



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® BUSINESSES SPONSOR SUCCESSFUL
EMERGENCY EXTRICATION SAFETY TRAINING**

ROLLING MEADOWS, IL– February 2, 2004 – Northeast Wisconsin I-CAR Gold Class Professionals businesses Bergstrom Automotive of Neenah, Goss Auto Body, Inc. of Menasha, and Wesner Auto Body of Oshkosh, sponsored a valuable day of training for emergency services personnel and first responders on Tuesday, January 20, 2004. This seminar, which contains important information regarding the proper safety and handling of vehicles at the scene of a collision, was provided at no cost to nearly 250 attendees who traveled from Wisconsin and Illinois. Hosted by the I-CAR Tech Centre in Appleton, Wisconsin, the event provided life saving knowledge to the men and women who routinely save the lives of others.

Attendees learned safety and risk avoidance techniques regarding airbags and other restraint systems. They were also provided with valuable information about general hazards involved at the scene of a collision and the unique safety concerns of gasoline/electric hybrid vehicles. The informational presentation was followed by live extrication demonstrations, conducted by 5 Alarm Fire And Safety Equipment, Inc.

I-CAR Instructor Todd Hoffman of Texas created and delivered the presentation. “Todd has been instrumental in developing these educational programs,” stated Jason Bartanen, I-CAR Technical Development Manager. “Many times, standard vehicle safety features actually pose safety hazards to rescuers. By charging no fee, the Emergency Extrication Safety Training reaches a larger audience to shed light on identifying and dealing with these safety issues.”

Sponsorship from Gold Class Professionals businesses Bergstrom Automotive, Goss Auto



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Body, Inc., and Wesner Auto Body; McVey Tent & Expo; PrintSource Plus; Schweitzer's Catering; and State Farm Insurance Company greatly contributed to the event's success.

The Gold Class Professionals program was created in 1990 to recognize those businesses that are committed to proper training; the Gold Class designation is one of the highest recognitions of training that a business can earn in the collision industry. Gold Class businesses are dedicated to providing their customers with efficient, safe, and high-quality repairs.

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.