



Press Release

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FOR IMMEDIATE RELEASE

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Post-Show Analysis Indicates 2011 SEMA Show was “Go To” Destination for the Collision Repair Industry

Prosser, Washington, November 21, 2011 — The SEMA Show has solidified its reputation over time as the undisputed premier automotive specialty products trade event in the world. This year was no exception, as the show held in the Las Vegas Convention Center attracted over 132,000 automotive professionals from more than 100 countries, to view a wide variety of products and services in the automotive, truck and SUV, powersports, and RV markets.

The post-show figures also indicate that this year’s show went a significant way toward establishing itself as the “go-to” destination for collision repairers. Overall registration numbers showed that the show had experienced an increase of over 20% in attendees identifying themselves as working in the collision repair industry, and specifically a nearly 30% increase from 2010 in collision repair facilities in attendance. The Collision Repair and Refinish section itself proved to be dramatically more robust with over 21% more exhibitors from the previous year, covering 25% more square footage. In fact, the thousands of collision repairers traversing the aisles of the North Hall had over 80,000 square feet of space filled with relevant business solutions for the collision repair industry, which included exhibits from more than 100 first-time exhibitors in both Collision Repair and Tools and Equipment.

“This year’s SEMA Show was a vibrant success,” enthused Frank Terlep, CEO of Summit Software and Mobile Solutions. “SCRS really did a phenomenal job of working with SEMA Show management to further enhance this year’s experience for collision repair businesses. We had a tremendous show, with our leads and sales surpassing previous performance numbers by the second day. As a company who is looking to continue to expand, there was an abundance of prospective customers to talk to. We can’t wait to come back next year!”

Coupled with the enticing show floor, the Repairer Driven Education (RDE) series developed by the Society of Collision Repair Specialists (SCRS) experienced a dramatic 400 percent increase in registration from 2010, which included a 160% increase in Full Series Pass selections. Overall, registrations for 2011 included more than 1,700 course selections.

“The SEMA Show is a huge venue for education and what makes it especially great is that it puts a lot of information together in one place for easy access,” stated Shawn Hart, director of technical services for Car-O-Liner®. “RDE is a good example of this. Speaking for Car-O-Liner, the show has been great

for us as a supplier in a number of ways, including the opportunity to expand the potential audience for what our company delivers while still getting prime face time with our collision repair customers.”

There are numerous reasons SEMA attracts the collision repair industry, according to the exhibitors and attendees with which SCRS spoke. It starts with the fact that collision repairers are car lovers at heart, and the show provides everything a car lover could want—from an expansive exhibition of custom crafted vehicles to something as practical as a tool designed to filter grit out of water.

“I really appreciate the partnership between SEMA and SCRS,” commented Bob Skrip, President of Skrip’s Auto Body Inc. in Prospect, Connecticut. “I, like many others, began in this industry as an admirer of the ‘custom cars’ and that’s what inspired me to become affiliated with the collision repair business. I always admired the craftsmen and women that brought the ordinary to the level of extraordinary, and why I believe the mix seen at the SEMA Show is exactly what we need. My son and I bounced between the collision repair section, and the “go fast” section with enthusiasm and ear to ear smiles. The added bonus of the Repairer Driven Education series with speakers and presenters who were well prepared, and offered a wealth of information, was well received and enjoyed.”

“All aspects of the 2012 SEMA Show exceeded our expectations,” said SCRS Chairman Aaron Clark. “The show was great, the atmosphere was electric, and the RDE keynote was inspiring. I received dozens of compliments from Show and RDE attendees, which was very satisfying for all of us. SCRS is really looking forward to the 2012 experience, and what we can do to make it even more riveting for our 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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