



Press Release

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FOR IMMEDIATE RELEASE

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Collision Repair & Refinish Section Already “Bigger & Better” for 2011 SEMA Show

Prosser, Washington, July 5, 2011 - With nearly four and half months until the doors of the 2011 SEMA Show open to industry professionals on November 1st, the collision repair community has already shown up to the event in a big way. The Collision Repair & Refinish (CR&R) section of the show has far surpassed the number of exhibitors and floor space square footage in the section from the previous year, pacing to see even further growth of collision repair industry participation as the show nears.

While at the show, there is an abundance of opportunity for collision repair professionals that compliment the expansive amount of services, equipment and offerings on the show floor. Attendees will also have world-class education opportunities available to them through SCRS' Repairer Driven Education (RDE) series which entails sessions held on each day of the SEMA Show in the afternoon. RDE features subject matters geared specifically to collision repair businesses, and will include a high-energy, impactful headline presentation from Afterburner Fighter Pilots on Thursday evening which you won't want to miss. A complete outline of the schedule and more details on the event can be accessed in the [RDE Digital Overview](#) which was recently published by SCRS. This overview contains all the information attendees will need to easily plan their trip to Las Vegas this November.

"This is a highly exciting position to be in," exclaimed Aaron Schulenburg, Executive Director of the Society of Collision Repair Specialists (SCRS). "SCRS was very pleased with the response we received from the industry during our first year of partnering with the SEMA Show in 2010, but obviously, there was the understanding that our follow up year had to be bigger and better and we had to take the feedback we received from attendees, and put it to use with goal of enhancing our constituents experience at the show even more. We worked closely with the show management and with SEMA to use the input we received, and I think it is clear that the early results this year have demonstrated the

industry's excitement and support of our involvement at this venue. We are very fortunate to be in this position in June, and are so appreciative of all the vendors who made the early decision to be a part of shaping our destination for the collision industry."

While registrations to the RDE program have already seen a dramatic uptick from last year's figures at this time, there has also been noticeable increase in interest from international repair groups making the journey to the SEMA Show for both the RDE series and interaction with the exhibiting vendors. As one example, arrangements are underway for a group of over 40 crash shops from Australia to participate in the RDE program and the SEMA Show.

"We firmly believe the caliber and variety of educational offerings found in our RDE program is one of the significant draws for our industry," added SCRS Chairman Aaron Clark. "There has been a continued emphasis and focus into putting together a program that delivers tangible and relevant information that a repair business can put to use as soon as they return home from the show; this year's lineup is no exception, and the immediate response has been tremendous."

In addition to the programs offered by SCRS, I-CAR will have training classes available to attend in the mornings on each day of the show, and the week will host a variety of collision industry-specific events and meetings from groups such as SCRS, I-CAR, CIC, NABC and many others.

For exhibitors who want to be in on the action, but haven't reserved space just yet, there are still plenty of options...but act quickly!

"While the CR&R section nears capacity, we will continue to work with interested exhibitors to make sure they not only have a place on the show floor, but that the experience is exactly what they have come to expect from the SEMA Show," added, Peter MacGillivray, Vice President of Events & Communications of SEMA. "The SEMA Show has a fortunate history of growth and expansion, and our recent collaboration with SCRS and the collision industry have noticeably added to that formula for success on the show floor and attendance. We couldn't be more pleased to partner with groups like this to provide collision repairers a world class show experience, with content that propels added business opportunities for these small businesses. For exhibitors, it is certainly not too late to participate in what is shaping up to be one of the best SEMA Show turnouts in years!"

As already evidenced by the amplified presence of exhibitors in the Collision Repair & Refinish section, the industry is not delaying in making their plans to be in Las Vegas this November. Register today for the SEMA Show and RDE, to ensure that you have space in each of the sessions that you want to attend.

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About SEMA and the SEMA Show: The SEMA Show is a trade show produced by the Specialty Equipment Market Association (SEMA), a nonprofit trade association founded in 1963. Since the first SEMA Show debuted in 1967, the annual event has served as the leading venue bringing together manufacturers and buyers within the automotive specialty equipment industry. Products featured at the SEMA Show include those that enhance the styling, functionality, comfort, convenience and safety of cars and trucks. Additional details available at www.semashow.com or www.sema.org, (909) 396-0289

About SCRS' RDE Series: 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.