



# Press Release

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## **FOR IMMEDIATE RELEASE**

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## **Hertz Enters into Partnership as SCRS Corporate Member**

*Tri-Cities, WA, April 27, 2004* — Hertz, a name synonymous with exceptional rental car service worldwide, is the latest business to step forward and join the Society of Collision Repair Specialists (SCRS) as a Corporate Member.

Hertz is the world's largest general use car rental company, operating from approximately 7,200 locations in more than 150 countries. Hertz' suburban network, including Hertz Local Edition, includes more than 1,100 neighborhood rental locations with business, leisure and replacement rates available as well as pick up and drop off service.

Through mutual cooperation with selected entities, Hertz has begun to build a higher profile within the collision repair and related industries. The agreement between SCRS and Hertz is a logical step in that direction.

"Hertz is sincerely seeking out quality relationships in our market and, as a result, they have become more visible there," explains SCRS Executive Director Dan Risley. "This increased involvement set the stage for our first meeting at a recent Collision Industry Conference (CIC) where Dan Dutra of FixUSA—another Hertz partner—introduced me to Martin Aita and Geoff Latin. From that point on, discussions with Hertz regarding Corporate Membership progressed rapidly."

"Hertz originally joined SCRS as a company sponsor mid-year 2003," recalls Aita, Director Administration, Suburban Development for Hertz, "and while at NACE we noted the organization's interest in having Hertz increase its level of involvement."

Over the next few months, Hertz began developing a co-marketing agreement with SeeProgress [providers of the online customer service and marketing tool, AutoWatch™] who affirmed SCRS' position as an influential and valued entity within the collision repair industry. Hertz eventually decided that it would be beneficial to increase its level of participation with the organization.

"Hertz is very excited to join SCRS as a Corporate Member and to take an active role in the Society," adds Aita. "Through our involvement with CIC and CIECA we recognized the important work being done by SCRS and their stature in the body shop community. Hertz is pleased to have the opportunity to support SCRS in their mission of addressing industry issues and strengthen our position as an innovative and committed partner in the collision industry."

For SCRS, the feeling is mutual. "Any time you can add the strength of a market leader to your ranks—a name that is recognized in almost every household—membership benefits," states Risley. "We look forward to a long and mutually beneficial relationship with a company whose integrity and business acumen will reflect well on us all."

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The Corporate Membership program, founded in 1993, partners SCRS and key corporations serving the collision repair industry. Corporate Members enable SCRS to maintain and increase the current and future level of service to its direct and affiliate members, to purchase the equipment and technology necessary to operate efficiently and to participate with the other associations who are working to better the industry.

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 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: [scrs1@aol.com](mailto:scrs1@aol.com).

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