



INTER-INDUSTRY CONFERENCE  
ON AUTO COLLISION REPAIR

**NEWS** RELEASE

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FOR IMMEDIATE RELEASE

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### **I-CAR® GOLD CLASS PROFESSIONALS® HONORED BY HONDA**

ROLLING MEADOWS, IL – July 29, 2003 – For the second consecutive year, the I-CAR Gold Class Professionals designation is part of the American Honda Motor Co., Inc. Honda and Acura dealer-affiliated recognition program. The American Honda Parts and Service Operations Division is recognizing Honda and Acura dealership owned collision repair facilities that are I-CAR Gold Class Professionals businesses for their commitment to promoting collision repair training with their dealers and for their significant investment in providing the highest level of quality expected by their customers.

I-CAR united with Honda in 2002, the first year of Honda's Body Shop Recognition Program. Honda's program was created with the belief that by pursuing and earning industry designations, such as Gold Class, repair facilities demonstrate a commitment to the highest levels of customer service and quality. American Honda is awarding special plaques in recognition of this achievement and to thank the participating repair facilities for their commitment to customers.

"Recognition programs, such with the American Honda program, demonstrate the value of collision repair training. This recognition is one additional tool that help the businesses demonstrate to their customers their commitment to proper repairs," stated I-CAR Executive Vice President & CEO Tom McGee. "I-CAR is pleased that its Gold Class businesses continue to be honored within the industry."

The Gold Class Professionals program was created in 1990 to recognize those businesses that are committed to quality and excellence through training. Being a Gold Class Professional is the highest recognition for training a business can earn in the collision industry. Gold Class busi-



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nesses are dedicated to providing their customers with efficient, safe and high-quality repairs. They are confident they can properly repair their customers' collision-damaged vehicles and understand the need to continually update their training and knowledge of the collision repair process.

For more information on the Gold Class Professionals program, or for a complete list of Honda and Acura Gold Class businesses being honored by American Honda, visit I-CAR online at [www.i-car.com](http://www.i-car.com) or contact I-CAR Marketing Specialist Krista Flanagan at 800.422.7872, Ext. 243.

*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.*