



Press Release

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FOR IMMEDIATE RELEASE

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SCRS Offers Smart Phone Application as Member Benefit

Prosser, WA, January 27, 2010 – The Society of Collision Repair Specialists (SCRS) and Summit Software Mobile Solutions (Summit) announced today that **Help I Crashed My Car™**, the collision industry’s first and only mobile phone app designed for collision repairers, is now available to all SCRS members as a special member benefit.

The service will allow SCRS members to implement a mobile phone and Internet based solution that improves their customer service and communications capabilities while adding new and exciting sales, marketing and advertising tools and technologies to their business.

“Technology has become such an important facet of how everyone in today’s society communicates, and it is important that the businesses we represent are able to keep pace with the ability to interface with their customers on that level,” stated SCRS Executive Director Aaron Schulenburg. “The ‘smart phone’ really has become an everyday connection for everyone and perhaps one of the most direct and sought after arenas for business-to-consumer communication. An application like this gives our membership the opportunity to be the first point of contact at the time of a collision, and to capture the repair work before the customer even walks through your door. It also allows SCRS to partner with a very forward thinking company such as Summit, to provide the repair industry with innovative technological solutions and resources that we are very excited about.”

Frank Terlep, CEO of Summit Software and Mobile Solutions states, “SCRS, as they have exhibited many times in the past, has the foresight to see that their members need and want new and better ways to deliver improved customer service and communications to a new generation of consumers. SCRS also understands that for their members to continue to be successful today, and into the future, their members need new and innovative sales, marketing and advertising tools and technologies. **Help I Crashed My Car™** delivers all of this and more.”

Terlep also states, “The **Help I Crashed My Car™** patent-pending platform is designed to help drive new business to SCRS member shops by providing them with immediate notifications from customers when they are in an accident. This unique, one of a kind, solution enables SCRS members to receive a first notice of loss directly from consumers, including a map and location of the accident. **Help I Crashed My Car™** will provide SCRS member with increased sales opportunities, new marketing and advertising channels, and increased customer retention and satisfaction.”

SCRS members that subscribe to the **Help I Crashed My Car™** platform also receive **MarketPlace™**, a web based application that directly connects with the consumer’s mobile device and

receives access to accident notifications, as well as customer e-mail and mobile phone information that can be used for electronic marketing campaigns.

SCRS members can provide an unlimited number of phone applications to previous and potential customers, local dealerships, schools, local businesses and insurance agents. They also can set the system to provide them with information on any consumers that have downloaded the application within certain zip codes for ad hoc and automated advertising campaigns via e-mail and text.

To sign up for this SCRS member benefit, you can contact the SCRS office at info@scrs.com, or you can contact Summit Software and Mobile Solutions directly to register for the program at: <http://www.helpicrashedmycar.com> or phone 888-377-2661.

About SCRS: Through its direct members and 37 affiliate associations, SCRS is comprised of 6,000 collision repair businesses and 58,500 specialized professionals who work with consumers and insurance companies to repair collision-damaged vehicles. Additional information about SCRS including other news releases is available at the SCRS Web site: www.scrs.com. You can e-mail SCRS at the following address: info@scrs.com.

About Summit Software and Mobile Solutions: Summit Mobile Solutions is a wholly owned subsidiary of Summit Software Solutions, Inc., established to design, develop and implement mobile sales, marketing, advertising, communication and business management applications compatible across most mobile phone operating systems for the auto collision, auto aftermarket and other service and repair industries. Additional information is available at www.summitsoftwaresolutions.com or www.helpicrashedmycar.com.

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