



Press Release

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FOR IMMEDIATE RELEASE

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Toyota Steps Forward as Newest SCRS Corporate Member

Prosser, Washington, August 15, 2005 — The Society of Collision Repair Specialists (SCRS) is pleased to announce its' newest Corporate Member, Toyota Motor Sales, U.S.A., Inc., one of the world's leading automakers with a long history of participation in the collision repair industry.

“As a major OEM, Toyota has repeatedly demonstrated its' commitment to quality and efficiency,” says SCRS Chairman Tom Moreland. “Their spirit of innovation and commitment to high standards will complement our existing roster of Corporate Members nicely.”

Toyota considered corporate membership based in large part on their observations of recent SCRS' activity—specifically, the group's testimony before the National Conference of Insurance Legislators (NCOIL) regarding aftermarket parts legislation, their contribution to the Collision Industry Conference (CIC) Database Task Force and their lobbying for two-way communication that could be utilized by various segments of the industry to reduce the costs incurred due to the rekeying of estimate data.

“Each one of those cases is an example of SCRS working for the good of the entire collision repair industry, which is impressive in itself,” states Roger Foss, National Field Support Manager for the Customer Service Division of Toyota Motor Sales, U.S.A. “But we were even more impressed by *how* they went about their business. They took a professional approach to achieving their goals, enlisting the participation of varied industry segments as needed, and then working toward a consensus. It's a mature approach, and an effective one that aligns with Toyota's operational and business outlook. We anticipate their further growth as an association, and look forward to working with them as they go forward.”

SCRS' Corporate Membership Program, founded in 1993, partners SCRS and key corporations serving the collision industry. Corporate Members allow SCRS to maintain and increase their level of service to direct and affiliate members, as well as enable them to collaborate with other associations who are working to better the industry.

“They know the industry and continue to be actively involved in industry staples such as I-CAR and Collision Industry Conference (CIC),” adds Moreland. “Furthermore, their commitment to providing a top-notch training and certification program for their dealership body shops is a clear example of their practical knowledge and experience in the collision repair industry. Toyota brings a great deal to SCRS, and our new relationship will undoubtedly continue to prove that ‘Working Together Is the Most Important Work We Do’.”

Toyota Motor Sales, U.S.A. (TMS) is the US sales, distribution, and marketing unit for Toyota Motor Corporation’s Toyota, Lexus, and Scion brands. More than 60% of the Toyotas sold in the US also are made in North America, and Toyota employs more than 30,000 Americans involved in the manufacture, research, financing, marketing, and sales of its cars, light trucks, and SUVs. Sales are conducted through more than 1,400 dealerships throughout the US. Founded in 1957, TMS and its subsidiaries are also involved in distribution logistics, motor sports, and general aviation.

Through its direct members and 29 affiliate associations, SCRS is comprised of 5,000 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 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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