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I-CAR INTERVIEW WITH SCENE GENESIS ONLINE NOW

HOFFMAN ESTATES, IL – June 5, 2008 – Scene Genesis, a provider of web-based workflow and connectivity solutions for property and casualty insurers, recently conducted an interview with I-CAR interim CEO and Board Chairman John Edelen and it is now posted on its web site. The 20 minute interview covers the history of I-CAR, where it is today, the future of I-CAR training in the inter-industry, and closes with an emphasis on the strength of I-CAR being its strong volunteer and program instructor force.

“I-CAR came into being with the introduction of unibody vehicles over 30 years ago. Training was needed in order to repair these vehicles properly. Today we are at a stage that is similar to the origins from which I-CAR came. Emerging trends like alternative fuels such as hybrids, the increased use of aluminum in vehicles and the increased use of vehicle electronics and occupant protection systems complicate the ability to repair a vehicle properly. The use of waterborne paints and other materials used to protect the environment is also on the rise. The industry is calling on I-CAR for training in these emerging materials and new technologies,” stressed Edelen.

“The ability of I-CAR to meet the needs of the inter-industry to a great extent is supported by a network of extraordinarily driven volunteers and part-time program instructors, that for me is so much the heritage and true strength of I-CAR,” exclaimed Edelen.

The interview is available as a podcast at www.sceneexchange.com.

About Scene Genesis

Scene Genesis offers SceneExchange, a novel Web-based marketplace that lets participating insurance companies' customers choose among participating auto-repair shops for prompt, high-quality repairs. More than 3,000 autobody shops nationally have signed up.

SceneExchange puts collision shops on an even playing field and puts control over workflow into the shop owners' hands. During the product's pilot in the Carolinas, shops said that customers were better informed about the repair process—as well as more engaged—leading to higher satisfaction rates.

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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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