



**PRESS RELEASE**  
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## **Like Kind and Quality = EQUIVALENT What Does It Really Mean?**

Memphis, TN – October 1, 2010 – The reports following the July CIC presentations on various aftermarket parts highlighted the mandated need for structural parts manufacturers to ensure they produce safe, quality parts to a standard that includes proper material, specifications, thickness and form process. A case was presented that use of different material, form and thickness could lead to increased damageability and impact restraint systems. EQUIVALENCY in replacement parts was stressed both in terms of parts meeting the regulations in 20 states which call for equivalency and addressing occupant safety by meeting the dimensional and material properties of the OEM part.

“In defining the term like kind quality or equivalent, the OE representative stated that a replacement aftermarket part must be equivalent to the OE branded part. Which parts are being referenced...the original production parts or OEM Service parts? These questions are raised by Diamond Standard after a study of four OE manufacturers data for front bumper weight, thickness, tensile and yield strength properties to gauge their interpretation of equivalency in creating a certifiable Alternative part” said Mike O’Neal, President of Diamond Standard.

The following charts are based on randomly chosen OEM parts across multiple lot numbers, years and manufacturers from production parts to current service parts. There is a definite range in the parts that must be viewed as equivalent or acceptable and would not affect part performance, restraint systems and vehicle safety. The ranges are the realities of the initial production run on the part moving to the shorter runs of service or use of different tier 2 or 3 suppliers. Material spot buying, the state of the economy and volatility of the steel market all contribute to normal and acceptable variances in material.

(See Attached)

Equivalency is shown by this study to have a definite range. This does not mean to imply that OEM manufacturers or their suppliers are in any way not diligent in their pursuit of safe, reliable and consistent quality replacement parts. Nor does it attempt to defend those aftermarket manufacturers who are knowingly not diligent in the quality or safety of structural replacement parts.

“The charge for Diamond Standard is to follow the criteria built within the original part and fall within the “acceptable” mean values of the production and service parts” said O’Neal. Achieving that mark of quality through vigorous third party testing provides the industry a true alternative to the part it replaces. “This is our assurance to the industry that Diamond Standard parts are safe and reliable alternatives to use.” said O’Neal.

About Diamond Standard: Diamond Standard is a BRAND and series of copyrighted safety part protocols based on one principle. The Original Equipment Manufacturer’s part (OEM) that came on the vehicle from the factory is the standard for safety and damageability. Our role as a supplier of quality structural parts is to create and repeatedly manufacture structural parts which replicate the OEM part’s safety and damageability characteristics support the industry goal of providing a complete and safe repair that restores the vehicle to predamaged condition with equivalent parts. Diamond Standard Brand manufactures a list of certifiable structural parts that include steel front bumpers, high strength steel and aluminum reinforcements, high density energy absorbers, front bumper top pad fascias, bumper brackets and full assembly step bumper systems. Diamond Standard parts and bumper components are available in the USA and Canada through limited quality distributors, including the AQRP quality assurance program at Keystone, an LKQ company.

For more information please visit our web site [www.diamondstandardparts.com](http://www.diamondstandardparts.com) or contact Geoff Crane @ [geoff@diamondstandardparts.com](mailto:geoff@diamondstandardparts.com) (901) 398-5759.