



## Press Release

### FOR IMMEDIATE RELEASE

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## Recycled Rides Vehicle Donation Program Gears Up for 2009

*Princeton Junction, NJ, March 9, 2009* — The National Auto Body Council's (NABC) Recycled Rides—a simultaneous vehicle donation program to improve the image of the industry—is gearing up for its third year with the goal of donating more vehicles to working poor families. All segments of the industry assist collision repair shops in this unique program, which has a target donation date of Monday, November 23, 2009.

Last year the collision repair industry received lots of positive exposure thanks to the 47 families who received Recycled Rides vehicles. Recipients came from communities all over the United States—from Long Island, New York to Los Angeles, California, including even the big island of Hawaii.

Reliable transportation is more important than ever in these tough economic times and can provide a family with a new lease on life. Past families benefitting from vehicles have grappled with a variety of predicaments, including a single mother with nine adopted children, working poor parents who needed a reliable car to transport their son to and from dialysis treatments, and many other touching stories, each compelling in its own right.

Joe Amodei, owner of 112 Automotive Center in Long Island, New York, participated last year and witnessed firsthand the impact of the program. "Our goal is to help people in our local community," he says. "We decided to utilize the NABC program because they have a great toolkit which walks us through the entire process. Together we can have an effect right here in our community and across the country, too."

Recycled Rides drives media awareness, thus helping NABC achieve its mission of enhancing the image of the collision industry. Shops, insurers, charities and vendors who participated last year received hundreds of thousands of dollars in local media exposure.

**The registration deadline for shops wishing to participate this year is April 15, 2009.**

Recycled Rides' long-term goal is 500 simultaneous vehicle donations, which Co-Chair Mike Quinn of 911 Collision Centers believes can be achieved within a relatively short time frame. "This is what we do and where we live, so to speak," he states. "I can't think of a better way to make a positive impact on those who need it most."

Any collision shop, insurer, vendor, parts provider, or other company interested in participating in the 2009 Recycled Rides initiative is encouraged to contact NABC's administrative office as soon as possible at 1-888-667-7433 (888-66PRIDE) or e-mail [info@autobodycouncil.org](mailto:info@autobodycouncil.org).

*About Recycled Rides:* The Recycled Rides concept was adopted by the NABC based upon Akzo Nobel's Benevolence Program, a similar vehicle donation program available to that company's customers. The Akzo Nobel Benevolence Program has been donating vehicles to families and organizations in need since 1999. Additional development support came from Roger Cada of State Farm and his wife, Susan, who are active in a similar, faith-based program. Roger was recognized with an NABC Pride Award in part for his involvement in the charity.

*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](http://www.autobodycouncil.org).

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

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