



Press Release

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FOR IMMEDIATE RELEASE

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Choice Autobody Repair Association Welcomed as SCRS' 39th Affiliate

Prosser, Washington, February 24, 2010 — The first part of 2010 has been marked by a flurry of activity for the Society of Collision Repair Specialists (SCRS), including the enrollment of several new affiliate associations and some major announcements regarding the association's growth and development of industry programs. The affirmative trend continues with the joining of the Choice Autobody Repair Association (CARA) as SCRS' 39th affiliate.

CARA is an Ohio-based group of repairers with members in an increasing number of other states. It maintains an unwavering focus on vehicle owner rights, with an emphasis on consumer awareness. "Too often vehicle owners don't know the extent of the protections they have under the law," explains CARA President Rick Finney, "and they don't have a clear understanding of the repair process and what their options are during that process. Our goal is to provide owners the information they need to make decisions in their best interests, for example, that they have the power to choose where their repair work is to be done."

The issue of shop selection was the driving force behind CARA's formation and the reason "Choice" is part of the association's name. Ohio-area repairers were finding, with increasing frequency, that their long-standing customers were suddenly hesitant to bring work to them. "The consumer was being told they had no choice in where to take their vehicle when it just wasn't the case," continues Finney. "It was an alarming trend, and we thought we could counteract it by making the right kind of information available to the policy holder."

CARA uses a variety of tools to educate vehicle owners: consumer awareness pamphlets, informational videos ("commercials") and a Web site filled with useful facts. In addition to shop selection, topics include the potential impact of aftermarket/recycled parts use, how to read an insurance policy, and what to look for in a collision repair facility. The association is also beginning to get active on the legislative front, and continually challenges the Ohio insurance commissioner and attorney general to fulfill their consumer protection functions.

"CARA promotes and spreads consumer rights by forging relationships with collision repair associations, insurance agents, vendor suppliers, and other relevant parties," says SCRS Chairman Barry Dorn. "Their approach has certainly created a kind of extended communications network to help

spread their message about consumer rights and to compile important information about those rights that can be distributed back through the network.”

When CARA wanted to add a national component to their system of connections, they turned to SCRS. “SCRS exhibits a passion similar to ours—they know safe, quality repairs must be given the highest priority,” says Finney. “Affiliating with SCRS means our members gain access to a focused national voice advocating for repairers and consumers. We’ll likewise be exposed to a strong affiliate network to help us advance those causes.”

SCRS extends a warm welcome to CARA. “SCRS and CARA are both dedicated advocates for the collision repair professional, and we are pleased to include them in our growing network of affiliate associations,” states SCRS Executive Director Aaron Schulenburg. “It is encouraging to receive such ongoing and increasing support from state and regional associations around the country, and we look forward to continuing to offer support to all of our affiliates as we work in unison with them to impact our industry positively.”

About CARA: The Choice Autobody Repair Association promotes the consumer’s awareness of their individual rights when dealing with insurance companies and automotive repair shops. In addition, it promotes the common business interests of individuals and corporations engaged in the collision repair industry as well as fosters education of private and industry members. Find more about the association online at: www.c-a-r-a.org.

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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