



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 Dan Risley, SCRS Executive Director

Phone: (708) 598-3384 or Email: drisley7@comcast.net

Proliance International, Inc. Announced as Newest SCRS Corporate Member

Prosser, Washington, March 30, 2007 — Proliance International, Inc. (Proliance), a national supplier of aftermarket radiators and related heat exchange products for the collision repair industry, has signed on as a Corporate Member of the Society of Collision Repair Specialists (SCRS).

The company, created out of a merger between two long-standing aftermarket heat control businesses—Transpro, Inc. and Modine Manufacturing Company—has sharpened its focus on the collision repair market, and it is out of a desire to best understand the industry’s requirements, that the partnership with SCRS was born.



“We think the collision repair industry holds a lot of potential for Proliance, and it has a bright future,” begins Layne Gobrogge,

Vice President of Marketing Support for Proliance. “Because we want to conduct business there, we’re obligated to understand it as best we can.”

The team at Proliance undertook due diligence, researching the best ways to learn about the industry, as well as how to create additional visibility for themselves. The name of SCRS took little time to gain their notice. “I think the first thing that caught our attention was the impressive list of SCRS Corporate Members,” adds Gobrogge. “It was like a ‘Who’s Who’ of well-respected collision repair suppliers. We also liked the message SCRS circulated regarding cooperation and working together. We investigated further, talked to some of their folks and our positive impressions were reinforced.”

SCRS Corporate Membership Chairman Jeff Hendler, who was one of the first to meet with Gobrogge and his team, believes the new relationship will provide almost immediate benefits. “The folks at Proliance did their homework, so they know what SCRS is about, and that it’s a good match for them,” he says. “That speaks volumes about the methodical, detailed approach they take toward problem-solving, and we expect them to be a great asset for SCRS’ members. Not to mention that they openly embrace the principle of ‘Working Together Is the Most Important Work We Do’.”

Headquartered in New Haven, Connecticut, Proliance International, Inc. is a global manufacturer and distributor of aftermarket heat exchange and temperature control products for automotive and heavy-duty applications serving North America, Central America and Europe.

Through its direct members and 35 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.

###