



# NEWS

RELEASE

**For Immediate Release:**

May 21, 2007  
Fairfax, Virginia

**For More Information Contact:**

Peter Byrne  
Airbag Resources.com  
Training, Inspection & Database System  
716.566.5884 (phone)  
716.566.5883 (fax)  
peter@airbagresources.com

## **ARAPro Airbags Launch on the Market: New Cost Saving Alternative Parts for Body Shops and Insurers**

FAIRFAX, VA – ARA Product Services, LLC today announced the launch of its new **ARAPro** line of replacement airbag modules. The **ARAPro** brand name is reserved for only those non-deployed OEM airbag modules which have passed a multi point inspection check and are in full compliance with the ARA Airbag Protocol, the standard for OE non-deployed Airbags. **ARAPro** airbags are available exclusively from certified ARA-member suppliers which are easily identified at [Airbag Resources.com \(www.airbagresources.com\)](http://www.airbagresources.com).

**ARAPro** airbags are non-deployed OEM airbag modules, inspected and checked by trained and certified technicians in accordance with the ARA Airbag Protocol, the international standard for OEM, non-deployed airbags. **ARAPro** airbags come with a Certificate of Inspection which offers users re-assurance that every step in handling and inspection has been carried out in accordance with the standard and has been fully documented.

Discussing the launch, Jeff Kantor of CarWorld, Inc. in New Hampshire said, “The launch of the **ARAPro** brand airbag module is an exciting and important development for the insurance and collision repair industry. Carriers and body shops have been using recycled airbags modules for many years with great success, as they allow repairers to control material costs while maintaining original equipment part performance levels.”

Lack of meaningful competition in the replacement airbag market hurts body shops, insurers and ultimately consumers, who pick up the tab for higher repair costs. Against this background, the arrival of **ARAPro** airbags heralds a new era of much needed competition and choice in the replacement airbag market. A million new vehicles are sold each month, all of which have frontal airbags and many have side and roof curtain bags as well.

“Despite this enormous growth in applications, and consequent increase in demand for replacement bags for collision repairs, the supply of new airbags remains limited to franchised dealers,” says Kantor. “More airbags will result in more totals without a viable alternative. **ARAPro** airbags offer body shops and carriers a cost-effective and quality-controlled alternative that will allow them to provide more options to customers.”

**ARAPro** airbags meet specific niches within the collision repair field that are not currently being addressed by new airbags that are supplied by franchised dealers. “We don’t think **ARAPro** airbags will directly compete with new OEM airbags, in fact will complement them in many instances,” according to Kantor. “For example, when you have an older car that is maybe seven or eight years old which requires both frontal bags to be replaced, requiring new replacement airbags will contribute to the totaling of the vehicle. Because of their lower cost (when compared to the equivalent dealer purchased airbag), **ARAPro** airbags can contribute to lowering the material cost of the repair, thus avoiding a total loss declaration on the car.” Furthermore, says Kantor, “in some instances replacement airbags are on lengthy back order, and an **ARAPro** airbag may be available to meet the need, thereby allowing the shop to complete the repair, and saving the customer from having to pay for a rental car while his car is in the shop for an extended period of time.”

**ARAPro** airbags are available from certified ARA-member suppliers nationwide through Airbag Resources.com, a Web site ([www.airbagresources.com](http://www.airbagresources.com)) designed to make it easy for body shops and insurance appraisers to find and locate **ARAPro** airbags quickly and easily. **ARAPro** airbags can also be found on Car-Part.com (look for **ARAPro** in the Dealer Info field). Many of the major collision repair estimating systems can display **ARAPro** part information as well. If you can’t find **ARAPro** airbags on your estimating system, call your software supplier for assistance.

“Our new on-line Parts Search feature (developed in collaboration with Car-Part.com) allows carriers and shops to search for **ARAPro** airbags and get an immediate response with current information on part availability and pricing,” according to Peter Byrne, Director of Airbag Resources.com. “**ARAPro** airbags may be found at the click of a button on Airbag Resources.com. Shops and adjusters searching for airbags on Airbag Resources.com can conduct their parts search with the assurance that only **ARAPro** airbags will display” said Byrne.

**ARAPro** airbags are OEM parts so their reliability is built in, while their handling, inspection, storage and shipping is guaranteed to be done with the utmost care by certified suppliers meeting strict training standards. They are designed for specific makes models and years and therefore, can be correctly matched with the vehicle.

Founded in 2006, the ARA Product Services, LLC is a wholly-owned subsidiary of the Automotive Recyclers Association (ARA) based in Fairfax, Va., which is an international trade association representing an industry dedicated to the efficient removal and reuse of automotive parts, and the safe disposal of inoperable motor vehicles. ARA Product Services, LLC owns and operates the ARA Airbag Protocol, on which the **ARAPro** airbag handling training and certification are based. For more information, visit [www.airbagresources.com](http://www.airbagresources.com).