additionally, all training programs are fully guaranteed and we welcome you to join us for advance workshops free of charge.



**QUALITY INSTRUCTION = SUCCESSFUL & HAPPY GRADUATES**

## YOUR SUCCESS IS OUR SUCCESS!

We look forward to exceeding your expectations and earning your business!

## INDUSTRY AFFILIATIONS



# DING KING HAS CAMPUS LOCATIONS ACROSS THE UNITED STATES

Choose the Location Most Convenient for You



## STATE-OF-THE-ART TRAINING CENTERS

No matter what campus location you select, you'll find our training centers to be professionally equipped, clean, organized, and designed for learning. Each Ding King training center can be conveniently driven to and for those that prefer to take a flight, all of our locations are within minutes of major airports. We also offer on site training.

# Post 9/11 GI Bill®

GI Bill® is a registered trademark of the U.S. Department of Veterans Affairs (VA). More information about education benefits offered by VA is available at the official U.S. government Web site at <https://www.benefits.va.gov/gibill>.

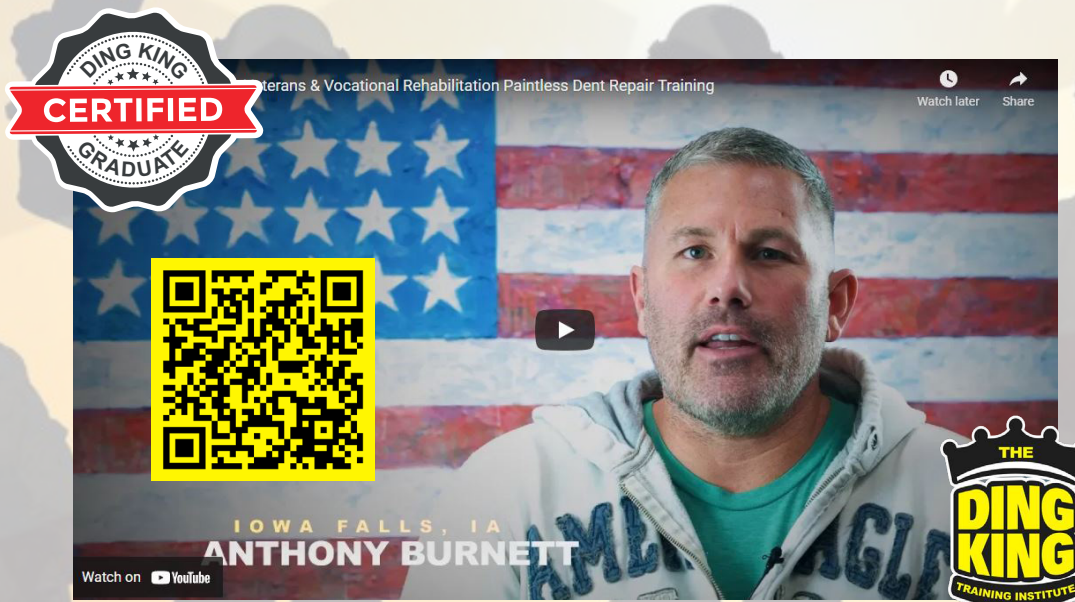
The Ding King is an Auto Appearance School Licensed to Operate and Approved by the California State Approving Agency for Veterans Education to Accept Veteran Benefits. The Ding King Training Institute will teach you how to perform one or all of the most profitable auto appearance services so you can offer your customers Total Reconditioning while becoming a One-Stop-Shop provider for complete auto Appearance repair.

## WE ACCEPT ALL CHAPTERS OF MILITARY BENEFITS

The Post 9/11 GI Bill, Veterans Readiness and Employment (VR&E) for Dependents & Survivors provides education benefits that cover a percentage of tuition and fees, depending on how long you have served in the military. Tuition and fees are paid directly to The Ding King Training Institute.

Monthly Housing Stipend: This portion of the benefit is paid directly to the veteran each month he or she is enrolled in classes. The housing stipend is based on the institution's zip code.

## Scan our QR code to visit The Ding King's Youtube



GI Bill® is a registered trademark of the U.S. Department of Veterans Affairs (VA). More information about education benefits offered by VA is available at the official U.S. government Web site at <https://www.benefits.va.gov/gibill>.

# We Help Veterans Begin A New Career

Veterans Readiness and Employment (VR&E)

## Use Your Veteran Benefits At The Ding King Training Institute



The Ding King has designed a fast paced and comprehensive training program to teach you all aspects of operating your own auto appearance business. From Auto Detailing, Paint Correction and Ceramic Coating to Paintless Dent Repair and Alloy Wheel Repair.

If you're looking to develop your skills and begin a new career in The Auto Reconditioning Industry, we are eager and excited to assist you every step of the way. Become a Ding King Certified Tech and begin your journey of owning your own small business...all with No Franchise Fees!

### Our Training Programs Feature:

- **Certification**
- **State-of-the-Art Equipment Packages**
- **Business & Marketing Programs**
- **Entrepreneur Workshops**

GI Bill® is a registered trademark of the U.S. Department of Veterans Affairs (VA). More information about education benefits offered by VA is available at the official U.S. government Web site at <https://www.benefits.va.gov/gibill>.

## Thank You For Your Service





### BIG NASTY DENTS



### BODY-LINE DAMAGE



### HAIL DAMAGE



### CREASED DENTS



### PRESSURE DENTS



## THERE'S NO SUCH THING AS A CAR WITHOUT A DING

There are millions and millions of cars and trucks on the road today that have some form of minor cosmetic damage. This is good news for those looking to cash in on 'America's Car Crazy' love affair with their cars.

- Door Dings & Hail Damage
- Scuffed Bumpers
- Chipped Paint
- Cracked Dashboards
- Curb Rashed Wheels
- Chipped Windshields
- Swirl Marked Paint

In addition to offering a variety of PDR Training Programs ranging from 1-week to 12-weeks, we also offer training programs for paint protection film, auto detailing, ceramic coating, bumper repair, wheel refinishing, windshield repair, paint chip repair and other easy to learn add-on courses.

**TRAIN WITH THE DING KING  
AND PROVIDE YOUR CUSTOMERS WITH A  
LOW-COST ALTERNATIVE TO BODY SHOPS.**





**MOST CARS & TRUCKS  
HAVE DINGS**



**RETAIL  
CUSTOMERS**



**USED  
CAR DEALERS**

## POTENTIAL CUSTOMERS

Equally important as receiving quality training and professional equipment is learning the most effective tools for generating customers. The Ding King has practiced the same marketing concepts and grew from a "one man in a van" to employing over 275 full-time auto appearance experts servicing over 450 auto dealerships and operating a chain of retail service centers.

Our goal is to share our marketing strategies with you and help you grow and prosper as a successful auto appearance repair business owner.



## RETAIL CUSTOMERS

The most effective way to generate retail customers is by having a professional website rank on the first page of Google. You can use PPC marketing with a small advertising budget, but the least expensive and most effective method is "word of mouth", referrals from satisfied customers.

### Retail Customers Can Include:

- Detail Shops
- Car Washes
- Insurance Companies
- Office Buildings
- Fleet Accounts
- Dealership Service Drives



## WHOLESALE CUSTOMERS

Used car dealers are an excellent source for wholesale work. In order to sell used cars and have them front line ready, they need to be looking good. That's where you come in.

The most successful ways to generate wholesale customers is by stopping in regularly, reminding them of your services and commitment to quality customer care. Offer to repair a car for free...nobody turns down free work!

### Wholesale Customers Include:

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

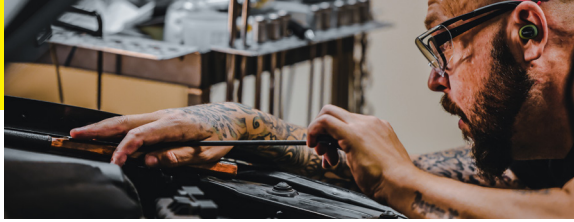


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# PAINTLESS DENT REPAIR TRAINING



## HOW PDR WORKS

Paintless Dent Repair (PDR) is the “art” of removing dents and dings from automobile sheet metal and aluminum 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.



## PERSONAL INSTRUCTION

The Ding King offers over-the-shoulder instruction in English and Spanish. Our training is highly personalized and hands-on, working on stationary hoods and vehicles of all kinds. Class sizes are small and highly personal, to teach you the most in the shortest period of time. Students will learn to repair a variety of damage including hail, door dings and dents of all types with an emphasis on quality.



## EXCLUSIVE PROCESS

The Ding King approach to training Paintless Dent Repair is hands-on and utilizes “proprietary processes.” Ding King will teach you to access dents without having to drill holes.

Our NO-DRILLING process, exclusive to Ding King, offers a “leg-up” on your competition and will make your customers extremely happy not to be left with a bunch of drilled holes in their door jam.



## STRUCTURED CURRICULUM

Ding King will teach you step-by-step how to remove both large and small dents on top and side panels, and how to tackle more elaborate repairs such as hail damage, vertical and horizontal creases. You will learn to read the light, proper tool selection, access points, brace configurations and the inner workings of side panels. You will be fully comfortable using all the tools and understanding how to properly read the dent light so that you have the confidence required to produce quality repairs.

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



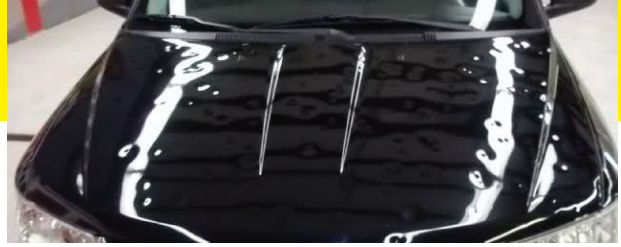
# WE OFFER 1-ON-1 PDR TRAINING PROGRAMS



## INSURANCE APPROVED

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. This has created a tremendous opportunity for those technicians desiring to cash in on the demand for quality hail repair technicians.

As a student of our PDR school, we can assist you in developing a business plan for building a PDR business working with body shops, car dealers and insurance companies. Our programs are recognized by every major insurance company across the USA.



## HAIL REPAIR

If you're looking to become a hail repair specialist, Ding King will teach you what's necessary to work with insurance companies and body shops nationwide.

We've trained hundreds of hail technicians who have gone on to become highly skilled professionals working at all levels of the industry.

We will provide you with the foundation for you to build your skill-sets to become a successful hail repair technician.

## TOPICS TAUGHT

- HOW TO READ THE DENT LIGHT
- IDENTIFYING HIGHS & LOWS
- PROPER TAPPING PROCESS
- TOOL SELECTION
- OUR EXCLUSIVE NO-DRILL PROCESS
- TECHNIQUES FOR WORKING ALUMINUM
- ACCESS OF ALL PANELS
- DOUBLE SKINNED AREAS
- MANEUVERING AROUND AIR BAGS
- HEATING OF PAINT FOR GREATER FLEXIBILITY
- GLUE PULLING FROM A-Z
- BASIC DOOR DING & DENT REMOVAL
- HAIL DAMAGE
- LARGER DEEPER DENTS
- VERTICAL & HORIZONTAL CREASES
- BODY-LINE DAMAGE
- CURVED DENTS, SMILES, CROWNS
- RIDGES & LIP BEND DAMAGE
- STRETCHED METAL DENTS
- BRACE WORK FOR HOODS, ROOFS & DECK LIDS
- CRASH BARS & SIDE IMPACT BRACING
- WET SANDING & TEXTURING
- BLENDING TECHNIQUES
- ESTIMATING DAMAGE

# PAINTLESS DENT REPAIR TRAINING

## GET TRAINED. GET CERTIFIED.



### READING DENTS

One of the single most important aspects for learning PDR is to properly "read the light". Without proper light reading techniques, it would be difficult for you to perform quality work. Our training curriculum is designed to help you achieve the proper and correct vision techniques to produce quality repairs. Your package includes a 12v LED portable dent light for working indoors or outdoors.



### TOOL SELECTION & ACCESS

Tool selection and panel access are thoroughly covered during your PDR training session. After all, if you can't access a dent, you can't repair it. All points of access are demonstrated and instructed and our tools have color coordinated handles for specific repairs making it easier to select the right tool for the task at hand.



### SMALL TRAINING CLASSES

Our training has been structured for you to learn more in less time. Classes are taught with 1-on-1 interaction or in a small group. Your training will not be conducted in a classroom, but hands-on while working on real vehicles. We will help you through challenging repairs and lead by example, providing you with a foundation to master the PDR craft.



### GLUE PULLING

Interested in mastering glue pulling? We have a 1 day Master Glue Pull Course designed to teach you everything you need to know in the greatest of detail to perform quality repairs. This is a separate course than what is taught in PDR40 and PDR80 and will dive deep into the differences of glue pull devices, adhesive glues and dent pull tabs.



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Training Institute  
BPPE# 3013591



## OUR GRADUATES ARE DING KING CERTIFIED

We have customized Certification Training Programs specific to serve all our customers needs!



### ENTREPRENEURS

- Ding King is State Approved to Operate a Training Institute
- Your Training is Hands-on with Instructors Who are True Teachers of The Art of PDR
- Our 30 Years of Experience Will Shorten Your Learning Curve
- Business & Marketing Course
- 8 Convenient School Locations
- Financing Available
- Join Our National Retail Referral Program
- Special Training Scholarships Available



### AUTO DETAILERS / BODY SHOPS

- Advanced Paint Correction Techniques
- Increase Each Invoice \$1,000 by Adding Ceramic Coating
- Every Insurance Company Requires Hail to be Repaired Utilizing Paintless Dent Repair
- Learn Push to Paint Techniques Saving You Time and Making You More Profitable
- Dent Repair for Aluminum Panels

## AUTO DEALERSHIPS

- |   |   |
|---|---|
| <ul style="list-style-type: none"> <li>• Receive a 5-Year Re-Training Guarantee</li> <li>• Eliminate Reconditioning Expenses</li> <li>• Monetize Your Service Drive</li> <li>• Increase CSI</li> <li>• F &amp; I Programs to Further Increase Sales &amp; Profits</li> <li>• Our Dealer Service Program Will Teach You How to Price Services and Compensate Your Technicians</li> <li>• Ding King Provides On-Site Training for the Following Vehicle Manufacturing Plants: Mercedes Benz, BMW, Volvo, BMW, Karma Automotive &amp; Tesla</li> </ul> | <ul style="list-style-type: none"> <li>• We Train Both Independent Dealers as well as Franchised Dealers, including: Penske Automotive Group, AutoNation, CarMax, Fletcher Jones and American Honda Motor Co., Inc.</li> <li>• On-Site Training Available at Your Dealership Location</li> <li>• Ding King has 12 RECON Services To Help You Create Additional Profits</li> <li>• On-Site Hail Catastrophe Team Programs to Repair Fleets of Vehicles</li> <li>• Dealer Twenty Group Trusted and Recommended</li> </ul> |
|---|---|

# PAINTLESS DENT REPAIR TOOLS

Unconditional Lifetime Guarantee



**Paintless Dent Repair Tools**

Proudly Made



in the U.S.A.

**FREE Shipping in the Continental US**

## 10 FACTS ABOUT DING KING PDR TOOLS

The Ding King's Tool Room is a showroom for the industry's state-of-the-art dent repair tools. Superbly stocked, The Ding King Tool Room features the next generation of newly designed tools for accessing around side-impact air bags, as well as the newest makes and models.

### The Ding King Advantage

The Ding King has partnered with the leading manufacturers of the PDR tool industry to supply you with the latest innovations in tools. Though often imitated, there are no others like The Ding King's. Available in a variety of lengths and diameters, our tools provide a wide range of flexibility and rigidity, with tips tapered and configured to allow for repair to any type of damage on any kind of vehicle.

### Glue Pulling

An important part of our PDR training course is instruction using a variety of different glue pulling tools, including slide hammers and dent lifters. You'll work with the best glue pulling tabs and glue to ensure you get the job done professionally.

1. CUSTOM DESIGNED WITH UNIQUELY SHAPED TIPS
2. QUALITY, HEAT TREATED TOOLS
3. PRECISION MADE FOR TODAY'S AND TOMORROW'S VEHICLES
4. ERGONOMICALLY DESIGNED FOR MAXIMUM EFFICIENCY
5. COLOR COORDINATED, RUBBER BAKED HANDLES
6. SCREW-ON TIP TOOLS
7. CORROSION RESISTANT - NEVER RUSTS
8. ACCESS TO ALL PANELS ON EVERY VEHICLE
9. UNCONDITIONAL LIFETIME GUARANTEE
10. **PROUDLY MADE IN THE U.S.A.**

# PDR TOOL PACKAGES

Unconditional Lifetime Guarantee

**PDR TRAINING PROGRAMS INCLUDES  
A MASTER TOOL AND ACCESSORY PACKAGE**

**PDR TOOLS  
GUARANTEED  
FOR LIFE**

**Package Includes: Tools, LED Light & Accessories**



**SCAN TO VIEW OUR  
ENTIRE LINE UP OF PROFESSIONAL PDR TOOLS**

As PDR tool technology advances, so will your tool set. Tool packages are updated regularly.  
Your actual tool package can be viewed Online and is guaranteed for life!



## Paintless Dent Repair 40

5 DAY PROGRAM - PDR40

\$7,995



## Paintless Dent Repair 80

10 DAY PROGRAM - PDR80

\$9,995



## Paintless Dent Repair 120

15 DAY PROGRAM - PDR120

\$11,995

## Paintless Dent Repair 160

20 DAY PROGRAM - PDR160

\$13,995

## Paintless Dent Repair 200

25 DAY PROGRAM - PDR200

\$15,000

## Paintless Dent Repair 480

60 DAY PROGRAM - PDR480

\$24,000

ADD-ON OUR MASTER GLUE PULL COURSE AND BECOME GLUE PULL CERTIFIED



# PDR CURRICULUM

Get Trained. Get Certified.

- Setting up The Dent Light
- Reading and Identifying Reflections
- Proper Repair Positioning
- Locating Your Tool Tip
- Making and Removing High Points
- Proper Tool Control and Usage
- Open Panel Repairs
- Dime, Nickel, Quarter Dent Removal
- The Importance Of Fine Tuning and Cross Checking
- Braced Area Repairs
- Deep Ding Repair Braced and Open Areas
- Crease Dent Repair
- Crown, Smile & Eyebrow Removal
- Softball Sized Dent Repair
- Body Line Dent Repair
- Outdoor PDR Repair
- Set Up and Positioning
- Recognizing Reflections
- Cross Checking Using Your Surroundings
- Develop Speed
- Proper Order of Operation
- Correcting Repeat Mistakes
- Large Dent Removal on Vehicles
- Advanced Glue Pull Techniques
- Leverage and Vehicle Access Points
- Ding Repair on All Panels of Real Vehicles
- Intro to Glue Pulling & Various Devices
- Glue Tab & Adhesive Glue Selection
- Properly Cleaning and Finishing Repairs
- Wet Sanding and Polishing Techniques
- Aluminum Panel Repair
- Brace Ding Repair On Side Panels
- Creases, Pressure Dents & Sharp Damage
- Larger Dents & Body Line Repairs
- Deep Damage
- R & I Vehicle Trim
- Blending Techniques
- Usage and Explanation of Different Tool Tips
- Introduction and Usage of Flat Bars
- Combination of Glue Pull & Push Repairs
- Certificate of Completion
- Business Development
- Deep Dents On Aluminum
- Utilizing Heat During Repairs
- Advanced Glue Pull Techniques
- Sectioning Large Damage
- Attacking Large Complex Damage
- Enhanced Blending Techniques
- Review and Testing of Total Curriculum



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**THE MORE YOU LEARN - THE MORE YOU EARN.**

# MASTER GLUE PULL COURSE

Excellent Add-On to all PDR Training Programs



**1 DAY TRAINING AND CERTIFICATION PROGRAM  
PLUS "FREE" UNLIMITED ONLINE TRAINING ACCESS**

**\$995**

While most PDR technicians are excellent at pushing metal with their rods, glue pull techniques have advanced to the point that proper instruction and supervision are required to perfect the art.

Ding King has all the technology and know-how to teach you the latest techniques utilizing all the greatest products the industry has available.

We'll teach you how to use the mini lifter and slide hammer to remove the most challenging damage. From hail and door dings to creases and pressure dents, you'll use a variety of dent pulling devices, different types of glue for different stubbornness and temperatures, as well as all the different glue tabs on the market.

At Ding King, we are all about results and we want you to finish class with the knowledge and confidence to crush the competition.

This Glue Pull Course is a 1-day program designed for you to hit the ground running. Our goal is for you to make more money and do the repairs you lacked the knowledge or confidence to repair prior to class.

#### Course Curriculum Includes:

- Introduction to Glue Pull Devices, Adhesive Glue and Pull Tabs
- Learn to Eliminate Damage on all Types of Metal Including Aluminum
- Work on Hail Damage and Rails
- Master Big Dents, Creases and Pressure Dents
- PDR Glue Pull Certification Provided Upon Completion of Class



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**SCAN TO LEARN MORE**



# GLUE PULLING TOOL PACKAGE

Unconditional Lifetime Guarantee

## OUR PROFESSIONAL MASTER GLUE PULLING KIT

**\$495**

**Package Includes:** Mini Lifter, Slide Hammer, 50 Sticks of Assorted Glue For All Weather Conditions, 100 Variety Pack of Glue Tabs & Accessory Bag



**SCAN TO VIEW OUR  
GLUE PULLING TOOLS AND ACCESSORIES**

As PDR tool technology advances, so will your tool set. Tool packages are updated regularly.  
Your actual tool package can be viewed Online and is guaranteed for life!

# Advanced PDR Training

Get Trained. Get Certified.

(Texas Location Only)



**5 DAY TRAINING COURSE**

**\$5,000**

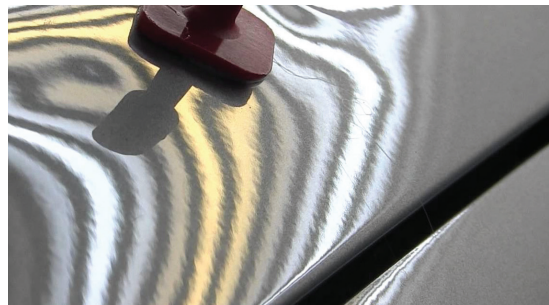


## 1-ON-1 TRAINING

Advanced PDR Training is essential for technicians who were either poorly trained, self taught watching You Tube videos or desire to take their current skill sets to the next level.

Ding King will first evaluate your current abilities and then customize a step-by-step plan to make you faster and confident in all aspects of PDR, from glue pulling and hail repair to more complex dent repairs.

Our team of Certified Instructors have a combined experience of over 100 years in the PDR industry. Each instructor is passionate about teaching and excited to have their students learn and absorb their newly trained skills.



**SCAN TO LEARN MORE**



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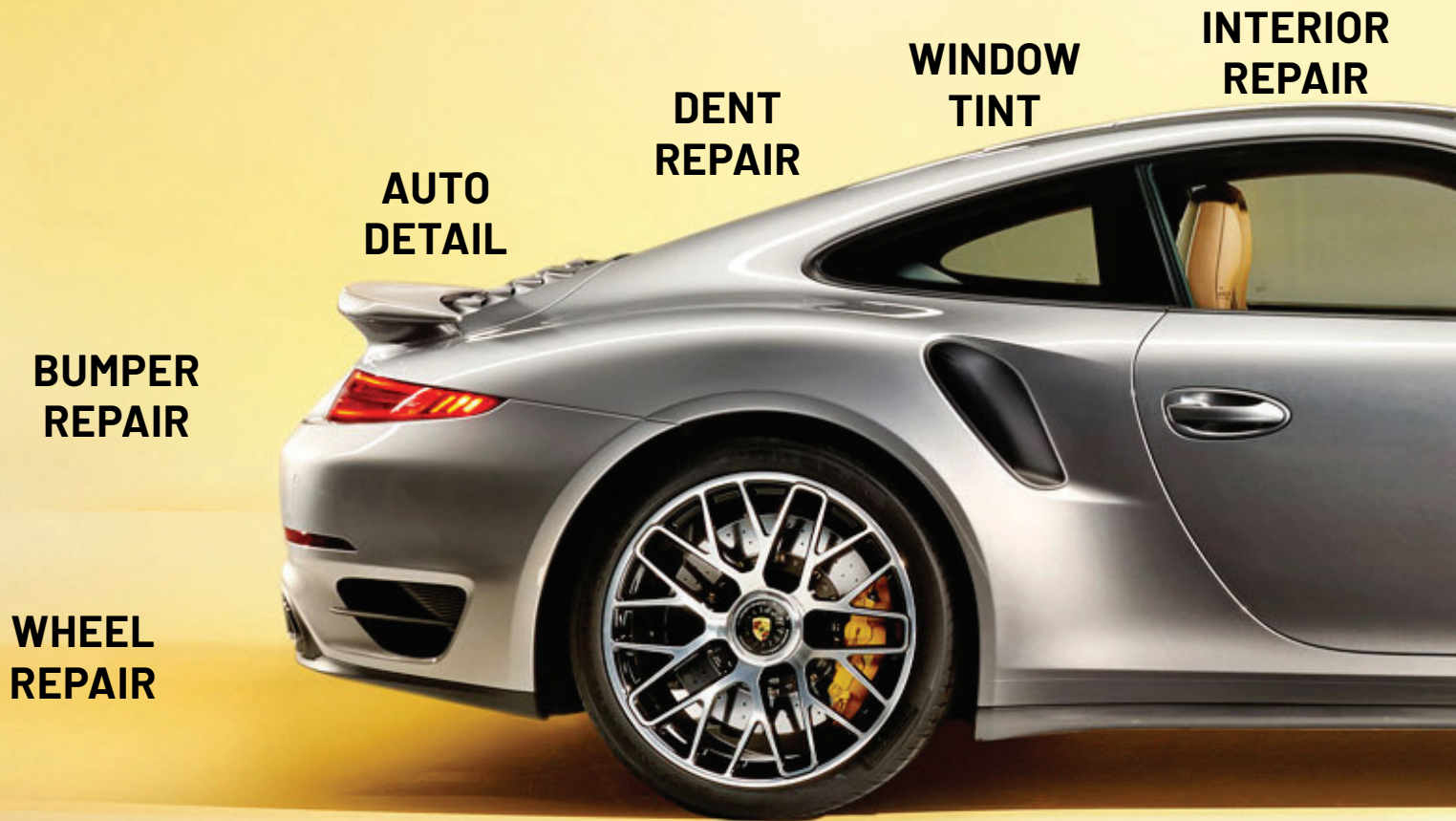
# Ding King Certified Graduates in Action

Get Trained. Get Certified.



# TOTAL RECON PACKAGES

## 12 SERVICES



**T**he 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.



# = ***MORE PROFITS***

**ODOR  
REMOVAL**

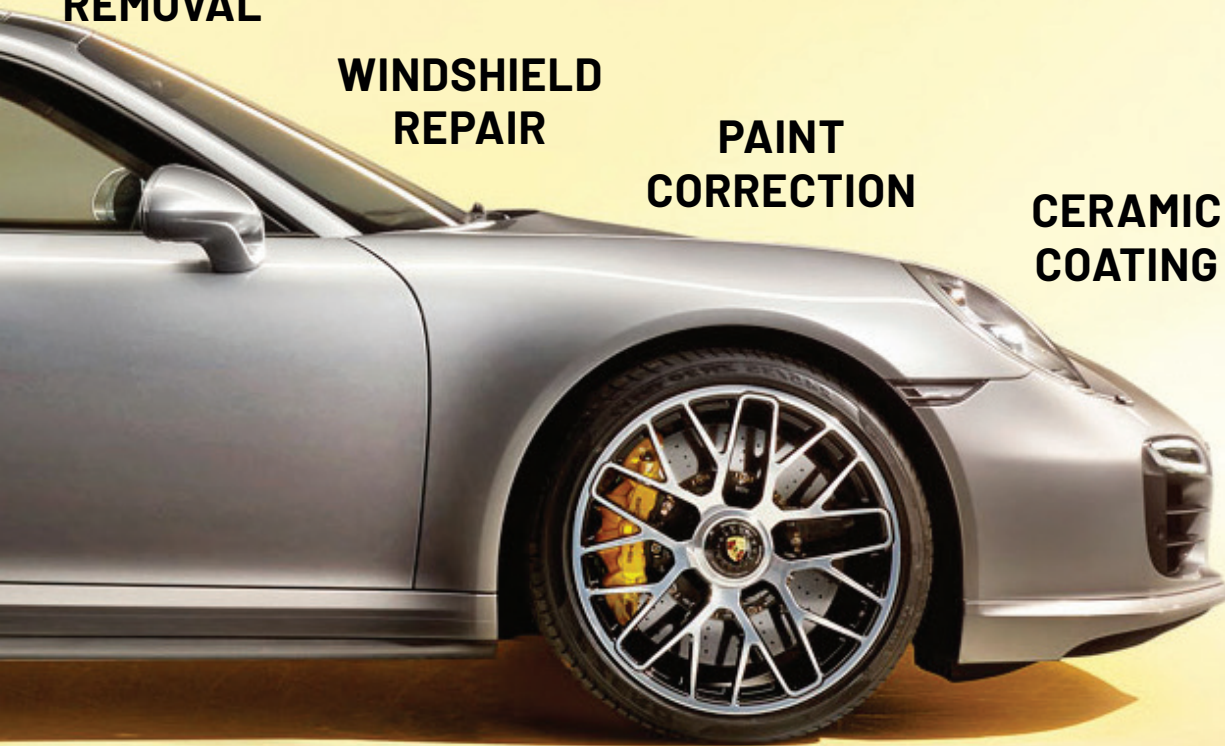
**WINDSHIELD  
REPAIR**

**PAINT  
CORRECTION**

**CERAMIC  
COATING**

**HEADLIGHT  
RENEWAL**

**PAINT  
CHIPS**



**STOP SUBBING OUT YOUR PROFITS  
BRING IT IN-HOUSE**

**OFFER THESE SERVICES  
ON THE DEALER SERVICE DRIVE**

# TOTAL RECON PACKAGE #1

Entrepreneurs & Auto Dealership Programs



**\$39,995**

**TOTAL RECON #1 (20 DAYS)**



## INCLUDES THE FOLLOWING EQUIPMENT PACKAGES:

- Paintless Dent Repair (PDR-80)
- SMART #1 Paint Repair
- Paint Correction
- Ceramic Coating
- Alloy Wheel Repair
- Paint Chip Repair
- Certificate of Completion
- Business Development

**\$29,995**

**TOTAL RECON #2 (16 DAYS)**



## INCLUDES THE FOLLOWING EQUIPMENT PACKAGES:

- Paintless Dent Repair (PDR-80)
- Paint Correction
- Ceramic Coating
- Alloy Wheel Repair
- Paint Chip Repair
- Windshield Repair
- Headlight Renewal
- Certificate of Completion
- Business Development



# TOTAL RECON PACKAGE #3

Get Trained. Get Certified.



**\$24,500**

**TOTAL RECON #3 - 212 HRS**



## INCLUDES THE FOLLOWING EQUIPMENT PACKAGES:

- Paintless Dent Repair (PDR-160)
- Interior Repair
- Windshield Repair
- Alloy Wheel Repair
- Headlight Renewal
- Odor Removal System
- Certificate of Completion
- Business Development

**\$24,000**

**TOTAL RECON #4 - 200 HRS**



## INCLUDES THE FOLLOWING EQUIPMENT PACKAGES:

- SMART #1 Paint Repair
- Paintless Dent Repair (PDR-160)
- Certificate of Completion
- Business Development



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Getting Trained By The Very Best In the Industry

## Learn Auto Detailing Hands-On in A Working Shop



## TRAIN WITH OUR INDUSTRY PROFESSIONALS

Our team of instructors have years of experience in car care and love teaching the students the ins and outs of auto detailing. We've been teaching auto detailing for 30 years and look forward to turning you into an auto detailing professional. Here at The Ding King we are all about paying it forward and providing each and every one of our students with quality education.



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## CERTIFICATION



You will receive Certification from the only approved auto appearance school in the nation. Certificates will be issued in all courses successfully completed at The Ding King Training Institute.

# THE FIVE-DAY AUTO DETAILING MASTER CERTIFICATION TRAINING PROGRAM

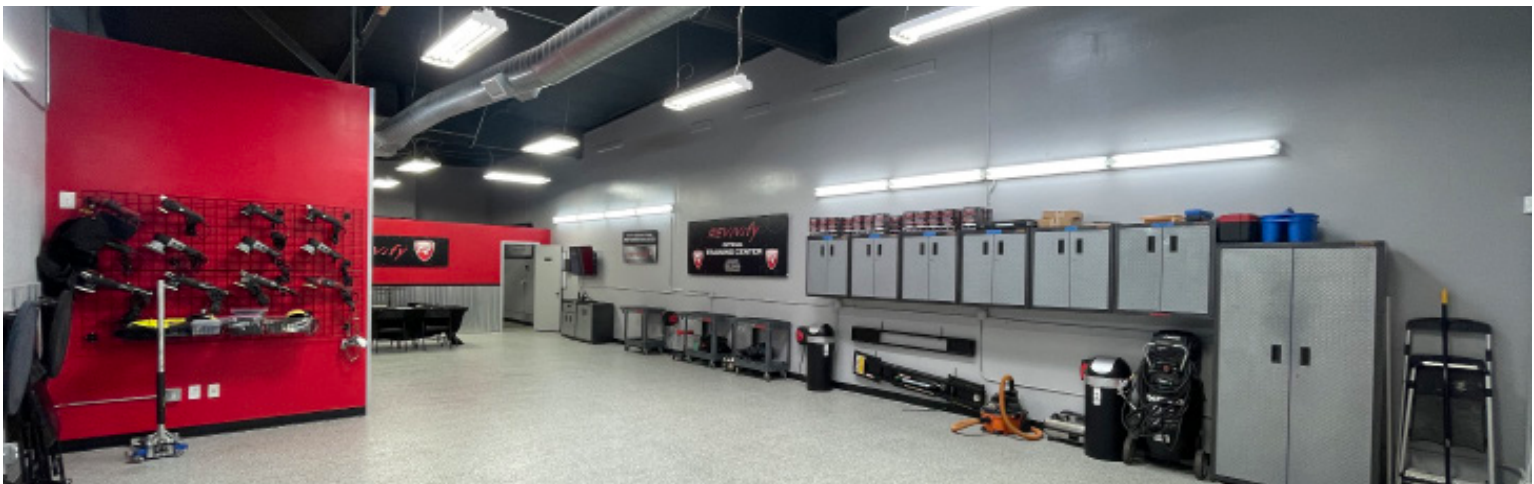


## STATE-OF-THE-ART TRAINING CENTERS

This Five-Day Training has been rated as the “number one” best training program in the world. This comes directly from all the past students that have experienced massive success in the auto detailing and car care industry.

Our training program is designed for anyone wanting to learn what it takes to become a professional in the art of auto detailing, paint correction, wet sanding and of course vehicles coatings. You'll learn the techniques and every step of the process as it relates to all types of vehicle coatings.

## LEARN THE PROPER TECHNIQUES TO GROW YOUR BUSINESS



Ding King students excel in learning the trade of auto detailing due to the fact that our classes are held in a real working shop under real working conditions, on real customers vehicles. All our training is hands-on, in a structured professional training environment.

# 5-DAY AUTO DETAIL TRAINING INCLUDES:



1. Selling Your Services
2. Running a Car Care Business
3. Sales & Marketing
4. Building Value and Brand
5. All About Paint Technology
6. Removing Paint Defects
7. Wet Sanding
8. Buffing & Polishing
9. Interior Detailing
10. Exterior Detailing
11. Wheel Polishing
12. Use of Chemicals
13. Choice of Pads
14. Paint Correction & Protection
15. Liquid Coatings
16. Trim Restoration

**YOU WILL LEARN EVERYTHING YOU NEED  
TO OPERATE YOUR OWN CAR CARE BUSINESS**



# THIS COURSE CHANGES LIVES!



You will learn everything you need to succeed in the automotive appearance industry. From how to run a professional car care business, to all the hands-on experiences you would expect in this type of training program. The very first day of your class will prove to be very exciting and entertaining, as well as extremely professional, learning everything you need to know on how to run a successful business.

Our training programs will provide you with the knowledge necessary to start your new business, whether you're looking to go mobile or open a shop. Our training facilities will prove to be the perfect setting for you to learn all facets of the auto appearance repair industry.



# AUTO DETAIL TRAINING

Get Trained. Get Certified.



**3-DAY DETAIL COURSE**

**\$2,995**

**5-DAY MASTER CLASS**

**\$4,995**

**FREE CERAMIC COATING & PAINT CORRECTION TRAINING (\$2,000 VALUE)**  
INCLUDED IN 5 DAY MASTER CERTIFICATION DETAIL TRAINING PROGRAM



## Expect to Learn How to Detail the Interior and Exterior Like a Pro

### Interior Cleaning Training

- Hot Water Extractor for Carpet & Seats
- Vinyl Dressing of All Interior Components
- Stain Removal
- Carpet Dyeing
- Vacuum
- Dashboards & Headliner Conditioning
- Leather Cleaning & Conditioning Process
- Glass Cleaning Techniques
- Odor Removal
- Techniques for Cleaning Nooks & Crevices

### Exterior Cleaning Training

- Preparing for The Wash
- Use of Power Washer
- Bug & Tar Removal
- Wheel Cleaning & Polishing
- Cleaning & Dressing Exterior Trim
- Door Jambs Degreasing
- The Engine Compartment
- Proper Use of Polishers & Buffers
- What Detail Chemicals to Use
- The Final Inspection

# LEARNING

# PAINT CORRECTION



### COURSE DETAILS:

- Understand multiple types of paint systems
  - How to properly recondition soft, medium and hard paint finishes
  - Understand and select the different abrasive materials
  - How to safely remove paint imperfections and textures
  - How to choose the correct polishing machines for the job
  - Perfecting the art of paint reconditioning
  - Maximize your paint correction abilities
- \* **Excellent preparation class for Ceramic Coating course**
  - \* **Class limited to 4 students**
  - \* **Earn you Ding King Certification**

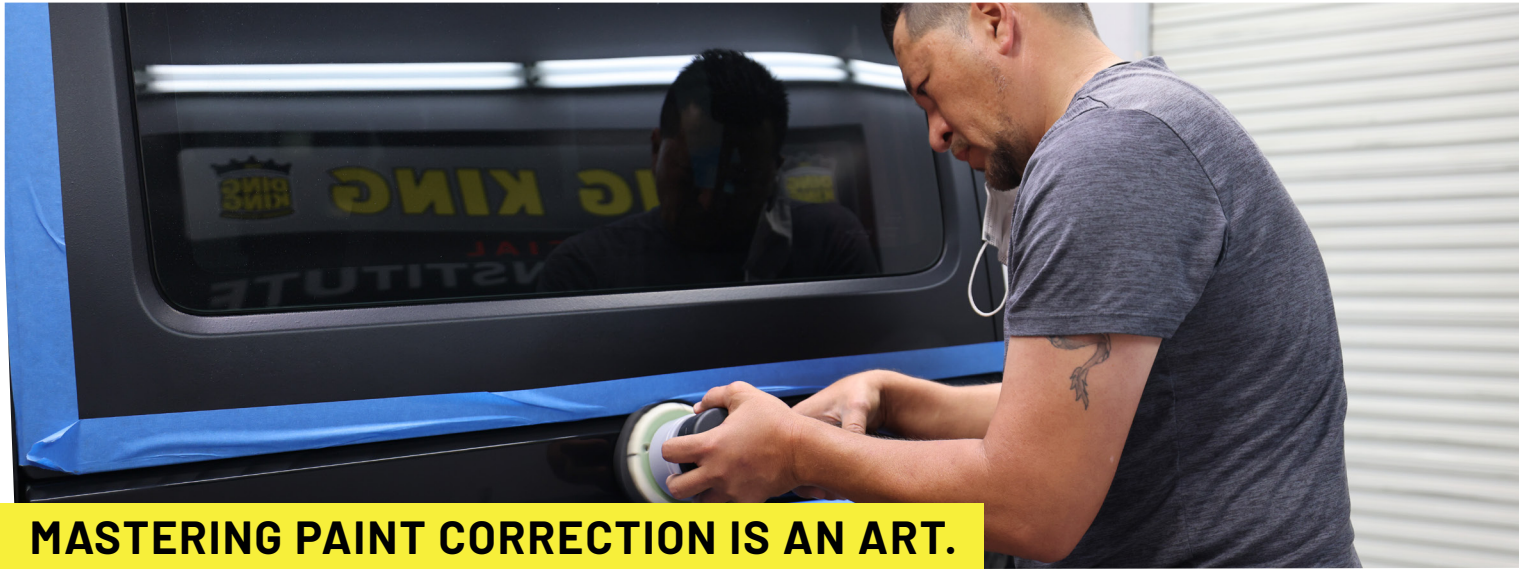
In this course, Our instructors teach the ins and outs of paint correction. You will learn how to diagnose paint conditions and apply paint correction to get the best outcome on your customers vehicle. There are numerous combinations of pads, compounds & polishes you can use to achieve the desired outcome. You will be shown how to select the correct combination to produce quality results. Turning vehicles around in a timely manner with quality work is a very important aspect in this program. After completing this class you will have the confidence and skills you need to deliver quality work.

### What You Will Learn:

- Paint Condition Diagnostics
- Removing Swirl Marks & Scratches
- Addressing Oxidation & Paint Fade
- Multi Stage Paint Correction
- How to Prep for Ceramic Coating

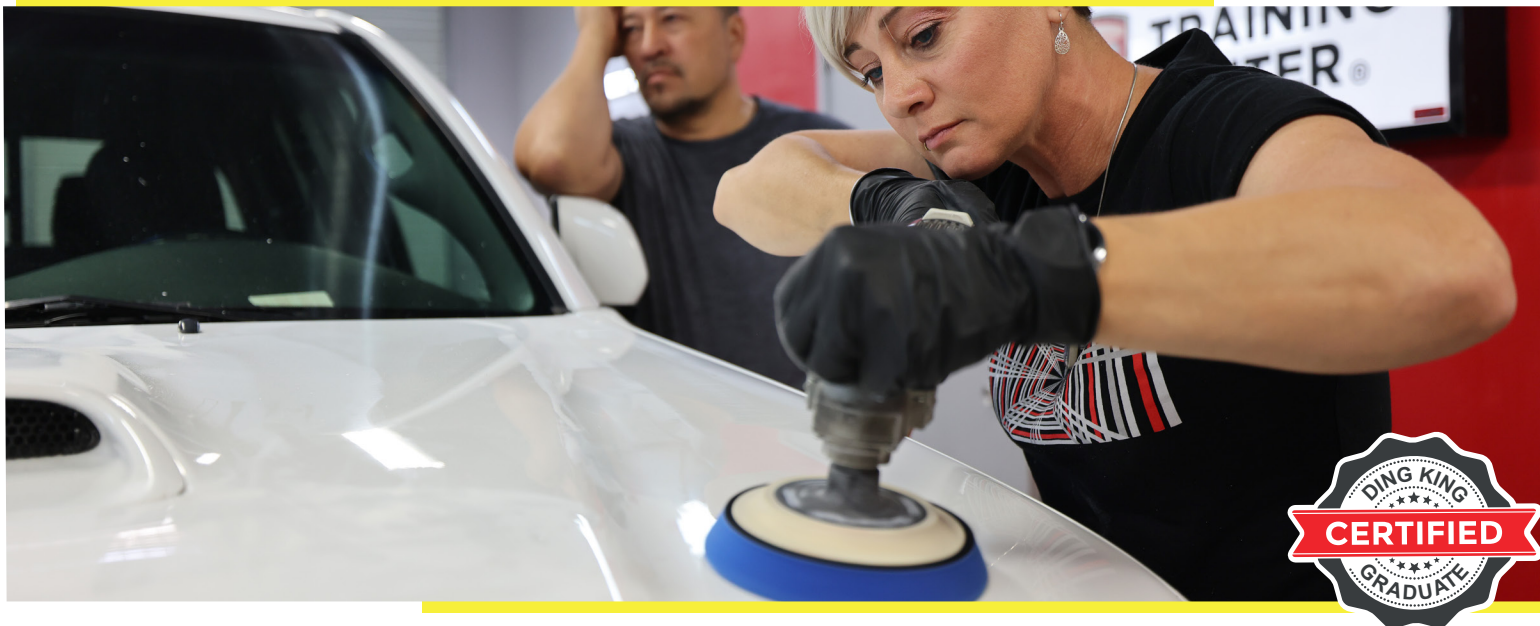


# MASTERING PAINT CORRECTION



**MASTERING PAINT CORRECTION IS AN ART.**

Each vehicle requires a correct evaluation on steps needed to get the best results from the paint. We teach you what steps to use and how to identify what the paint needs in order to get the amazing results your customers are looking for. Our instructors are masters in this process and love sharing their secrets to managing time, detailing cars & turning a profit.



In this course you will learn the art of the rotary and other polishers. These tools will dramatically decrease work time. Learning the correct techniques with a rotary is a crucial part in your master training course. In your paint correction program, You will absorb years of experience and learn everything you need to be successful.



# PAINT CORRECTION

Learn Today. Earn Tomorrow.

(Texas Location Only)



## PAINT CORRECTION TRAINING

**\$995**



**\$995**

## PAINT CORRECTION EQUIPMENT PACKAGE "ADD-ON"

Everything You Need to Eliminate Swirl Marks and Surface Scratches

### LEARN TO REPAIR:

• SWIRL MARKS • OXIDATION • HOW TO PREP FOR CERAMIC COATING

- 1 Day of Training
- Exterior Paint Polishing
- Certificate of Completion
- Business Development



Paint correction refers to the process of removing imperfections in a vehicle's finish and restoring it to like new condition. These imperfections include but are not limited to, swirl marks or "spider webbing" from automated car washes, fine scratches, water spots, oxidation and bird dropping etching.

Paint correction is a must prior to preparing and applying any ceramic coating so the techniques are thoroughly taught and demonstrated to insure a flawless finish.

# CERAMIC COATING TRAINING

Get Trained. Get Certified.

As You Can See, Ceramic Coatings Repel Water



## PROPER CERAMIC COATING APPLICATION IS CRUCIAL TO YOUR SUCCESS



- Preparing Vehicle with Proper Paint Correction
- Learn to Prep Vehicles Paint to ensure True Adhesion to Surface
- Learn Proper Leveling Techniques for Full Coverage of Vehicle
- Master the Art of Identifying Flash / Cure Times
- Learn to Sell with Confidence and Knowledge of Protective Coatings
- You will be Trained in All Aspects of Ceramic Coating
- Ding King Certified Upon Successful Completion of Program



SCAN TO VIEW  
CERAMIC COATING KIT



# CERAMIC COATING OFFERS PROTECTION

Get Trained. Get Certified.

## TRAINING WITH REAL RESULTS

Learning to apply Ceramic Coatings is a major game changer for your business. Vehicles are turned over to your client with years of protection.



This course is designed to provide detailed information about Ceramic Coatings products, processes, with hands on applications. It is highly recommended to take the Paint Correction course prior to attending our Ceramic Coatings Class.



### Ceramic Coating Protects Vehicles From:

- Swirl Marks
- Car Wash Scratches
- Tree Sap
- Insects
- Acid Rain
- Bird Droppings
- Road De-icing Materials
- Hard Water Spots
- UV Damage
- Paint Over-spray



# CERAMIC COATING TRAINING DETAILS

Get Trained. Get Certified.



## TRAINING WITH THE NEWEST COATING TECHNOLOGY

### COURSE DETAILS:

- Background and history of ceramic coatings
- Current industry standards
- Ceramic coatings -vs- polymers and waxes
- Coating myths (and there are MANY!)
- Communicating your services and client pricing
- Coating matte/satin vinyl wrap finishes
- What to do when it is time to re-coat
- How long do coatings really last?
- How important is coating hardness ratings?
- Single and multiple-layer coating options
- Plastic trim coating
- Wheel and calliper coating
- Glass coating
- Textile and Leather coating
- Understanding environmental conditions and curing times
- Offering proper maintenance plans
- Communicating to your clients the maintenance products needed
- Classroom presentation and hands-on
- Class limited to 4 students
- Upon completion, you will receive a Ding King Certification



*REVIVify*



# CERAMIC COATING SYSTEM

Learn Today. Earn Tomorrow.

(Texas Location Only)



## CERAMIC COATING TRAINING

\$995



\$995

## VEHICLE COATING CHEMICAL PACKAGE "ADD-ON"

Includes 5 Complete Kits -Enough product for 10 vehicles

- 1 Day of Training
- Ceramic Coating Application
- Certificate of Completion
- Business Development

### Hands-On Training

We offer the most thorough hands-on training teaching you how to properly prep and apply ceramic coatings. Our Certified Experts will train and certify you with CK1 Ceramic Coatings. With our expert training and quality products, you'll gain the knowledge and wisdom to help you build a profitable business.



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Training Institute  
BPPE# 3013591

### Ceramic Coating

DK Ceramic Coating is not a paint protection, wax or sealant that will wash away or break down over time. It is a nano-ceramic coating that forms a permanent adhesion to the paint and can only be removed through abrasion. No chemical can dissolve the coating.

### Hardness Above 9H

When the coat hardens it creates a glass-like coat that's rated above 9H. This scale is used in the coating industry to determine hardness, 9H is the highest on the scale. The coat will stay hard for a lifetime if maintained correctly.

### Super Gloss

The shine from this product is not comparable to any other product on the market. It has to be seen in real life.

# PAINT PROTECTION FILM & CLEAR BRA

Get Trained. Get Certified.



## LEARN (PPF) WITH INDUSTRY VETERAN STEVE COSTA

The application of PPF, paint protection film is an art. Once you complete our PPF Paint Protection Film application course, you will know exactly what to do for all makes and models you'll be working with.

Paint protection film is the ultimate level of paint protection because of its very thick, clear, vinyl, membrane that is stretched over the surface of the paint. Most of the films applied today are an average of 5 to 6 mils thick. These films are much more protective than any waxes, sealants, or liquid coatings.



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BPPE# 3013591

Auto Detail School Certified Instructors will teach you the fine nuances on how to measure, cut and apply like a pro. Like anything, practice makes perfect so practicing your newly learned skills as a PPF installer is of utmost importance.

# PAINT PROTECTION FILM & CLEAR BRA

Get Trained. Get Certified.

## 3-DAY TRAINING COURSE

**PPF TRAINING** **\$2,995**

EQUIPMENT & KITS SOLD SEPARATELY

## 5-DAY MASTER COURSE

**PPF TRAINING** **\$4,995**

INCLUDES \$1,000 IN MATERIALS AND KITS

## LEARN THE TRICKS OF THE TRADE

Clear Bra Paint Protection Film (PPF) is extremely popular as it protects customers vehicles from all type of road debris and offers the ultimate form of paint protection. The benefits of PPF & Clear Bra are pretty significant, protecting the vehicles paint from oxidation, swirl marks and other types of surface contamination that usually causes UV damage to the factory paint.

Clear Bra Paint Protection Film (PPF) is a clear plastic adhesive film that is used to protect the vehicles painted surface such as the leading edge of the hood and bumper, as well as door edges and side view mirrors. Clear Bra invisible film is strong, durable and an excellent way to provide protection from nicks, stone chips, abrasions and bumper scuffs.

Clear Bra offers abrasion resistance for virtually all painted surfaces, including Cars, Trucks & SUVs, Aircraft, Boats, RVs, Motorcycles, and Big Rigs



# S.M.A.R.T. PAINT REPAIR TRAINING & EQUIPMENT

Small Micro Area Repair Technology

**SMART #1**

**\$13,995**

- 5 Days of Training
- SMART Paint Repair Equipment
- Bumper Blends and Full Bumpers
- Online Access to Color Mobile
- Certificate of Completion
- Business Development

## LEARN TO REPAIR:

- SCUFFS • SMALL SCRATCHES
- SCRAPES • RUST • DAMAGED BUMPERS



WATERBORNE  
PAINT

VOC  
COMPLIANT

AQMD  
LEGAL

ENVIRONMENTALLY  
FRIENDLY

## 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 be repaired in less than two hours 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 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.



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



# S.M.A.R.T. PAINT REPAIR TRAINING & EQUIPMENT

SMART #2 Is an Add-On Package to SMART #1

**SMART #2**

**\$8,995**

- 5 Additional Days of Training for Advanced Repairs
- Magic Chip Chemical Package for Paint Chips
- Paint Correction Package
- Upgraded Equipment Package
- Upgraded Chemical Package

## LEARN:

- PAINT CHIPS • SEVERE SCRATCHES
- CHIPPED DOOR EDGES • ADVANCED REPAIRS
- PAINT CORRECTION

This add-on package will allow 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 paints necessary for you to repair a variety of damage and also includes online access to ColorMobile as well as our proprietary wipe-on, wipe-off chemical package for "blob-free" finishes.

Additionally, you'll learn proper paint correction techniques using the proper chemicals to eliminate scratches and swirl marks.

This is an add-on package to SMART Repair #1 and will equip you to perform paint shop repairs on a mobile basis.



**WIPE-ON, WIPE-OFF, BLOB-FREE REPAIRS**

# CHIP KING PAINT CHIP REPAIR SYSTEM 85 PRE-MIXED TONER KIT

Get Trained. Get Certified.

## PAINT CHIP REPAIR

**\$4,995**

- 1/2 Day of Training
- Easy to Use Pre-Mixed Toner Package
- Ding King Chip Repair Kit Includes 85 Colors
- Complete Accessory & Chemical Package
- Certificate of Completion
- Business Development



## THE PERFECT ADD-ON FOR BLOB-FREE PAINT CHIP REPAIR

Stone chips, deep scratches, and road rash can ruin the appearance of your vehicle. Luckily, The Ding King's Paint Touch Up Repair System make it easy to repair car paint damage and achieve permanent, professional repairs without going to a paint and body shop.

This system allows you to touch-up and repair paint chips and scratches using a very simple method to learn. It includes all the chemicals and paints necessary for you to repair a variety of damage as well as our proprietary wipe-on, wipe-off chemical package for "blob-free" finishes.



## SAY GOODBYE TO GLOBBY, BLOBBY TOUCH-UP

# PAINT CHIP REPAIR TRAINING

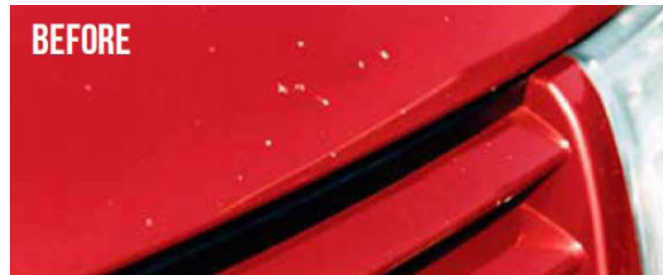
Get Trained. Get Certified.



## Become A Expert

In today's environment, the best competitive edge is to provide the highest quality repairs. Equip yourself with the newest technology such as our Ding King Chip Repair System and deliver unparalleled quality.

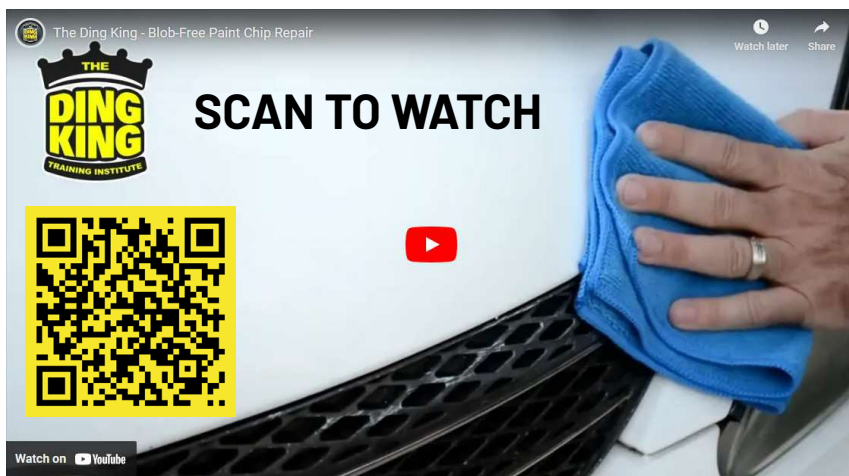
You'll receive professional instruction by our Paint Touch Up by a Certified Master Instructor. They will teach you how to select the proper color for repairing damage permanently, saving you time and creating higher profits for your business.



Paint Chips, Small Scratches & Chipped Door Edges.

## TOPICS TAUGHT

- COLOR MATCHING
- PROPER APPLICATION
- SAFETY / CLEAN UP
- HOW TO ACHIEVE SHINY RESULT



Repair a paint chipped hood professionally in less than 20 mins

# ALLOY WHEEL REPAIR TRAINING & EQUIPMENT

Get Trained. Get Certified.

## WHEEL REPAIR

**\$7,995**

- 3 Days of Training
- Alloy Wheel Repair System
- Certificate of Completion
- Business Development

## ALLOY WHEEL REPAIR

Scuffed, scraped and curb rashed wheels detract from the appearance and value of automobiles. The Ding King has developed it's 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.

Our system will allow you 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.



## TOPICS TAUGHT

- CURB RASH • GOUGES
- SMALL NICKS AND DINGS
- SCUFFS AND SCRAPES
- CORROSION AND COLOR FADE
- CUSTOM COLORS • BLENDING
- CLEAR COATING • PERSONAL SAFETY



Scraped curb rashed wheel before and after 30 min of repair time

# INTERIOR REPAIR TRAINING & EQUIPMENT

Get Trained. Get Certified.

## INTERIOR REPAIR

**\$7,995**

- 3 Days of Training
- Interior Repair System
- Certificate of Completion
- Business Development

## INTERIOR REPAIR

The Ding King's Interior Repair System is the most comprehensive and thorough package available. 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.

A new generation of auto matched colors and dyes for changing or simply renewing the color on most vinyl and leather is included. Gone are the days of having to mix and match the dyes only to be frustrated with poor color match.

This package 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.



Interior tear in armrest  
before and after 60 minutes of work.

## TOPICS TAUGHT

- CIGARETTE BURNS
- CARPET RENEWAL
- SCUFFS IN PLASTIC TRIM
- HEADLINERS AND VISORS
- TEARS IN LEATHER AND CLOTH
- VELOUR, LEATHER, VINYL AND PLASTIC



Hands-on supervised training.



# WINDOW TINT TRAINING

Get Trained. Get Certified.

**WINDOW TINT**

**\$5,995**

- 2 Days of Training
- Window Tint Kit Included
- Pre-Installation Preparation
- Pattern Preparation for Side Glass
- Installation to Side Glass
- Pattern Preparation for Rear Windows
- Installation to Rear Windows
- Final Inspection - Trouble Shooting

## WINDOW TINTING

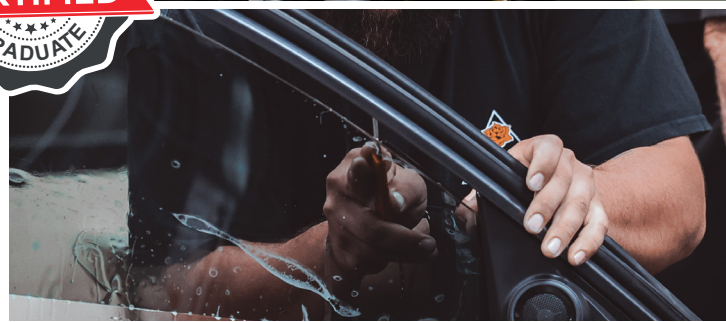
The window tinting industry is a highly profitable trade in great demand. Often becoming your own boss can be costly, but it doesn't have to be. You can start big with your own shop, do mobile work from your vehicle, or even start from your own garage.

Our window tinting training is conducted by a 30 year window tint professional. Courses are all hands-on and taught 1-on-1.

Our 2 day course will take you through all aspects of window tinting techniques that are designed to take you from having no experience of handling films to a level where you can leave with fresh knowledge to tint a wide variety of different makes and models of vehicles.



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BPPE# 3013591



## TOPICS TAUGHT

- Intro to Process
- Tucking & Untucking Rubber Gasket
- Film Handling
- Different Framed Windows
- Adjusting Patterns
- Sliding Film Under Rubber Rail



# PROFITABLE ADD-ONS

## WINDSHIELD REPAIR

**\$1,495**

A chipped windshield is something you see everyday. With personalized training and a quality repair system, you can learn to take advantage of an already existing market. The Ding King Windshield Repair System is very easy to learn and is a perfect addition to Paintless Dent Repair, Odor Removal and Headlight Restoration.

Our Windshield Repair System is designed to achieve fast, effective repairs on all types of damage: bull's eyes, stone chips, star breaks, and small cracks.

Step-by-step, our instructors will take you through the windshield repair process, from centering and mounting the bridge to vacuuming and injecting the resin. You'll learn all the tricks and short cuts from a company that not only sells the systems, but performs the service. For fast, efficient repairs which are insurance approved, add-on Windshield Repair from The Ding King.

### LEARN TO REPAIR:

- BULLS EYES • STAR-BREAKS
- COMBO-BREAKS



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1-800-304-3464

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**THE MORE YOU LEARN,  
THE MORE YOU EARN.**

## HEADLIGHT RENEWAL

**\$495**

The Ding King's Headlight Renewal Kit is designed to quickly and safely restore and maintain all types of acrylic headlights to crystal clarity, bringing back that "like-new" shiny appearance of the showroom. Using our Headlight Renewal System, you will find it easy to clean away yellowing, foggy or oxidized headlamps. It even buffs out unsightly hairline scratches, smudges, and flaws making this the perfect kit for restoring yellowed headlights.



## ODOR REMOVAL

**\$995**

The Ding King Thermal Fogger Odor Removal System provides for the permanent elimination of pet odors, moldiness and a variety of other annoying smells. Restaurants, RV's, boats, buildings suffering fire or smoke damage and used car dealers are all your potential customers. Rental car fleets, limousine companies and businesses that have lot of cars that get traded in are also a great place to generate business. The Ding King's Odor Removal System includes hands-on training and all the odor removal supplies you'll need.





# MARKETING & BUSINESS DEVELOPMENT

7

## Ways We Can Help You Make More Money



### We Can Help You With:

1. Business Identity & Branding
2. Website Development
3. Search Engine Optimization
4. Social Media Management
5. Mobile Estimating Software
6. Pay-Per-Click Campaigns
7. National Directory

**Give Your Car the Royal Treatment!**

Let The Ding King  
Make Your Car Look New Again!

☎ (714) 754-0070

✉ Info@DingKingExpress.com

🌐 DingKingExpress.com

📍 3100 Airway Ave. #141  
Costa Mesa, CA 92626



We Noticed Your Car Needed Some TLC  
Call Us @ 714-754-0070 to Schedule Your Appointment

1. Scuffed Bumpers	\$	<input type="text"/>	6. Auto Detailing	\$	<input type="text"/>
2. Paint Chips	\$	<input type="text"/>	7. Paintless Dent	\$	<input type="text"/>
3. Interior Repair	\$	<input type="text"/>	8. Surface Scratches	\$	<input type="text"/>
4. Wheel Repair	\$	<input type="text"/>	9. Odor Removal	\$	<input type="text"/>
5. Windshield Repair	\$	<input type="text"/>	10. Headlight Renewal	\$	<input type="text"/>



Estimated By:

# DESIGN & CONTENT PACKAGES

## LOGO & BUSINESS CARD DESIGN

**\$350**

Create Your Companies Identity While You Train

The Ding King's in-house art team will create a custom designed logo specifically for your company, After the design is approved we will design a coordinating business card while you train!

- Mobile Friendly cutting edge website build out
- Custom logo by our in-house art team



## PROFESSIONAL VIDEO & PHOTO

**\$500**

Content for your business is important! That is why we launched our professional video and photo services. While you train you will be filmed and photographed working on real cars! The perfect compliment to hit the ground running with your business.

- 4K High resolution video promoting your brand!
- Our editing team will create a beautiful video

## SOCIAL MEDIA & EMAIL SET UP

**\$500**

Its not easy to manage all of your social media accounts while trying to grow a business, we are here to help you set up all of your pages and ensure you have a major presence online!

- Learn to manage everything in one place
- Our Team of experts will walk you through the entire process



**SCAN TO SIGN UP**

# FUEL YOUR BUSINESS WITH A WEBSITE

## BUSINESS STARTER

**\$2,500**

Your Website Built by Industry Professionals

The Ding King's Business Starter package is designed to get you up and running upon completion of training. During your training we will work with you on building your brand. The business starter package includes logo design and website design. We handle all of the content for your website and put you in a great position to start your business upon completion of training.

- Mobile Friendly cutting edge website build out
- Custom logo by our in-house art team

## BUSINESS PRO

**\$3,000**

The Ding King's Business Pro package is designed to give you everything you need to make a major presence online. We build you a website, design your logo and business cards. Our team will guide you in the right direction to succeed. Marketing your business right out of the gate is a crucial step.

- Mobile Friendly cutting edge website build out
- Custom logo by our in-house art team
- Stellar photography of you working on cars!
- Graphic Design to compliment your logo
- Logo Animation for your videos
- Business Card Design
- Marketing Meeting to help you grow!

## BUSINESS DELUXE

**\$5,000**

The Ding King's Business Deluxe package is designed to give you everything you need to make a major presence online and in person. We build you a website, design your logo and provide video content while you are training. Our team will set up your social media accounts and provide a 1 on 1 consultation to ensure you are totally prepared to enter the business end.

- Mobile Friendly cutting edge website build out
- Custom logo by our in-house art team
- Stellar photography of you working on cars!
- Video Production of you working on cars!
- Logo Animation for future videos
- Business Cards with custom design
- Printed T-Shirt & Hat with your logo
- Social Media Accounts Set up and started for you!
- Email Set up
- Marketing Meeting to help you grow!



# RETAIL & WHOLESALE PRICING



## AVERAGE CHARGES ACROSS THE UNITED STATES

Question Is, Are YOU Just “Average”?

## NATIONAL PRICING GUIDE

<b>Paintless Dent Repair</b>		<b>Ceramic Coating</b>	
Retail Charge:	\$250	Retail Charge:	\$2,500
Wholesale Charge:	\$75	Wholesale Charge:	\$1,000
Cost of Material:	\$0	Cost of Material:	\$200
Average Repair Time:	10-60 min.	Average Repair Time:	4 hrs.
<b>Scuffed Bumper Repair</b>		<b>Alloy Wheel Repair</b>	
Retail Charge:	\$750	Retail Charge:	\$200
Wholesale Charge:	\$350	Wholesale Charge:	\$75
Cost of Material:	\$10	Cost of Material:	\$5
Average Repair Time:	60-120 min.	Average Repair Time:	30 min.
<b>Paint Chip Repair</b>		<b>Windshield Repair</b>	
Retail Charge:	\$100	Retail Charge:	\$75
Wholesale Charge:	\$50	Wholesale Charge:	\$45
Cost of Material:	\$2	Cost of Material:	\$1
Average Repair Time:	15 min.	Average Repair Time:	20 min.
<b>Interior Repair</b>		<b>Odor Removal</b>	
Retail Charge:	\$150	Retail Charge:	\$50
Wholesale Charge:	\$75	Wholesale Charge:	\$25
Cost of Material:	\$3	Cost of Material:	\$1
Average Repair Time:	30 min.	Average Repair Time:	10 min.
<b>Paint Correction</b>		<b>Headlight Renewal</b>	
Retail Charge:	\$800	Retail Charge:	\$125
Wholesale Charge:	\$400	Wholesale Charge:	\$55
Cost of Material:	\$5	Cost of Material:	\$2
Average Repair Time:	3 hrs.	Average Repair Time:	15 min.

# STUDENT REVIEWS

## HUNDREDS OF SATISFIED STUDENTS



### Appreciate Ding King's Quality Training



"There really is no other way to learn PDR unless you have a foundation, then it's practice and more practice. You won't have that foundation unless you come here! James and Sal are great hands on trainers who will work with you independently to make sure you get a great start in the business of PDR. Also Todd! Amazing guy to hear his start up! I plan on staying in touch!"

"I went to The Ding King Training Institute last year for the 2 week course. I had no experience with PDR and high hopes. Chase Clark was our instructor. He taught us about technique, tools, access, business and overall PDR training. He is very knowledgeable about everything with PDR. Within one year, I have quit my full time job. I earned the business of 2 dealerships and do insurance claims as well. Thanks to everyone along the way within The Ding King."



Ethan L.  
Yelp Review



John T.  
Facebook Review

"CLASS ACT! Impressed by how down to earth and approachable everyone was from ALL the instructors to executive staff. The founder's heart is in the right place and it shows from the top down. Impressive teacher to student ratio, too. Obviously, doing something right to be in business for 30 years running!"

"This school is by far the most renown school for a reason. The tools are awesome and the teachers are beyond that. James and Sal helped us with every step pushing and pulling dents. Todd, the owner of Ding King came in and gave us a marketing class that was extremely helpful. I would recommend this course to anyone that wants to make some \$\$\$\$\$\$. My net at my detailing shop has gone up \$2,500 a month since I left the king 1.5 months ago."



Doug C.  
Google Review



Craig P.  
Birdeye Review

# STUDENT REVIEWS

## OVER 300 ONLINE REVIEWS



These are REAL Reviews by REAL Students

# 5.0 STAR REVIEWS!



VIEW MORE REVIEWS ONLINE AT:





# YOUR SUCCESS IS OUR SUCCESS

**ALLOW OUR 30 YEARS OF EXPERIENCE  
TO BE THE PLATFORM OF YOUR SUCCESS.**

- Licensed to Operate a Training Institute
- A+ Rating with the Better Business Bureau
- Hundreds and Hundreds of 5 Star Reviews
- Master Instructors with Over 100 Years of Combined Experience
- Hands-On Training in a Real World Environment
- Structured Curriculum Covering All Topics
- Ding King Certified Upon Successful Completion of Program

**TRAIN WITH THE DING KING**

**BE PART OF OUR FAMILY OF OVER  
15,000 SUCCESSFUL GRADUATES & GROWING**





# OUR CAMPUS LOCATIONS



THE WORLD LEADER SINCE 1993

## We Have Locations Located Across the United States for Your Convenience

If learning from the most experienced instructors in the industry is what you're looking for, this will be the first and last training you'll ever need! Every training session is "Guaranteed".

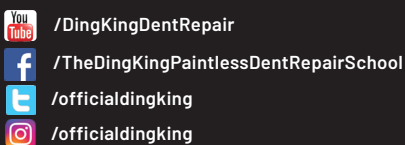


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## OUR LOCATIONS

- California
- Texas
- Missouri
- South Carolina
- Colorado
- New York



**TheDingKing.com**  
**(800)-304-3464**

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