



FOR IMMEDIATE RELEASE
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**AGRSS Council Debuts Video for Insurers;
Now Available to Registered Companies**

The Auto Glass Replacement Safety Standards (AGRSS) Council Inc. has produced a 12-minute video featuring auto glass safety advocate and insurance agent Jon Fransway discussing the importance of proper windshield installations completed in accordance with the AGRSS Standard.

Fransway lost his sister, Jeanne, in 1999, due to an improper windshield installation, and also was featured in the 2000 *20/20* expose. In the video, he explains why insurers should refer their customers to AGRSS-Registered shops and how crucial a safe auto glass installation is to a vehicle's occupants. The video was premiered during the recent International Auto Glass Safety Conference in Chicago.

"When an AGRSS-Registered shop passes a validation, it is truly a unique achievement in our industry. This is a message the new AGRSS validation video helps tell to either an insurance claims executive or local insurance agent," says incoming AGRSS Council marketing committee chair Nik Frye, who led the project. "The efforts of the marketing committee in the coming months will be to send a copy of the video to insurers across the United States. We encourage all AGRSS-Registered companies to use the video in their local communities to show agents how important a proper windshield installation is."

The video was premiered for the first time during the recent International Auto Glass Safety (AGRSS) Conference in Chicago, Ill., October 27-28. Conference attendees received copies of the video, and it currently is being mailed out to all AGRSS-Registered companies. In addition, AGRSS-Registered businesses will be able to order additional copies of the video at a small price on the AGRSS website, www.agrss.org.

The Auto Glass Replacement Safety Standards (AGRSS) Council Inc. is a not-for-profit organization dedicated to the safe replacement of auto glass. AGRSS was founded and is supported by companies in the auto glass replacement industry that keep safe installation as their primary goal. The Council is also accredited by the American National Standards Institute (ANSI) – a standard development organization – and has developed North America's only auto glass replacement standard, the AGRSS Standard (ANSI/AGRSS 002-2002). The AGRSS Standard addresses procedures, education and product performance for the proper replacement of auto glass.

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