



# NEWS

**FOR IMMEDIATE RELEASE**

January 6, 2004

Contact: Jack Gillis

(202) 737-2212

## **CAPA'S PRESENCE AT NACE A GREAT SUCCESS**

### **Repairer Response Dramatically Different Than Years Past**

WASHINGTON, DC – The Certified Automotive Parts Association (CAPA) experienced great success with its booth at the International Autobody Congress and Exposition (NACE) in Orlando, FL from December 5-7, 2003. CAPA's 600 square foot booth allowed the organization to showcase the message "The CAPA Seal: What Does it Mean?" and demonstrate the significant advantages to those in the industry who choose to rely on parts achieving CAPA's high quality standards. "Our presence at NACE enabled us to educate collision repairers and many others about CAPA's unique and long-standing quality certification program," said Jack Gillis, executive director of the non-profit association. "We received many positive comments about improved CAPA part quality which is a testament to our focus on legitimate standards. This positive reaction to CAPA is dramatically different from past NACE shows, which we credit to our steadfast adherence to quality over the years."

Much of the improvement in part quality can be attributed to CAPA's unique Vehicle Test Fit (VTF) program, which ensures that CAPA-certified parts fit a vehicle as well as, or better than, the car company service part. CAPA's certified parts must meet the extremely high standards of its VTF, as well as a myriad of rigid material and performance requirements. CAPA's improvements are also the direct result of the increased involvement that leaders in the collision repair industry have taken in CAPA's certification process. Industry leaders such as Bob Anderson, Don Feeley, Don Keenan, Jerry Kottschade, Ben Steinman, and Kelly Swenson have all contributed their time and effort to ensuring that the quality needs of their industry are being met by CAPA.

The NACE booth was also used to introduce the new CAPA aftermarket lighting standard. With these standards in place, insurers and collision repairers can now request that manufacturers produce competitive lights that meet CAPA quality standards, which include compliance with FMVSS requirements. "The system is in place for those who want both competition and quality to make their

needs known by requesting production of CAPA certified lights. Once manufacturers see the demand for quality, the CAPA certification program will enable them to demonstrate that quality in the market,” said Gillis.

“The CAPA lighting standard directly addresses repairer concerns about quality. Because car company brand lights are so extraordinarily expensive, a high-quality, fairly priced alternative can make the difference between a reasonable repair and a ‘total.’” said Gillis. Lighting products submitted to CAPA will have to meet the strictest of quality standards before they can become certified, so repairers can feel confident that they are getting a high quality alternative to car company products.

## **NEW CAPA BROCHURE RELEASED**

One of CAPA’s greatest challenges is ensuring that collision repairers and others understand what makes the CAPA program so effective. As a step in meeting this challenge, CAPA has introduced a new brochure that provides in-depth information on what the CAPA Seal means to collision repairers, insurers and consumers. It provides information and statistics on the aftermarket parts industry, specific requirements of the CAPA program, and an overview of the importance of high quality competitive alternatives to car company service parts. To date, CAPA has distributed over 6000 copies of this brochure. Copies may be obtained by contacting the CAPA office at (202) 737-2212, [info@CAPAcertified.org](mailto:info@CAPAcertified.org) or at [www.CAPAcertified.org](http://www.CAPAcertified.org). Multiple copies are available for further distribution by groups, companies and organizations.

*The Certified Automotive Parts Association, founded in 1987, is the nation’s only independent, non-profit, third party crash parts quality certification organization. CAPA certification identifies, for both consumers and the industry, those parts that meet our high quality standards for fit, form, finish, material content and corrosion resistance. For more information see [www.CAPAcertified.org](http://www.CAPAcertified.org).*

###