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For More Information contact:

Chuck Sulkala, NABC Executive Director

Phone: (888 66-PRIDE) or e-mail: chuck@autobodycouncil.org

NABC'S Recycled Rides Program Kicks Off 2010 With Ambitious Goal of 150 Vehicle Donations

Princeton Junction, NJ, February 2, 2010 — The National Auto Body Council (NABC) is proud to announce that this year's Recycled Rides™ project is off and running. A community awareness project whereby members of the NABC repair and donate recycled vehicles to families in need throughout the United States, Recycled Rides engages repairers, insurers, paint and parts vendors as collaborative participants.

The common goal of this inter-industry effort is to help improve the quality of life for less fortunate adults—mostly parents—that have proven records of tenaciously working against adversity to improve their lives and that of their families. “The initiative allows shops to showcase their talents to help those less fortunate in their own communities,” notes NABC Marketing Committee Co-Chair, Liz Stein of FIX Auto. “Plus it’s a chance for the all facets of the industry to come together and draw positive attention to themselves. It’s a winning combination, and a remarkable one.”

Since its inception in 2008, Recycled Rides participation has grown steadily. This year 150 simultaneous vehicle donations are scheduled to be made across the country during the week of Thanksgiving. With commitments for over 90 vehicles already, NABC remains on the lookout for additional participants.

“Whether you be an independent repairer, a dealership shop, a multiple shop organization or a consolidator, this program is open for participation by all repairers,” adds Stein. “Our goal is to pair a vehicle with every repairer that wants to participate. A number of vocational/technical schools have expressed their interest in taking part, which is certainly an exciting new development.”

Last year marked the debut of the Recycled Rides Collision Repair Market Champion, a recognition for efforts going above and beyond expectations. Two participants were so recognized: Bob Schubert of Impact Auto Body in Mesa, Arizona and Joe Amodei of 112 Automotive in Patchogue, New York.

“These individuals and their shops really set the bar high for repairer participation in the cause,” explains Nick Notte, president of Sterling Autobody Centers and 2010 Recycled Rides chairman. “They spent a tremendous amount of personal time enlisting fellow repairers for Recycled Rides, including competitors in their markets. I know that Bob and Joe got as much out of participation as the vehicle recipients, if not more, and I say that with firsthand knowledge of how much this cause positively impacts recipients. We are pleased that industry leaders like John Arnold of Arnold’s Body Shop in Davenport, Iowa, have already stepped up as market champions for 2010.”

Repairers interested in participating in Recycled Rides can click on the Recycled Rides logo on the NABC Web site at the address listed below. Once you have clicked the logo, click the “Join Us” link to access the



“Recycled Rides Application” page. NABC will be in touch with you soon after you submit your application.

Please note that the complex logistics involved in matching vehicles with repairers dictates the deadline for shop applications: June 1, 2010. “We look forward to a great event,” says Notte, “and want to thank all participants in advance for the joy they will bring to our very deserving families.”

About Recycled Rides: Recycled Rides is a community awareness project whereby members of the NABC repair and donate refurbished vehicles to families and service organizations in need throughout the United States. A “green” program, Recycled Rides recruits auto body shops, insurers, paint suppliers and parts vendors to contribute in their own specific ways.

About NABC: NABC is a non-profit organization dedicated to enhancing the image of the collision industry. Our ongoing and continued success is a direct result of the efforts and support of our sponsoring companies and membership. Please contact NABC directly for membership information. Call 1-888-667-7433 (888-66PRIDE) or go to www.autobodycouncil.org.

NABC ~ Changing the image of our industry, one consumer at a time.

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