



NEWS

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CAPA Releases New Video for Consumers to Explain Basic Part Choices

Washington D.C. – The Certified Automotive Parts Association (CAPA), the global leader in aftermarket part certification, announced a new animated whiteboard video, which explains the four basic part choices consumers have when their vehicles undergo an insurance-based repair: a new car company branded part; a CAPA Certified independently produced part; a non-CAPA certified part; and a recycled part.

The video can be viewed at the CAPA website, www.capacertified.org.

“Nobody wants to be involved in a collision, but if they are, the goal of the insurer and collision repairer is to make the process of repairing their customer’s vehicle as smooth as possible,” said Jack Gillis, Executive Director of CAPA. “CAPA’s role in the repair process is to take the guess work out of finding high quality, fairly priced parts for insurers, repairers, and most importantly, the consumers they serve.”

CAPA’s fully transparent quality certification process was designed to identify parts that are functional substitutes for expensive car company branded parts. As an independent, third party standard setting and certification organization, CAPA has become a public service depended on by all segments of the collision repair industry. “It’s impossible to tell if a crash repair part will function properly just by looking at it, the CAPA Standard enables the market to make an informed choice when it comes to repairing a vehicle after an accident,” said Gillis.

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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.