



QUALITY PARTS COALITION EXPLAINS HOW CONSUMERS BENEFIT FROM COMPETITION

Comic strip compares what car accidents looks like today and what could happen if competition were eliminated from the marketplace

Washington, D.C. – January 22, 2015 – The Quality Parts Coalition (QPC), a group of independent automotive parts manufacturers and distributors, auto body repair shops and parts stores, insurers, and consumers committed to preserving competition in the collision parts industry, released a comic strip to highlight the importance of having competition in the auto repair industry.

The comic strip compares what an accident looks like today and what it could look like if competition were eliminated from the marketplace. For decades, consumers have benefited from competition in collision repair parts between car companies and alternative suppliers — saving an estimated \$1.5 billion to \$2.4 billion per year. However, in the past 10 years, some car companies have increased their number of design patents for collision parts from 100 patents to nearly 800 patents in order to eliminate competition from the marketplace.

“The QPC is dedicated to working with the 114th Congress to support the Promoting Automotive Repair, Trade, and Sales (PARTS) Act,” said Ed Salamy, Executive Director of the QPC. “This bi-partisan bill will protect consumers' right to choose between purchasing parts from their car company or an alternative supplier.”

The comic strip titled, “Consumers Benefit from Competition,” can be viewed below.

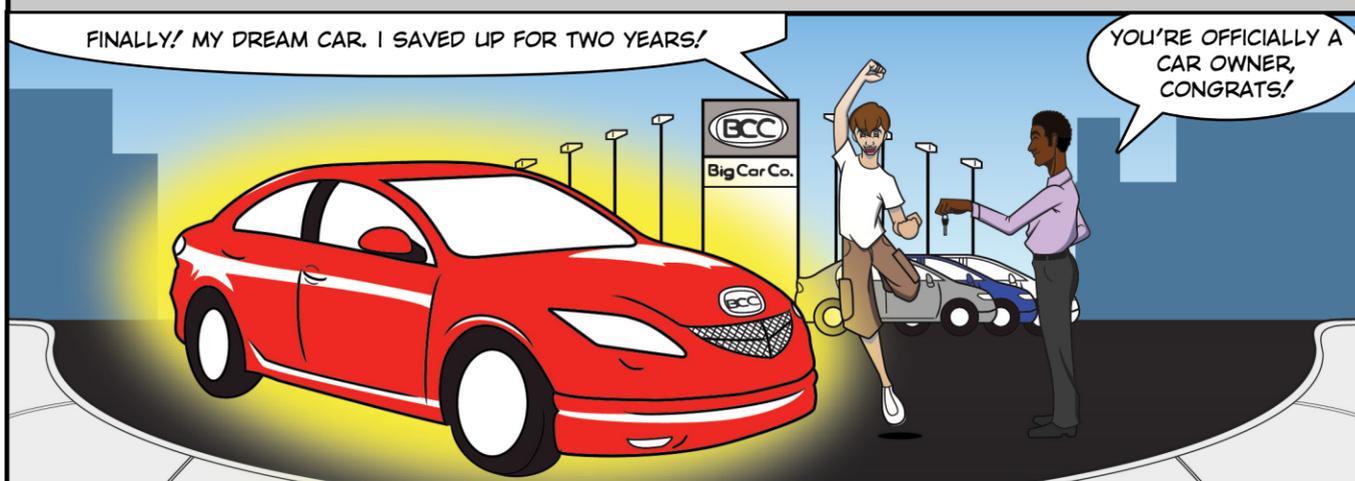
ABOUT QPC

The Quality Parts Coalition represents the interests of the independent parts industry, repairers, insurers, consumers and seniors. The goal of the QPC is to develop and secure a permanent legislative change to U.S. design patent law to protect the consumer’s right to benefit from quality, lower-cost alternative replacement parts and to preserve competition. For more information, visit www.KeepAutoPartsAffordable.org.

CONSUMERS BENEFIT FROM COMPETITION

CAR ACCIDENTS HAPPEN, BUT LUCKILY YOU'VE HAD A CHOICE FOR DECADES ON WHETHER TO REPAIR YOUR CAR WITH GENERIC CAR PARTS OR WITH CAR COMPANIES' PARTS. HOWEVER, BIG CAR COMPANIES ARE NOW TRYING TO MAKE YOU BUY YOUR CAR PARTS DIRECTLY FROM THEM BY PLACING A 14-YEAR DESIGN PATENT ON REPLACEMENTS PARTS, SUCH AS FENDERS, GRILLES, HEADLIGHTS, AND MIRRORS. THIS WILL FORCE YOU TO BUY YOUR REPLACEMENT PARTS SOLELY FROM YOUR CAR COMPANY. CAR COMPANIES ARE FIGHTING FOR EVEN MORE CONTROL, EVEN THOUGH THEY ALREADY MONOPOLIZE 60% OF THE MARKET.

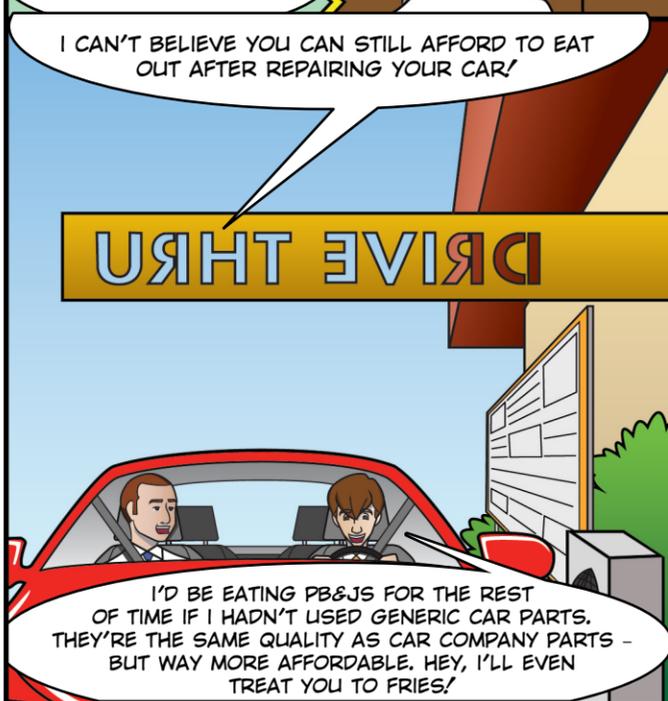
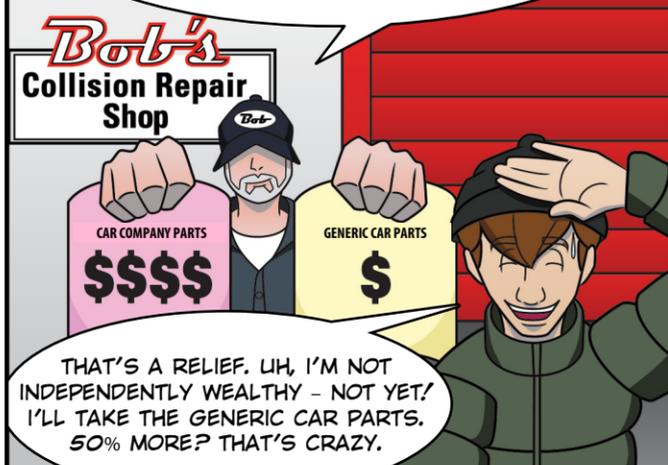
THE COMIC STRIP COMPARES WHAT AN ACCIDENT LOOKS LIKE NOW AND WHAT IT COULD LOOK LIKE IF COMPETITION IS ELIMINATED FROM THE MARKETPLACE.



REPAIRING YOUR CAR TODAY



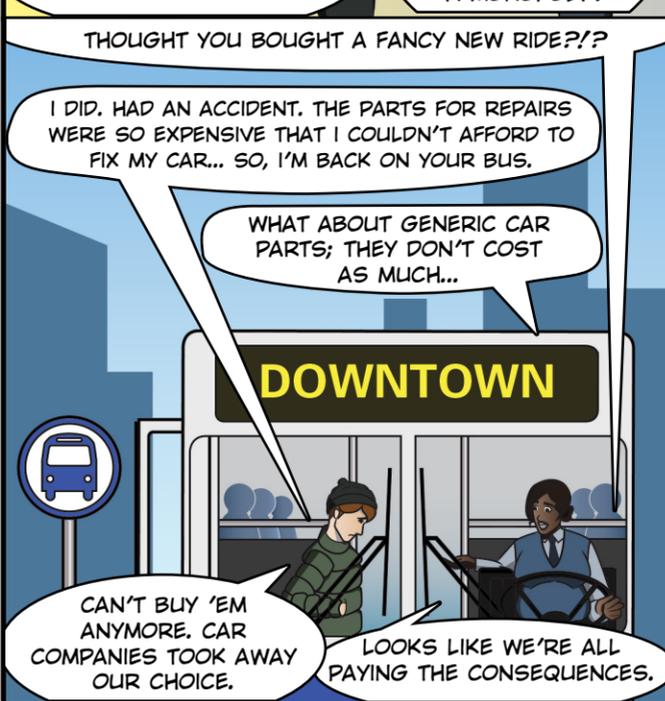
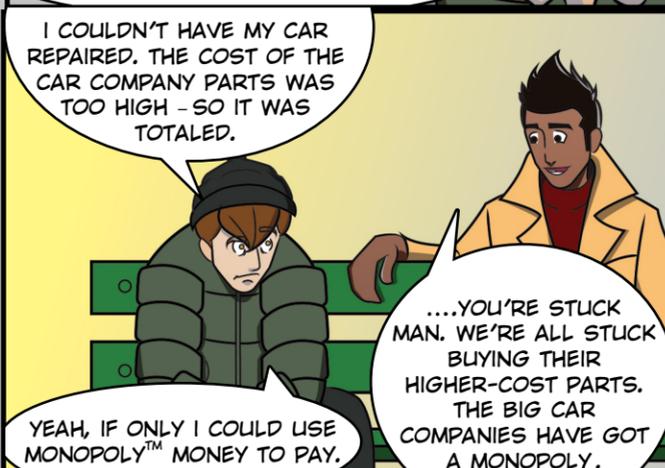
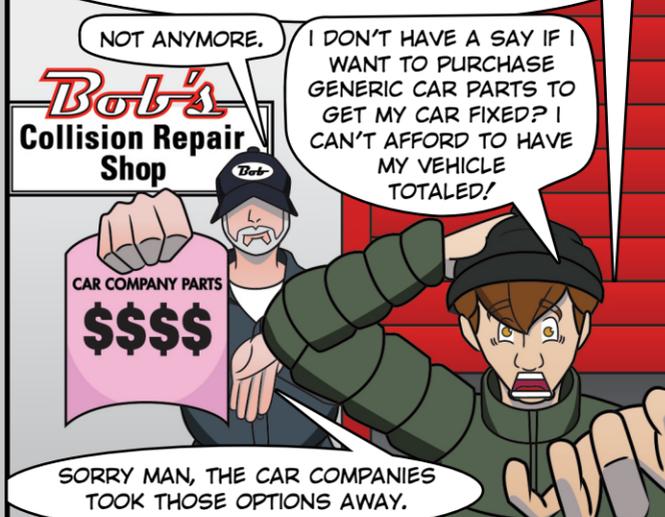
WE CAN REPAIR YOUR CAR. NOW YOU HAVE TWO OPTIONS. CAR COMPANY PARTS ARE GOING TO COST YOU UP TO 50% MORE. OR YOU CAN GO WITH COMPARABLE GENERIC CAR PARTS...



REPAIRING YOUR CAR WITHOUT COMPETITION



...SO I CAN ONLY REPAIR MY CAR USING PARTS FROM THE CAR COMPANY? AREN'T THERE OTHER OPTIONS?



THE QUALITY PARTS COALITION

THE QUALITY PARTS COALITION REPRESENTS THE INTERESTS OF THE INDEPENDENT PARTS INDUSTRY, REPAIRERS, INSURERS, CONSUMERS AND SENIORS. THE GOAL OF THE QPC IS TO DEVELOP AND SECURE A PERMANENT LEGISLATIVE CHANGE TO U.S. DESIGN PATENT LAW TO PROTECT THE CONSUMER'S RIGHT TO BENEFIT FROM QUALITY, LOWER-COST ALTERNATIVE REPLACEMENT PARTS AND TO PRESERVE COMPETITION. FOR MORE INFORMATION, VISIT WWW.KEEPAUTOPARTSAFFORDABLE.ORG.