



# Press Release

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## FOR IMMEDIATE RELEASE

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## Keystone Automotive Joins SCRS as Newest Corporate Member

*Prosser, Washington, March 2, 2006* — The Society of Collision Repair Specialists (SCRS) is pleased to announce that Keystone Automotive (Keystone), the leading North American supplier of certified aftermarket replacement auto body parts and supplies to the collision repair industry, has joined the ranks as a corporate member.

Based on the efforts of SCRS and other organizations to improve the quality and consistency of the certified aftermarket crash parts supply channel, SCRS has had the opportunity to work with many members of the related industries. The heightened relationship between SCRS and Keystone grows out of the concern both organizations share regarding the quality of certified aftermarket parts. Keystone has been an integral part of the efforts and improvement as evidenced by significant changes that continue to be implemented throughout the aftermarket parts supply channel. The model employed in the industry today puts the distributor squarely in the middle of the supply chain and as such, working with the various market segments to ensure the continued improvement of certified aftermarket crash parts will benefit everyone.

Keystone has been making a concerted effort to meet the industry's needs through the development and implementation of their Platinum Plus program. Through Platinum Plus, a certain number of parts based on rigorous quality standards are designated for their program. Platinum Plus parts come with a lifetime warranty on the fit, finish and quality.

“Keystone's recent efforts in particular exemplify a desire on their behalf to not only meet the industry's needs from a quality and consistency standpoint, but to improve the levels of service as well,” states Gary Wano, Jr., SCRS Vice-Chairman. “We think that it is important that there be a high quality alternative for customers to choose from in making a repair decision. Working more closely with

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Keystone Automotive allows us the opportunity to have an open line of communication which we believe will translate into better parts and service for the consumers.”

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Keystone executives felt that the time was right to expand on an already good relationship. “Based on our past history and the ability we have had to work together in a variety of ways, we felt that our participation as a corporate member was a natural thing to do,” says Keystone Vice-President of Sales and Marketing Chris Northup. “They are a respected association, and in my opinion, nearly an institution within our industry. Our executive group and our new CEO Rick Keister completely supported the initiative.”

In addition, Keystone expects that corporate membership with SCRS will bring them even closer to the collision repair industry customers they have served for almost 60 years. Adds Northup, “Perhaps the most positive result of this partnership given our customer base is an improved understanding of what the industry is asking for in terms of service and products, as well as an ability to more clearly show what we can provide. Being a corporate member just makes sense.”

The Corporate Membership Program, founded in 1993, partners SCRS and key corporations serving the collision industry. Corporate members enable SCRS to maintain and increase the current and future level of service to its’ direct and affiliate members, to remain in the forefront as necessary to operate efficiently and to participate with the other associations who are working to better the industry.

“Recent efforts on the part of Keystone to improve the quality of aftermarket parts have been exemplary,” says SCRS Chairman Tom Moreland. “We serve the same customer, the collision repairer, and want to make sure industry professionals have the best products at hand to satisfy *their* customers. This helps bring Keystone even closer to our members. Our partnership with Keystone should build momentum toward this goal, actively demonstrating that ‘Working Together Is the Most Important Work We Do’.”

Keystone Automotive Industries, Inc. distributes its products primarily to collision repair shops through its 136 distribution facilities, of which 23 serve as regional hubs, located in 38 states and Canada. Its product lines consist of automotive body parts, bumpers, and remanufactured alloy wheels, as well as refinish products and other materials used in repairing a damaged vehicle. These products comprise more than 19,000 stock keeping units that are sold to more than 25,000 repair shops throughout the United States and Canada.

Through its direct members and 31 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 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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