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[jolinda.ottum@i-car.com](mailto:jolinda.ottum@i-car.com)**I-CAR AND STERLING AUTOBODY CENTERS ANNOUNCE GOLD CLASS PROFESSIONALS INITIATIVE**

Hoffman Estates, IL, April 12, 2007 – Sterling Autobody Centers has announced a new training initiative to earn the I-CAR Gold Class Professionals designation in all 60 locations throughout the United States. Currently, Sterling Autobody Center employees are completing I-CAR training to achieve the designation by August 31, 2007. The Gold Class Professionals program requires 5 points of tested training per employee to qualify, which equates to 20 hours of tested training per employee.

“Sterling Autobody Centers is pleased to enter into this training relationship with I-CAR,” said Shawn Broadfield, Sterling Autobody Centers President of Operations. “Under this new initiative, Sterling Autobody demonstrates to the industry and our customers how passionate we are about training our employees. Proper training is vital because it helps to ensure the integrity of repairs and protects the vehicle owners.”

“Training is a key element to attracting, retaining and developing employees,” remarked Paul Blaski, Sterling Autobody Centers Manager of Field Support and Training. “It is our vision to develop a training initiative that would enable us to enhance our existing training platforms and exceed our current high standards of professionalism and repair quality. I know that our staff is excited to learn and grow through this experience. This initiative further demonstrates our commitment to industry excellence as well as our dedication to employee development.”

“I-CAR would like to commend Sterling Autobody for taking this important step,” states Tom McGee, I-CAR President & CEO. “In our discussions regarding this Sterling initiative, we have been impressed with their philosophy of employee professional development and in providing a proper repair for their customers. I-CAR will be there every step of the way to ensure that Sterling successfully completes their goal with as much ease as possible.”

In addition to its regularly scheduled training, I-CAR will also conduct classes at various Sterling Autobody Centers locations across the United States. All classes held at Sterling Autobody Centers locations will be open to the industry; see the quick class search function on the I-CAR homepage at [www.i-car.com](http://www.i-car.com) for a class in your geographic area.

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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 the consumer.*



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