



# Press Release

*Society of Collision Repair Specialists* • P.O. Box 909, Prosser, WA 99350 • (877) 841-0660

## **FOR IMMEDIATE RELEASE**

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## **SCRS Welcomes Diamond Standard Parts as Its Newest Corporate Member**

*Prosser, Washington, March 2, 2010* — The Society of Collision Repair Specialists (SCRS) is pleased to announce that Diamond Standard Parts has stepped forward as the Society's newest corporate member.

Diamond Standard Parts is a U.S.-based parts manufacturer. For over a decade the company has been a champion for aftermarket parts quality, exemplifying its commitment by applying the highest possible standards to its own set of products.

“The reputation of the aftermarket parts industry suffered for years because of inconsistent or non-existent manufacturing standards,” explains Diamond Standard President Mike O’Neal. “Increasing use of high strength steels, foams, and other new vehicle construction materials at the turn of this century made poor standards even more of an issue, motivating us to establish Diamond Standard as a brand meaningfully associated with quality.”

Today Diamond Standard submits all its parts to a rigorous testing and certification procedure, the results of which are fully documented. Tests are conducted according to federal standards of crashworthiness and carried out at MGA Research Corporation, an independent test facility used by virtually all original equipment manufacturers. Results are validated by former crashworthiness experts from the National Highway Traffic Safety Administration (NHTSA) and the Volpe Center, a federal fee-for-service organization that is part of the U.S. Department of Transportation.

SCRS has long advocated for branded standards in the aftermarket, and welcomes Diamond Standard’s efforts in helping advance that goal. “Diamond Standard has been forthright in their stated objective of producing parts held to a higher standard of quality through testing and focused research,” says SCRS Chairman Barry Dorn. “It is imperative to us and our membership that parts suppliers invest in enough research and testing to ensure that end users are confident in the ordered part; that they are certain it has met stringent requirements before being made available for purchase.”

O’Neal believes a close association with SCRS will benefit his company. “The collision repair industry is the most important link between our organization and the vehicle owner,” he says. “Repairers perform hands-on work with our products, which makes their feedback on testing and interpretation of test results critical to the development of our manufacturing protocols. In addition,

SCRS has the ear of the industry, which exposes us to the industry's concerns and perceptions and makes it easier to spread the word about what we produce and how we produce it."

SCRS is thankful for Diamond Standard's support. "The pursuit of solutions to industry issues often brings together organizations that compliment each others efforts," states SCRS Executive Director Aaron Schulenburg. "It is our hope that with the support of Diamond Standard Parts we can accelerate progress toward solutions that benefit the collision repair professional and our customer base. We appreciate Diamond Standard's belief in what SCRS accomplishes on behalf of the collision repair industry."

***About Diamond Standard Parts:*** Diamond Standard Parts brand, and its associated manufacturers Reflexxion Automotive and Production Bumper Stampings, supply a variety of parts that include high strength steel reinforcements, front steel bumpers, high density foam energy absorbers, full assembly step bumper systems and bumper brackets. These parts replicate the safety and damageability characteristics of corresponding OEM parts, and are dynamically and destructively third party tested vs. OEM service parts with test results validated by former crashworthiness experts from the National Highway Traffic Safety Administration (NHTSA).

***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](http://www.scrs.com). You can e-mail SCRS at the following address: [info@scrs.com](mailto:info@scrs.com).

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