

**FOR IMMEDIATE RELEASE****CONTACT:**

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**I-CAR AND INDUSTRY LEADERS TAKE STEPS TOWARDS FURTHERING THE ORGANIZATION'S NEW ROLE IN THE INTER-INDUSTRY**

HOFFMAN ESTATES, IL – May 12, 2008 – I-CAR and industry leaders took important steps on May 7 with the first meeting of the Collision Repair Facility Industry Segment Advisory Council. I-CAR is diligently gathering feedback from the industry to provide product and services that are effective, relevant, contemporary, and meet the training needs across all inter-industry segments. To deliver on this new customer-focused role, I-CAR is engaging with the inter-industry on a segment basis to ensure that it has a clear view of the needs and interests of each segment, and strives to address them as efficiently and effectively as possible through its curriculum design and delivery.

"I appreciate the candor and the open and honest discussion that has taken place. Some of the tough talk can be difficult to hear, but for me it feels good to come back to a new and customer-focused I-CAR," explained Barry Dorn, Dorn's Body & Paint. "I sincerely appreciate the recent efforts of I-CAR and am fully engaged in the organization's revitalized role within the inter-industry."

"When I-CAR set out to find the right industry professionals for their feedback, we specifically looked for leaders who aren't afraid to be open and honest with us, I believe we found the right people for the job," exclaimed Jeff Peevy, I-CAR Director of North America, Field Operations. "I am proud of the work we have been able to accomplish so far. We are determined to use their feedback to make the right changes quickly."

"We are continuing to make traction in truly becoming a customer-focused organization that is determined to provide the industry with timely and relevant training. The collision repair leaders provided I-CAR the critical qualitative and quantitative information needed to aggressively move forward," explained Joyce Kasmer, I-CAR Director of Marketing.

I-CAR would like to acknowledge the following Collision Repair Facility Industry Segment Advisory Council members: Craig Griffin, Laney's Collision; Barry Dorn, Dorn's Body & Paint; Paul Blaski, Sterling Autobody Centers; Brett Bailey, CARSTAR; Rose Grenell, ABRA; Jim Pickett, Service King; Aaron Clark, Collision Solutions; and Chuck Lee, Gerber Collision & Glass. "The commitment of these individuals speaks volumes as they took it upon themselves to not only volunteer their time but also cover all of their own travel expenses too," said Joyce Kasmer, I-CAR Director of Marketing. "I-CAR sincerely appreciates the dedication and motivation of these individuals."

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The first Industry Segment Advisory Council representing the insurance industry is scheduled for May 22, at the I-CAR Training Support Center in Hoffman Estates, IL.

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*I-CAR, founded in 1979, is an international not-for-profit training organization dedicated to improving the quality, safety, and efficiency of auto collision repair for the ultimate benefit of consumers.*



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