



Press Release

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FOR IMMEDIATE RELEASE

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Chief Automotive Technologies Introduced as Newest SCRS Corporate Member

Prosser, Washington, February 1, 2010 — The Society of Collision Repair Specialists (SCRS) is pleased to announce that Chief Automotive Technologies® (Chief) has stepped forward to support the Society as a corporate member.

Chief Automotive Technologies, which first made its name in the collision repair industry with its Chief pulling system, is a well-known industry equipment supplier with close to 40 years of experience serving the industry. Their long-term presence serving body shops of all sizes gives them a unique perspective that SCRS hopes to leverage for its members.



“Chief is basically an industry institution, which makes their participation in SCRS very meaningful,” explains SCRS Chairman Barry Dorn. “They have managed to thrive through the ups and downs of the marketplace over the years by addressing evolving repairer needs and emphasizing customer service. In the process, they’ve accumulated a lot of business know-how from which we can all learn.”

Chief views corporate sponsorship as a valuable way to stay in touch with the industry that uses its products. “SCRS and its member shops are at the forefront of the collision repair industry,” begins Mike Cranfill, Vice President Collision Equipment for Chief Automotive Technologies. “By participating as a corporate member, we’re sure to gain a better understanding of the issues they face, what they need to succeed, and what we can do to help them. SCRS is the voice of the customer, and we are definitely listening.”

SCRS appreciates the support of Chief Automotive Technologies and anticipates the development of a mutually beneficial relationship. “We’re honored that Chief understands the importance of having a direct outlet to the industry, and are pleased that it has chosen to participate and support the Society,” says SCRS Executive Director Aaron Schulenburg. “We’re looking forward to working collaboratively to address the needs of the industry and provide solutions where they are needed.”

About Chief Automotive Technologies: Chief Automotive Technologies, a brand of the Vehicle Service Group which is a subsidiary of the Dover Corporation, has been a prominent supplier of collision repair equipment since 1972 when it introduced the Chief pulling system. The company now offers a variety of products, including everything from computerized measuring to comprehensive

vehicle specifications and collision repair training. Additional information about Chief is available at www.chiefautomotive.com.

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.

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