



Press Release

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FOR IMMEDIATE RELEASE

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SCRS to Provide *Repairer Driven Education* at SEMA Show

Prosser, Washington, February 16, 2010 — The 2010 SEMA Show Paint & Body Equipment (PBE) area is growing through a key new affiliation between SEMA and the Society of Collision Repair Specialists (SCRS). SCRS will be collaborating with SEMA as the host of *REPAIRER DRIVEN EDUCATION*, which will be premiering this year in a prominent location within the show and resulting in a much larger footprint dedicated to the collision repair industry.

"We look forward to working with the SCRS to develop a valuable and relevant educational program," said SEMA VP of marketing and member services Tom Myroniak. Typically featuring 50-60 sessions throughout the week, the educational program is one of the cornerstones of the annual trade-only event.

"As more and more attendees at the SEMA Show become interested in the paint and body market, it is becoming increasingly more important to incorporate seminars targeted specifically to this audience," said Myroniak. "Working with the SCRS will be instrumental in helping us deliver value to this growing group."

SCRS' *REPAIRER DRIVEN EDUCATION* at SEMA will feature a wide array of topics and course selections focused on bringing education and information covering relevant issues that impact collision repairers across the nation. In addition to the educational offerings and collaborative work in the PBE wing of the show, SCRS will be holding their fall board meeting at the SCRS headquarter hotel, the Las Vegas Hilton. These meetings will be held in conjunction with other industry events, such as the Collision Industry Conference (CIC), to be held at the same location.

"SCRS' longstanding mission has been to educate, inform and represent the collision repair professional," stated SCRS Executive Director Aaron Schulenburg. "A venue such as this certainly provides a stimulating and exciting environment to build upon the educational focus of our activity, and we are looking forward to a bright future of possibilities for our industry as we collaborate to bring enhanced collision industry offerings to the SEMA Show."

"Responding to our membership's needs and desired direction has always been one of the strong traits of SCRS," added SCRS Chairman Barry Dorn. "Through ongoing discussions with our membership, it

is obvious that there is a strong desire to participate, and have representation, in this event. Partnering with SEMA to significantly enhance the offerings available to our industry makes a lot of sense, and we are ecstatic to build upon what is shaping out to be a very strong foundation between SCRS and the SEMA Show.”

"We're constantly adapting to changes in the industry," notes Chris Kersting, SEMA President and CEO. "We challenge ourselves to deliver high value to both exhibitors and attendees, all with the goal of providing them with a show that is current and relevant."

Manufacturers interested in exhibiting at the SEMA Show will be able to access space rental agreements in mid-March. Attendee registration for the event opens in May. Updated information is available at www.semashow.com.

About SEMA: SEMA, the Specialty Equipment Market Association founded in 1963, represents the \$31.85 billion specialty automotive industry of 7,144 member-companies. It is the authoritative source for research, data, trends and market growth information for the specialty auto parts industry. The industry provides appearance, performance, comfort, convenience and technology products for passenger and recreational vehicles. For more information, contact SEMA at 1575 S. Valley Vista Dr., Diamond Bar, CA 91765, tel: 909-396-0289, or visit www.sema.org and www.enjoythedrive.com.

About SCRS: Through its direct members and 39 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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