



Press Release

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FOR IMMEDIATE RELEASE

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SCRS Reports Success at 2010 SEMA Show and Repairer Driven Education

Prosser, Washington, November 10, 2010 — Following the conclusion of the 2010 SEMA Show, held Tuesday, November 2nd through Friday November 5th in Las Vegas, Nevada, the Society of Collision Repair Specialists (SCRS) reports the event was a tremendous success with significant and diverse industry representation.

The SEMA Show, a longstanding and premier event for automotive enthusiasts and reportedly the largest small-business trade show in the country, embarked on the 2010 show with a first-time focus on the collision repair market through a strategic relationship with SCRS and a dedicated area of the show for collision industry exhibitors to spotlight their equipment, services and offerings to the industry. In addition to the recognition on the show floor, the event organizers worked with SCRS to roll out SCRS' Repairer Driven Education, which cycled over 125 individuals through 2 days of educational offerings that covered relevant topics targeted specifically for modern-day collision repair professionals.

“Based on the obvious energy and excitement that filled the halls of the show and the feedback we have received from exhibitors, attendees, speakers and show management, this first year initiative is by any measure a tremendous success and significant benefit both for the industry and our association,” shared SCRS Chairman Barry Dorn. “SCRS worked incredibly hard this year to put together what we felt would offer the industry a fresh and exciting option for shops looking to step outside of their business to find education, inspiration and ideas that can carry their businesses successfully into the future. This was a first-year effort with strong results given the economy and the uncertainty about launching a new venue within the industry. I am confident that those in attendance believe we accomplished our goals.”

In addition to SCRS' involvement and programs, it was apparent that the collision industry was at the SEMA Show in full force. Through activities, meetings, programs and presence there was certainly something offered by everybody, including: I-CAR training classes, the premiere of the I-CAR TechPro World Tour, NABC's Recycled Rides giveaway and First Responder Emergency Extrication (FREE) program, a Recycled Parts Roundtable discussion hosted by QRP and over 250 companies exhibiting products to the collision repair industry.

In compliment to the SEMA Show events, entities within the collision industry held a variety of meetings throughout the week. The Collision Industry Conference (CIC) meeting was one of the most well attended in modern times, featuring the largest Achievement Awards Luncheon in its history, welcom-

ing over 66 first time CIC attendees - the largest new attendee base ever – and producing one of the largest CIC Receptions ever, which was hosted by Assured Performance Network and OEM Manufacturers. In addition there were meetings conducted by SCRS, I-CAR, NABC, AASP, the OEM Roundtable and others. In fact over 11 collision industry groups took advantage of the gratis meeting space offered to the industry by the SEMA Show and the Las Vegas Hilton.

“SCRS has always been an association that follows the will and direction defined by our members,” adds SCRS Vice Chairman Aaron Clark. “As a volunteer on the Board of Directors, and as a shop owner and member, it is personally rewarding for me to see that our decisions are supported by the industry and validated through their participation and attendance. Furthermore, building upon how our organization embraces industry direction, I believe that the significant amounts of feedback we have already received will allow us to expand upon this first year accomplishment, and further amplify our offerings in future years. There is no doubt that this is an exciting time both for SCRS and the industry.”

Much like SCRS, SEMA Show organizers have a long history of predicating their efforts on attendee input. “We measure our success by the feedback we hear from our strategic partners, exhibitors and attendees,” Added Peter MacGillivray, VP of Events and Communications for SEMA. “Our collaboration with SCRS and the collision industry enabled us to take a solid step forward in developing a show that serves the industry. Looking forward we’ll continue to invest in such resources as world-class education and show features that will attract leading collision repair companies to the annual SEMA Show.”

Based upon the success of the 2010 SEMA Show, the collision industry and SCRS are both assured they will have a prominent place within the 2011 SEMA Show, and the expectation from SCRS is that the knowledge and experience gained will aid in surpassing last week’s event in size, scope and caliber.

About SCRS: Through its direct members and 38 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.

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