



NEWS

FOR IMMEDIATE RELEASE
April 26, 2010

Contact: Deborah G. Klouser
Phone: (202) 737-2212
debbie@CAPAcertified.org

CAPA HELPS SHOPS AS BODY REPAIR AND AUTO INSURANCE PRICES RISE

Collision Repairers Speak Out on Benefits of CAPA

Washington, DC – In a troubled economy, where the price of collision repairs and auto insurance are rising along with the Consumer Price Index,¹ the CAPA Part Certification program provides collision repairers with the opportunity to keep cars repairable without compromising quality. Leading collision repairers on CAPA's Board of Directors are speaking out on why CAPA is important to them.

When CAPA certified parts are used as alternatives to increasingly expensive car company brand parts, then insurers are less likely to "total" vehicles. "If a repairable vehicle is totaled – I've lost business," said Mike West, owner of Southtowne Auto Rebuild, located in Tukwila, Washington. West is a former ASA Collision Division Operations Committee member, Collision Division Director of ASA-Washington, and a member of CAPA's Board of Directors. "Totals are bad for my customer, my shop, and for the thousands of collision repairers struggling to cope with the rising costs of operating a business."

"Let's face it, alternative parts have had a bad reputation and the extra labor and problems associated with non-CAPA parts, hurts my business. By insisting on CAPA Certified parts, I've dramatically improved the chances that the part will fit, meet safety standards, and be profitable for my shop. All of that leads to a satisfied customer," said West.

"As a 'hands-on' shop owner, I know what it means to have to deal with a poor quality part. As former chair of the ASA, I heard from shops around the country and

¹ The CPI has risen by 2.1% over the last 12 months as reported (February 2010) by The United States Bureau of Labor Statistics

the top shops simply can't afford to deal with problem parts," said Bob Anderson, owner of Anderson's Automotive Service, located in Sheffield, Ohio and Chairman of CAPA's Board of Directors.

"In the early days when I'd hear about CAPA parts, I had no idea that they were any different than non-certified parts. It wasn't until I did my own research that I discovered the real standards behind the CAPA Quality Seal. Had I not taken the time to do that, I would have continued to believe that all aftermarket parts are the same. Now, I know that's simply not true. My problem is that about 80% of the aftermarket parts available to me are not CAPA certified. As a result it's hard to find them. I've learned that the only way to tell if the part is a genuine CAPA part is to look for the yellow and blue seal."

"Because CAPA is a non-profit independent, third-party standard setting certification program, the CAPA seal really means something when it comes to quality," said Ben Steinman, Owner of Ben's Auto Body in Mexico, Missouri and CAPA Board member. "Marketing programs don't meet my quality needs, CAPA parts do," said Steinman. "One reason I can trust CAPA is their independence. They don't sell or profit from the sale of the parts they certify," Steinman continued.

"CAPA has benefited enormously from the advice and support of some of the nations most influential and important collision repair leaders," said Jack Gillis, CAPA Executive Director. People like Bob Anderson, Dick Cossette, Jerry Dalton, Don Feeley, Jerry Kottschade, Kelly McCarty, Ron Nagy, Clark Plucinski, Mike Schoonover, Jeanne Silver, Ben Steinman, and Mike West have substantially contributed to the success of 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 it 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 www.CAPAcertified.org.