

What is the AGRSS "CAP"?

- It stands for the Community Awareness Program, created by the AGRSS Council;
- It's built around the premise that branding is critical and is best accomplished through local community efforts, as discussed by Ralph Nader at the first annual AGRSS Conference in 2005;
- The goal is to educate the public on safe auto glass installation;
- It's a job best accomplished one community at a time by a group of AGRSS Registered Companies; and
- **It follows the beliefs that:**
 - No vehicle owner/operator desires an auto glass installation that leaves the vehicle unsafe to drive or occupy;
 - Currently, price is considered the primary differentiator between jobs because most consumers think all auto glass installations are equal, and
 - If made aware of the risks involved and taught how to get the right information, most vehicle owners/operators would seek the right job prior to asking for the right price.

The AGRSS Council is a 501c(3) not-for-profit organization formed by those within the automotive glass replacement industry to develop a standard for the proper procedures, product performance and education relating to the proper installation of automotive replacement glass. AGRSS-registered companies have made a written commitment to adhere to the Standard and are subject to audit of their compliance with it.

© 2007 AGRSS Council. All rights reserved.



Putting on Your AGRSS "CAP"



A Program Designed to Assist AGRSS Registered Companies Distinguish Themselves

Auto Glass Replacement Safety Standards (AGRSS) Council
www.safewindshields.com
800 Roosevelt Road, Bldg. C, Suite 312
Glen Ellyn, Illinois 60137
P: 630/942-6597 F: 630/790-3095
info@agrss.com



The groundbreaking industry work that went into the creation of the Automotive Glass Replacement Safety Standard (AGRSS) to date has been known mostly within the industry.

The AGRSS Council has created the Consumer Awareness Program, or CAP for short, to do just that. As with any good program, we need your help to make it a success.

What can you do to spread the word about AGRSS?

Start or join your local association as a CAP company member and actively help by getting involved with planning CAP related events and logistics.

Join with others who believe in the value and spirit of AGRSS and the CAP program. Get the local media, government and yes, even insurance companies, involved.

Ideal CAP company members should be:

- AGRSS-registered;
- Be able to explain the groundbreaking industry work that went into the creation of the Automotive Glass Replacement Safety Standard (AGRSS);
- Truly believe in the CAP program, and;
- Be ready to expand the world view of AGRSS



What's Our Timeline?
Once you get the ball rolling and have a committed team to enact the CAP plan, set some goals. The AGRSS Council recommends that in the first month your group:

- Establish CAP leadership and members;
 - Establish CAP geographical target location;
 - Write a plan that includes time frame, desired outcome and follow-up;
 - Assign responsibilities; and
 - Create a reporting mechanism.
- In the second and third months, your group should begin implementing the plan and providing continuous follow-up.

What's "The Plan"?

The basic plan consists of the association or group hosting two one-day educational events—one for insurance agents and one for public service personnel, government officials and the members of the media.

Suggestions for hosting an event include issuing written invitations at least three weeks in advance, booking a venue that is easily accessible with lots of parking and that can provide (or at least allow) the service of refreshments and use any audio-visual tools available.

The key factor is to provide continuous follow-up support and to know that the AGRSS Council will always be available for consultation and assistance.