



Press Release

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FOR IMMEDIATE RELEASE

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SCRS Announces Newest Corporate Member: Volkswagen of America, Inc.

Prosser, Washington, July 5, 2010 — Volkswagen of America, Inc., one of the world's largest manufacturers of passenger vehicles, is the latest organization to show support of the Society of Collision Repair Specialists (SCRS) by becoming a corporate member.

Corporate membership is the most recent stage in the relationship between Volkswagen and SCRS. The two organizations first formed a working relationship at the Original Equipment Manufacturer (OEM) Collision Repair Roundtable, a group of vehicle manufacturers that meets on a quarterly basis to discuss issues related to their industry, and to which the Society has a standing invitation to present. The alliance between the two organizations took on another dimension when Volkswagen announced its plans to initiate a certification program for dealership and independent collision repair facilities.

“They approached us and asked if we would be willing to have individual repairers from the SCRS board offer input on the program’s development,” explains SCRS Chairman Barry Dorn, “Their desire was that we would serve as a sounding board to give Volkswagen repair facility perspective to help fine tune their initiative and identify specific characteristics that went into shop qualification for the certification.”

SCRS members provided direct feedback on proposed specifications for tools, training, technology, parts usage, and facility requirements. They participated in the reviewing specific program materials, as well.

“We want to support SCRS because they are a voice for body shops and for consumer safety. SCRS creates a channel to directly incorporate feedback into the collision programs Volkswagen builds,” said Dan Ducharme, Parts Specialist for Volkswagen of America. “We also view this membership as a long term investment in the industry. As we launch our body shop certification program, we are in search of the best collision repair facilities. As SCRS continues to grow, we believe it will increase the number of best-in-class body shops, which will provide Volkswagen more potential collision repair facilities eligible for certification.”

“SCRS is pleased we were able to offer the national perspective and credibility a well-recognized OEM like Volkswagen was looking for in their program launch,” says SCRS Executive Director Aaron Schulenburg. “The ultimate winner here is our mutual customer, the vehicle owner, who will benefit

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from consistent safe, quality repairs. It is always a great opportunity when industry organizations such as SCRS and Volkswagen support each other through their pool of resources. We wish them continued success as they move forward in advancing the industry.”

About Volkswagen of America, Inc.: Founded in 1955, Volkswagen of America, Inc. is headquartered in Herndon, Virginia. It is a subsidiary of Volkswagen AG, headquartered in Wolfsburg, Germany. Volkswagen is one of the world’s largest producers of passenger cars and Europe’s largest automaker. Volkswagen sells the New Beetle, New Beetle convertible, Golf, GTI, Jetta, Jetta SportWagen, Passat, Passat wagon, Eos, CC, Tiguan, Touareg and Routan through approximately 600 independent U.S. dealers. All 2010 Volkswagen models come standard-equipped with Electronic Stabilization Program. This is important because the National Highway Traffic Safety Administration (NHTSA) has called ESC the most effective new vehicle safety technology since the safety belt. Visit Volkswagen of America online at vw.com or www.media.vw.com to learn more.

About SCRS: Through its direct members and 39 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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