



Press Release

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FOR IMMEDIATE RELEASE

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Hyundai Motor America Comes Forward To Become Newest SCRS Corporate Member

Prosser, Washington, July 6, 2011 — The Society of Collision Repair Specialists (SCRS) is pleased to announce that Hyundai Motor America has come forward to show its support of the Society by enrolling as a corporate member.

Hyundai Motor America (HMA) is a subsidiary of Hyundai Motor Company, the Korean vehicle manufacturer which is one of the largest in the world. In today's automotive market, where vehicle design evolves rapidly and it is challenging to stay abreast of the latest required collision repair techniques, a close working relationship between original equipment manufacturers (OEMs) and the collision repair industry is more important than ever. HMA's decision to become a corporate member helps ensure this type of close working relationship can be maintained and strengthened.



“Because of the technological demands the modern vehicle poses, our members—and the collision repair industry, in general—are constantly in need of up-to-date information that assists in ensuring the vehicle is repaired correctly and safely,” stated SCRS Chairman Aaron Clark. “As a repair association we are very pleased to add Hyundai Motor America to our healthy list of OEMs that actively participate with SCRS, and are confident that their corporate membership will facilitate a beneficial exchange of necessary information.”

One of the ways HMA makes repair-related information available is through its recently updated Web site for the aftermarket and wholesale community, www.hyundaiwholesale.com. In addition to an online Mitchell International catalog, this Internet destination provides other valuable technical data for SCRS members such as dealer locator, service information, OEM 1 stop and the online collision catalog.

“HMA is proud to work with SCRS, who have strived for many years to elevate the entire collision repair industry,” said HMA Senior Manager, Parts Sales Mark S. Williams. “HMA recognizes that by working closely with SCRS we will ultimately improve the overall ownership experience for the Hyundai customer when a collision repair is required. Hyundai will work closely with SCRS to fully implement their vision to provide world class collision industry standards.”

The ongoing dialogue between the two organizations ensures that the repairer's perspective is taken into consideration as HMA moves forward developing new and refined vehicles. "Understanding of vehicle design and reparability are critical elements for collision repair businesses to perform safe and proper repairs," stated SCRS Executive Director Aaron Schulenburg. "Ultimately the kind of open communication their corporate membership will foster between our industries is of ultimate benefit to our mutual customer, the vehicle owner. We welcome HMA aboard and look forward to a long, fruitful partnership with them."

About Hyundai Motor America: Hyundai Motor America, headquartered in Fountain Valley, Calif., is a subsidiary of Hyundai Motor Co. of Korea. Hyundai vehicles are distributed throughout the United States by Hyundai Motor America and are sold and serviced through more than 800 dealerships nationwide. All Hyundai vehicles sold in the U.S. are covered by the Hyundai Assurance program, which includes the 5-year/60,000-mile fully transferable new vehicle warranty, Hyundai's 10-year/100,000-mile power train warranty, 5-years of complimentary Roadside Assistance and the Hyundai Trade-in Value Guarantee. For more details on Hyundai Assurance, please visit www.HyundaiAssurance.com.

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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