

# Auto Appearance Experts

Training • Certification • Equipment • Supplies

"Celebrating 30 Years of Successful Graduates"



THE WORLD LEADER SINCE 1993

Get Trained. Get Certified.™

TheDingKing.com  
1-800-304-3464



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Licensed to Operate a  
Training Institute  
BPPE# 3013591



## WE PROVIDE HANDS-ON TRAINING 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**



## A WORD FROM THE PRESIDENT

Thank you for taking the time to discover The Ding King Training Institute! Since 1993, we've been operating retail repair facilities, servicing numerous auto dealerships, and collaborating with major insurance companies to repair thousands of damaged vehicles. Our success stems from our ability to offer a variety of services, which translates to more revenue per invoice.

Our team of Ding King instructors are certified experts who are passionate about teaching you everything you need to know to hit the ground running. We're committed to your success and offer the highest quality hands-on training and equipment packages to ensure just that!

At The Ding King, your success is our top priority. With over 30 years of experience, we're confident in our ability to provide you with the knowledge and skills to succeed.

We're excited to share our expertise with you and help you achieve your goals!

Sincerely,

Todd Sudeck  
President



# YOUR SUCCESS IS OUR SUCCESS

**DING KING IS LICENSED TO OPERATE A TRAINING INSTITUTE**



## OUR INSTRUCTORS ARE CERTIFIED EXPERTS

### 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



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! All of our PDR tools are manufactured in the U.S.A., and are guaranteed for life. Additionally, all training programs are fully guaranteed!



*QUALITY INSTRUCTION LEADS TO SUCCESSFUL GRADUATES*

**Gain Your Certification & Education from the Industry Leader.**

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

### INDUSTRY AFFILIATIONS



## TRAIN WITH THE DING KING

With 30 years of experience, our team has established a solid foundation of knowledge and skills that can serve as the platform for your success. Our commitment to excellence and customer satisfaction ensures that we will work tirelessly to help you achieve your goals.

# JOIN THE DING KING FAMILY OF GRADUATES

Thousands of Successful Graduates and Counting



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# DING KING CERTIFIED GRADUATES

Allow Us to Help You Grow Professionally & Personally



# STUDENT REVIEWS

OVER 300 ONLINE REVIEWS



These are REAL Reviews by REAL Students

# 5.0 STAR REVIEWS!



VIEW MORE REVIEWS ONLINE AT:



# STUDENT REVIEWS

HUNDREDS OF SATISFIED STUDENTS



Appreciate Ding King's Quality Training



"James, Sal and Lee are great hands-on PDR instructors. They worked with me independently to make sure I got the necessary over-the-shoulder attention that I needed. Training was incredible! Todd taught a business and marketing program that blew my mind! I give this program 5 stars!"

"I went to The Ding King Training Institute for the 2 week PDR course. Chase Clark was my instructor and he taught me PDR techniques, tool access, PDR glue pulling, and all about business & marketing. Within one year, I've quit my full time job, and earned the business of 2 dealerships that keep me busy each and every week. Thanks to everyone at 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 recognized school for a reason. The tools are awesome and my instructors were the absolute best to work with. Todd, the owner of The Ding King taught a business and marketing class that was extremely insightful. I would recommend this course to anyone that wants to make money."



Doug C.  
Google Review



Craig P.  
Birdeye Review



# MEET YOUR CERTIFIED INSTRUCTORS

Your Success is Our Success



## Introducing Our Team of Certified Master Instructors

At our institute, we take pride in our instructors' commitment to YOUR SUCCESS! They are all PPG Certified, Ding King Certified, and Nano Fusion Certified, with over 30 years of experience under their belts. Their expertise has been the driving force behind the success of countless students over the years. We are dedicated to providing you with a comprehensive hands-on training experience that exceeds

your expectations. Our team, from management to support staff, instructors, and technicians, is fully committed to ensuring your TOTAL and COMPLETE satisfaction. We are excited to share our extensive knowledge with you and give you the foundation you need to become a leader in the auto appearance industry.

## 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**

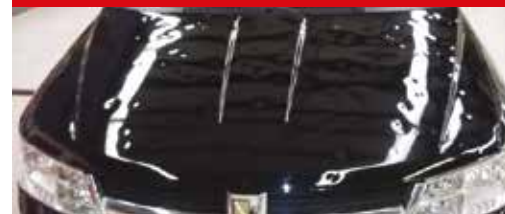
### LARGE DENTS



### BODY-LINE DAMAGE



### HAIL DAMAGE



### CREASED DENTS



### PRESSURE DENTS



**JAMES**

Paintless Dent Repair & Total Recon Certified Master Instructor



**LEE**

Paintless Dent Repair & Total Recon Certified Master Instructor



**CHASE**

Paintless Dent Repair & Total Recon Certified Master Instructor



**GAVIN**

Auto Detail, Paint Correction & Ceramic Coating Master Instructor



**SKIPP**

Paintless Dent Repair & Total Recon Certified Master Instructor



**DAVID**

Paintless Dent Repair & Total Recon Certified Master Instructor



**SAL**

Paintless Dent Repair & Total Recon Certified Master Instructor



**STEVE**

PPF Certified Master Instructor



**JESUS**

PPF Certified Master Instructor

# 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 website 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 VA EDUCATION BENEFITS

The Post 9/11 GI Bill Veterans Readiness and Employment (VR&E) 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.

## Visit Ding King's YouTube Channel for Veteran Testimonials



# 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
- Hands-On Training
- Continuing Education Online
- Technical Assistance
- Ongoing Social Media Guidance

Thank You For Your Service!



# PAINTLESS DENT REPAIR INSURANCE APPROVED



## 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.



## 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.



## 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.



## 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.

# PAINTLESS DENT REPAIR CURRICULUM & TOPICS



## STRUCTURED CURRICULUM

We’ll teach you step-by-step how to remove both large and small dents on top and side panels, as well as how to tackle more elaborate repairs such as hail damage, vertical and horizontal creases, aluminum repairs and glue pulling.

You’ll learn to read the light, proper tool selection, access points, brace configurations and the inner workings of side panels. Our training will provide you with the foundation and skill sets to become confident, proficient and possess the ability to perform quality work.



## 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
- INTRO TO GLUE PULLING
- 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

## ENTREPRENEURS • BODY SHOPS • DEALERSHIPS

### GET TRAINED. GET CERTIFIED.



#### READING DENTS

One of the single most important aspects for learning PDR is to properly "read the light". Our training curriculum is designed to help you achieve the proper and correct vision techniques to produce quality repairs. Your package includes a portable LED 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 be hands-on while working on real vehicles. We'll help you through challenging repairs and lead by example, providing you with a foundation to master the art of PDR.



#### GLUE PULLING

We offer 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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# PAINTLESS DENT REPAIR

## GRADUATES EARN DING KING CERTIFICATION



#### ENTREPRENEURS

- State Approved to Operate a Training Institute
- Training is Hands-On
- Our Experience Will Shorten Your Learning Curve
- Business & Marketing Courses
- Convenient School Locations
- Financing Available



#### AUTO DETAILERS / BODY SHOPS

- 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
- Glue Pulling

#### AUTO DEALERSHIPS

- Receive a 5-Year Re-Training Guarantee
- Eliminate Reconditioning Expenses
- Increase CSI
- F & I Programs to Further Increase Sales & Profits
- Our Dealer Service Program Will Teach You How to Price Services and Compensate Your Technicians
- Ding King Provides On-Site Training for the Following Vehicle Manufacturing Plants: Mercedes Benz, BMW, Volvo, BMW, Volkswagen, Karma Automotive & Tesla
- We Train Both Independent Dealers as well as Franchised Dealers, including: Penske Automotive Group, AutoNation, CarMax, Fletcher Jones, Hendricks, Lithia Motors and American Honda Motor Co., Inc.
- On-Site Training Available at Your Dealership Location
- 13 RECON Services To Help You Create Additional Profits
- On-Site Hail Catastrophe Team
- Dealer Twenty Group Trusted and Recommended
- Monetize Your Service Drive

# PAINTLESS DENT REPAIR TOOLS

Unconditional Lifetime Guarantee



## 10 FACTS ABOUT DING KING PDR TOOLS

### Made in America. Lifetime Guarantee.

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 manufactures its own line of tools as well as carry some of the best PDR tools from leading manufacturers. 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 PACKAGE

The Best PDR Tools in the Business

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

Package Includes: PDR Tools, Portable LED Dent Light & Accessories



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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!



# PDR TOOL & TRAINING PRICES

PDR Tool & Accessory Packages Are Included

## 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 CURRICULUMS

The More You Learn. The More You Earn.

### PDR40

- 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
- 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

### PDR80

- 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
- Explanation of Different Tool Tips
- Introduction and Usage of Flat Bars
- Combination of Glue Pull & Push Repairs
- Certificate of Completion
- Business Development

### PDR120 & 160

- 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

### PDR200 & 480

- 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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# MASTER GLUE PULL COURSE

Excellent Add-On to all PDR Training Programs



# GLUE PULLING TOOL PACKAGE

Unconditional Lifetime Guarantee



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

**\$995**

## Master the Art of Glue Pulling

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 glue pullers, different types of glue for different temperatures, as well as different types of glue tabs.



## TOPICS TAUGHT

- Introduction to Glue Pull Devices, Adhesive Glues 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

## 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



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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!

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

Small Micro Area Repair Technology



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

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



## 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



### Scuffed Bumper & Panel Repair

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.

The Ding King SMART Paint Repair System allows you to offer fast, dependable repairs at a reasonable cost. 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.

WATERBORNE  
PAINT

VOC  
COMPLIANT

AQMD  
LEGAL

ECO  
FRIENDLY

## SMART #2

**\$8,995**

- 5 Additional Days of Training for Advanced Repairs
- Paint Correction Package
- Upgraded Equipment Package
- Upgraded Toner Package
- Includes Paint Chip Chemical Kit

### LEARN TO REPAIR:

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

### Double the Training. Double the Chemicals.

This is an add-on package to SMART Repair #1 and will equip you with double the chemicals and double the training.

It includes hands-on training for larger and more challenging paint repairs. Additionally, it includes 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.



# PAINT CHIP REPAIR KIT 85 PRE-MIXED CHIP KING TONERS

Get Trained. Get Certified.

# PAINT CHIP REPAIR TRAINING

Easy to Learn. Excellent Color Match.



## PAINT CHIP REPAIR

**\$4,995**

- 1 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



### Wipe-On, Wipe-Off Blob-Free Repairs

Stone chips, deep scratches, and road rash can ruin the appearance of your vehicle. The Ding King's Paint Chip Repair System makes 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.



### Professional Permanent Repairs

In today's fiercely competitive market, delivering the highest quality repairs is the ultimate key to success.

Our Certified Master Instructors will provide you with professional training, guiding you through the process of selecting the right color for repairing damages flawlessly. By mastering these skills, you'll not only save time but also generate higher profits for your business.



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# ALLOY WHEEL REPAIR TRAINING & EQUIPMENT

Get Trained. Get Certified.



# INTERIOR REPAIR TRAINING & EQUIPMENT

Get Trained. Get Certified.



## WHEEL REPAIR

**\$7,995**

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

### Easy to Learn. Quality Results.

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 three days and includes a thorough reference manual detailing the repair for all types of damage.



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

## TOPICS TAUGHT

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

## INTERIOR REPAIR

**\$7,995**

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

### Auto Match Color System

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.

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.



## TOPICS TAUGHT

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



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# WINDOW TINT TRAINING

Get Trained. Get Certified.



# QUICK & EASY ADD-ONS

The More You Learn. The More You Earn.

## WINDOW TINTING

**\$4,995**

- 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

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 who absolutely loves teaching up and coming window print professionals. Courses are hands-on and taught in small class size.

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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## TOPICS TAUGHT

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



## WINDSHIELD REPAIR

**\$1,495**

### LEARN TO REPAIR:

- BULLS EYES
- STAR BREAKS
- COMBO BREAKS
- SMALL CRACKS

### Repair Rather Than Replace

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.

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.





# QUICK & EASY ADD-ONS

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.

# DING KING HAS CAMPUS LOCATIONS ACROSS THE UNITED STATES



Choose the Location Most Convenient for You



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## 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.

# LEARN AUTO DETAILING GET CERTIFIED



# AUTO DETAILING MASTER CERTIFICATION TRAINING



## 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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## 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 the individual who wants to master 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

Our detail courses are instructed in a working shop, under real life conditions, on actual customer vehicles (not body parts). All our training is hands-on, in a structured professional training environment. We will teach you the proper techniques for you to build and grow your own auto detailing business.



# 5-DAY AUTO DETAIL MASTER TRAINING

Gain the Certification & Knowledge to Be the Best

# THIS COURSE CHANGES LIVES

Comprehensive Auto Detail Training Programs



## 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

## 5-DAY MASTER CLASS

**\$4,995**



Included in the 5-Day Master Certification Detail Training Program is both the Ceramic Coating & Paint Correction Programs.

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

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



## Accelerate Your Career in the Automotive Appearance Industry with Our Comprehensive Training Programs

You will learn everything you need to succeed in the automotive appearance industry, from running a professional car care business, to advertising and social media marketing.

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. Ding King training facilities will prove to be the perfect setting for you to learn all facets of the car care business.



# LEARN PAINT CORRECTION

Get Trained. Get Certified.



# MASTER PAINT CORRECTION

Learn Today. Earn Tomorrow.



## COURSE DETAILS:

- Understand multiple types of paint systems
- How to recondition soft, medium and hard paint finishes
- Understand the different abrasive materials
- How to safely remove paint imperfections
- How to choose the correct polishing machines
- Perfecting the art of paint reconditioning
- Maximize your paint correction abilities



## It's All About the Pads, Compounds and Polishes

Our instructors teach the ins and outs of paint correction. You'll learn how to diagnose paint conditions to apply the proper techniques to achieve the desired outcome. There are numerous combinations of pads, compounds & polishes used to correct paint, and you'll be taught precisely what to use and when to use it. After completing this class, you'll have the confidence and skills required 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



## PAINT CORRECTION TRAINING

**\$995**

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

## LEARN TO REPAIR:

- SWIRL MARKS
- ACID RAIN
- OXIDATION
- SURFACE SCRATCHES
- INDUSTRIAL FALL-OUT
- OVERSPRAY



## PAINT CORRECTION EQUIPMENT

**\$795**

## Learning is One Thing Mastering is Another

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 APPLICATION

Get Trained. Get Certified.



# VEHICLE COATING PROTECTION

Get Trained. Get Certified.



## Ceramic Coating Preparation and Application Techniques

- 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
- Ding King Certified Upon Successful Completion of Program



## Hydrophobic and Easy to Maintain

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

## Self-Healing Characteristics

Our vehicle coating products offer years of paint protection from swirl marks and surface scratches, while being hydrophobic and enhancing gloss and shine! REVIVify takes vehicle coatings to the next level.



## Vehicle Coatings 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



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# CERAMIC COATING CURRICULUM

Get Trained. Get Certified.



# VEHICLE COATING TRAINING

Learn Today. Earn Tomorrow.



## SELF-HEALING COATING TECHNOLOGY



### COURSE DETAILS:

- Background and history of ceramic & silicone coatings
- Coating matte/satin vinyl wrap finishes
- Single and multiple-layer coating options
- REVIVify self healing silicone coating
- Wheel and caliper coating
- Glass coating
- Textile and Leather coating
- Understanding environmental conditions and curing times
- Offering proper maintenance plans
- Hands-on
- Limited class size
- You will receive Ding King Certification

# REVIVify



## VEHICLE COATING TRAINING

### Master the Art of Vehicle Coating

**\$995**

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

## VEHICLE CHEMICAL PACKAGE

### Customized Vehicle Coating Chemical Package

**\$1,495**

#### 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. We'll also cover the application of REVIVify, a self-healing silicone based coating. With our expert training and quality products, you'll gain the knowledge and wisdom to help you build a profitable business.

#### Surface Protection

Once applied and cured, REVIVify starts its superior adhesion to the paint, creating a super hydrophobic surface while adding durability to protect against salt, UV rays and all weather conditions by adding a chemical resistant layer on top of your clear coat similar to paint protection film.

#### Self-Healing

The self-healing characteristics of REVIVify are aided by the heat from the sun, hot water and hot air. There's no limit to how many times the coating can restore itself from minor scratches & swirl marks.

#### Ultimate Gloss & Shine

The liquid-like shine and gloss of your clear coat after applying REVIVify offers TOTAL SURFACE PROTECTION and is unlike any other product in the marketplace. You truly need to see it to believe it.



# PAINT PROTECTION FILM TRAINING

Learn From a 25 Year PPF Professional Instructor

# PPF TRICKS OF THE TRADE

Get Trained. Get Certified.



## 5-DAY PPF COURSE

INCLUDES PPF ACCESSORY KIT

**\$4,995**

### PPF Application to All Panels Including:

- Door Edges
- Bumpers
- Door Cups
- Side View Mirrors

Paint Protection Film (PPF) protects vehicles from all types of road debris and offers the ultimate form of paint protection. The benefits of PPF are significant, protecting the vehicles paint from oxidation, swirl marks and other types of surface contamination that cause UV damage to the factory paint.

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. PPF invisible film is strong, durable and an excellent way to provide protection from nicks, stone chips, abrasions and bumper scuffs.

### 2 More Ways Ding King Helps You Grow Your Business



Upon successfully graduating from The Ding King's PPF 5-Day training program, you'll receive 2 Certificates. One from Nano Fusion, our PPF film company of choice, as well as one from The Ding King Training Institute. Your Nano Fusion Certificate will include a specific certification number enabling you to perform and be paid for any warranty work for Nano Fusion for jobs in your area.

**Two more ways The Ding King helps our students grow their business!**

## NANO-FUSION® is the Best Paint Protection Film in the Marketplace

We understand the importance of you leaving your Ding King PPF Training Program and being able to hit the ground running! Equally important is being confident for you to deliver a quality job for your customers.

Each and every Ding King PPF student will receive a thorough step-by-step training manual to take home with you with a specific set of installation training tips that will insure your success as a Certified PPF Installer. We'll guide you and teach you in a 100% hands-on training program.

Our comprehensive PPF installation training curriculum covers the use of the plotter, pre-cut kits, and topics ranging from the most innovative techniques for vehicle installation for windshield and headlamp protection films.



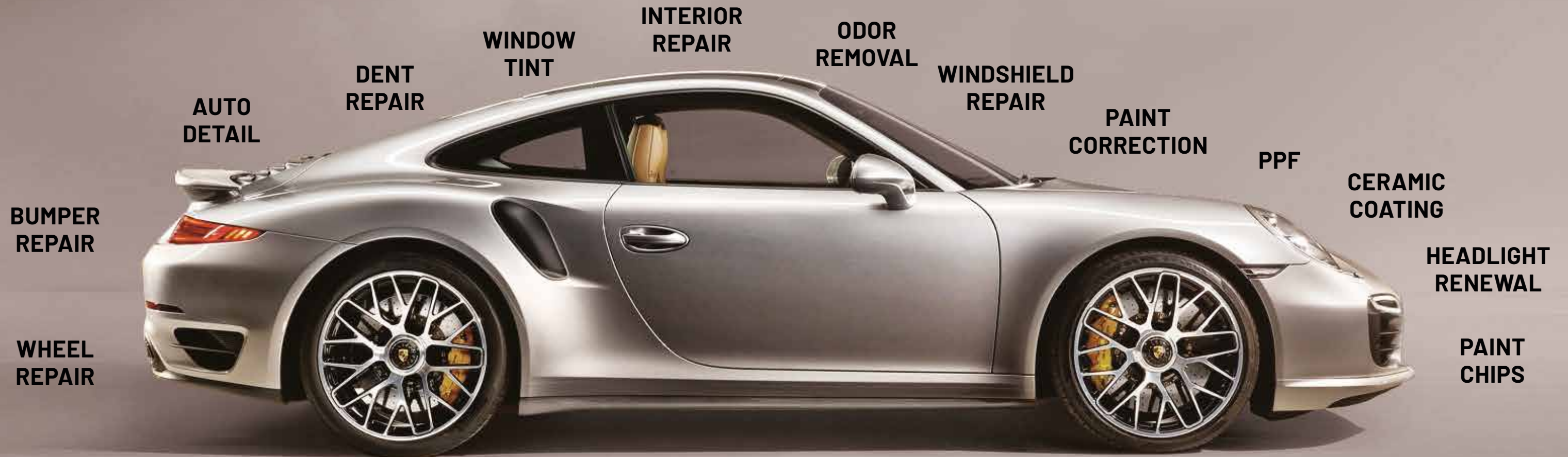
**TOTAL RECON PACKAGES  
THE ONE-STOP SHOP**

**CREATE NON-NEW  
CAR SALES REVENUE**



# 13 SERVICES = MORE PROFITS

**"OFFER THESE SERVICES ON YOUR SERVICE DRIVE"**



**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.)

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.

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



# TOTAL RECON PACKAGES 1 & 2

Entrepreneurs & Auto Dealership Programs



**\$39,995**

**TOTAL RECON #1 (160 HRS/20 DAYS)**

### INCLUDES TRAINING & EQUIPMENT PACKAGES FOR:

- 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 (128 HRS/16 DAYS)**

### INCLUDES TRAINING & EQUIPMENT PACKAGES FOR:

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

# TOTAL RECON PACKAGE 3 & 4

Get Trained. Get Certified.



**\$24,500**

**TOTAL RECON #3 (212 HRS/27 DAYS )**

### INCLUDES TRAINING & EQUIPMENT PACKAGES FOR:

- 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/25 DAYS )**

### INCLUDES TRAINING & EQUIPMENT PACKAGES FOR:

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



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## 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

### We Have Helped Hundreds of Students to Fuel Their New Business.

Crafting a strong brand identity is crucial to standing out in today's competitive market. At The Ding King, we specialize in developing a consistent and professional image for your business, or modifying your existing look to better align with your goals. From logos to business cards, we offer a range of services to ensure that your brand is cohesive and memorable. Our team will design, print, and ship all of your collateral, so you can focus on growing your business.

Let us help you show the world who you are and make a lasting impact.



## AVERAGE CHARGES ACROSS THE UNITED STATES

Question Is, Are YOU Just "Average"?

## NATIONAL PRICING GUIDE

Paintless Dent Repair		Ceramic Coating	
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.
Scuffed Bumper Repair		Alloy Wheel Repair	
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.
Paint Chip Repair		Windshield Repair	
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.
Interior Repair		Odor Removal	
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.
Paint Correction		Headlight Renewal	
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.

# 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".



The Ding King Training Institute  
Corporate Headquarters  
3186 Airway Ave., Bldg. L  
Costa Mesa, CA 92626

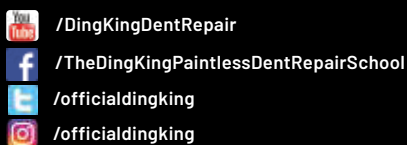
Phone: (800) 304-3464  
International: 1 (714) 754-0070  
Fax: (714) 754-0080  
Email: [info@thedingking.com](mailto:info@thedingking.com)



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