



Press Release

Society of Collision Repair Specialists • P.O. Box 909, Prosser, WA 99350 • (877) 841-0660 • Fax (877) 851-0660

FOR IMMEDIATE RELEASE

For Further Information
Contact Aaron Schulenburg, SCRS Executive Director
Phone: (302) 423-3537 or e-mail: aaron@scrs.com

Final Days to be Entered into Drawing for Hotel Suite During 2010 SEMA Show

Prosser, Washington, August 26, 2010 — As the industry ramps up to attend the 2010 SEMA Show and the Society of Collision Repair Specialists' (SCRS) Repairer Driven Education (RDE) in Las Vegas this November, the deadline is quickly approaching for RDE registrants to win big before ever arriving in Vegas. Everyone who registers for the RDE series by next Tuesday, August 31st will be entered into a drawing to win a complimentary hotel suite for the week of the show at the Las Vegas Hilton, SCRS' headquarters hotel.

“With hotel rooms booking quickly for this highly anticipated show, this is a great opportunity for SCRS to reward those shops that have made the commitment to attend our education early on,” stated SCRS Chairman Barry Dorn. “We believe the content of the RDE series itself is a huge draw to any repairer looking for ideas to amplify their business, and it is being offered at an extremely affordable price; to couple that with the chance to win a complimentary suite during the show is a deal too good to pass up!”

The 2010 SEMA Show continues to experience significant growth in the Paint, Body and Equipment (PBE) wing, facilitated by a recent expansion of the square footage in the PBE section due to increased vendor commitments. SCRS' RDE series has also continued to generate weekly growth in registrations, indicating that the solid lineup of industry experts truly promises to be the premiere venue for collision repair facilities to find education and growth opportunities for their business.

To register for the SEMA Show and SCRS' RDE Series prior to August 31st, 2010 and be entered into the drawing for the hotel suite giveaway, or to get more information about the events, please visit www.semashow.com/scrs or contact SCRS at info@scrs.com.

About SCRS' RDE Series: REPAIRER DRIVEN EDUCATION (RDE) series will feature over 21 seminar offerings, many of which are uniquely designed and being offered for the first time during its inaugural launch at the 2010 SEMA Show. The series will be offered as a package, and registrants will have the option to attend six seminars which will be delivered between the hours of 8:00 a.m. and 3:00 p.m. on Thursday and Friday of the show. Each of the courses has been individually selected or crafted by SCRS because the content specifically focuses on information that is relevant to collision repair professionals and appeals to the diverse array of marketplace perspectives that exist within the collision repair industry.

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 38 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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