



Press Release

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FOR IMMEDIATE RELEASE

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Renowned Street Rod Painter Charley Hutton Added to Impressive SCRS Lineup of Attractions at SEMA

Prosser, Washington, September 8, 2011 — As the days pass and the SEMA Show draws closer, the Society of Collision Repair Specialists (SCRS) continues to demonstrate its commitment to putting together a program that will be remembered by collision repairers attending the Show long after it ends.

The latest addition to SCRS' outstanding list of events is a live discussion with Charley Hutton, a renowned personality in the automotive industry, regarded as one of the most popular painters in the custom car world. The Society will be welcoming Hutton on Wednesday, November 2nd from 2:00–3:00 p.m. at the Collision Repair & Refinish Section Stage (North Hall #10873) for an onstage interview and question and answer session.



Working out of his shop in Nampa, Idaho—Charley Hutton's Color Studio—Hutton has produced an impressive number of automotive refinishing projects over his career, most recently through his work using PPG Automotive Refinish. He has garnered a number of prominent honors as a result.

His talents have been recognized with two Ridler Awards, presented by Autorama, a premier custom car show. He is also the winner of several Street Rod of the Year and Custom Rod of the Year awards, as well as being the recipient of America's Most Beautiful Roadster award.

Many across the nation recognize Hutton who established himself as a media personality. He first attained television fame and national exposure through the *Discovery Channel's* "American Hot Rod" show, and has appeared on Hot Rod TV and the *Learning Channel's*, "Overhaulin'."

"We have to thank our friends and supporters from PPG who were instrumental in helping SCRS arrange to add such a high profile personality like Charley Hutton to the great lineup we are assembling for the SEMA Show," states SCRS Chairman Aaron Clark. "Charley is of great interest and relevance to the collision repair audience, as someone who started off in this business like so many of the custom painters and fabricators did.

“It has already been a great experience for PPG to be part of the Repairer Driven Education (RDE) program, and the SEMA Show has really given a great canvas for SCRS to use as they put together the educational agenda for the industry,” added Domenic Brusco, Sr. Manager of Industry Relations for PPG Automotive Refinish. “Our partnership with Charley has shown us how his craftsmanship and point-of-view really complements much of the material that SCRS is offering in their RDE program, and we are glad we can play a role in SCRS’ activities which are clearly providing the widest possible variety of useful content to the repair industry.”

About SCRS’ RDE Series: The REPAIRER DRIVEN EDUCATION (RDE) series will feature over 21 seminar offerings, many of which are uniquely designed and being offered only at the 2011 SEMA Show. The series will be offered either as individual sessions, or as a package, and registrants will have the option to attend seven regular session seminars which will be delivered between the hours of 12:30 p.m. and 5:00 p.m. each day of the show; as well as a special headline presentation being delivered from 5:30 p.m. to 7:30 p.m. on Thursday evening. 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 within the collision repair industry.

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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