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## **CAPA Releases New Video Spotlighting Certification Program**

**Kentwood, Mich. – September 3, 2024** – The Certified Automotive Parts Association (CAPA), an independent non-profit standard-setting and certification organization for automotive crash parts, has released a new video providing an overview of CAPA’s certification program. The video, *The CAPA Difference*, is hosted on CAPA’s YouTube channel and shows the work that goes into its certification process, as well as the positive impact this work has on the collision repair industry and ultimately consumers.

The video, presented by CAPA’s Executive Director Terry Fortner, shows CAPA’s certification process in action – from part production at CAPA-approved Participant facilities, to in-depth material testing, as well as CAPA’s Vehicle Test Fit (VTF) lab, where ASE Certified technicians perform a key step of the certification process, the VTF, which includes inspections including but not limited to appearance, fit, and function.

“With more than 30 years’ experience in the insurance and aftermarket industries, I am very proud to advance CAPA’s public service initiative as the nation’s only independent testing and certifying authority for automotive replacement parts,” said Fortner.

*The CAPA Difference* features testimonials from CAPA Technical Committee members Roy Schnepfer and Gerry Poirier, who both have extensive experience using CAPA Certified parts and have seen firsthand how CAPA benefits the automotive repair industry. Schnepfer, owner of Butler’s Collision in Roseville, MI, affirms this in the video, saying, “CAPA is good for our industry and our customers,” offering the market, “a quality, lower cost choice for replacement parts.” Poirier, an insurance industry veteran, agreed, praising CAPA as “a viable competitive option” for the market.

Schnepfer also highlighted the benefits of the industry working closely with CAPA, noting that his role as both a shop owner and member of CAPA’s Technical Committee has allowed him to “provide real world feedback on behalf of the shops to make CAPA’s testing process even better.”

“Would I use a CAPA part on my own vehicle?” Schnepfer said, “The answer is yes.”

The new video can be found at the link below:

<https://youtu.be/hPeXolS7p8o>

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### **About CAPA**

The Certified Automotive Parts Association, founded in 1987, is the nation’s only independent, non-profit certification organization for automotive crash parts whose sole purpose is to ensure that both consumers and the industry have the means to identify high-quality parts via the CAPA Quality Seal. CAPA is an ANSI-accredited standards developer for competitive crash repair parts. For more information see [capacertified.org](http://capacertified.org).