

FOR IMMEDIATE RELEASE**CONTACT:**

Joyce Kasmer, I-CAR Director of Marketing
800.422.7872, Ext. 246
joyce.kasmer@i-car.com

I-CAR CONTINUES COMMITMENT TO CANADIAN OPERATIONS

HOFFMAN ESTATES, IL – January 31, 2008 – In its continuing commitment to be a valued training organization in the auto collision repair inter-industry in Canada, I-CAR is refining the structure of its Canadian operations. The Canadian team, consisting of Joe Da Cunha and Bill Davidge, will report directly to Jeff Peevy, Director of U.S. and Canadian Field Operations.

In late October 2007, at NACE, the I-CAR executive committee created a Canadian task force to work in concert with the Canadian Advisory Council. (Members include: Andre Parra, Fix Auto; Brian Duffy, TD Meloche Monnex; Dana Alexander, Dana's Collision Center; Gloria Mann, EC Global Dynamics; Jeff Pollen, Chrysler Canada; John Antonioni, BMW Group; Larry Jefferies, CARSTAR Automotive Canada; Lorenzo D'Alessandro, CSN-427 Auto Collision; Philippe Fugere, Pieces Automobiles Lecavalier, Inc.; Rich Zamperin, Allstate Insurance Canada; Robby Robbs, Immediate Past President, I-CAR Board of Directors; Roland Taube, Akzo Nobel; Sam Pezzullo, State Farm Insurance; Scott Smith, AIA Canada; Tom Bissonette, Parr Auto Body, Inc.; Tony Canade, Oaktown Collision Centres; Wendy Hillier, Aviva Canada; and Wilf Bedard, Manitoba Public Insurance.)

This Board task force will be led by Roland Taube of Akzo Nobel Coatings, Inc. It is charged with developing initiatives to strengthen its presence and resources, to grow its knowledge base in the inter-industry, and to recommend actions that will ensure the financial success of I-CAR in Canada. In addition to his role with Akzo Nobel, Taube also serves as Vice Chairman of the Board of Trustees of the I-CAR Education Foundation. Along with the changes in the I-CAR marketing and distribution structure announced in November, the knowledge gained from the work of this task force will provide critical and valuable information necessary for continued growth.

As part of the sales force realignment, the I-CAR Canadian Zone Conference, originally scheduled for April 2008, has been rescheduled for October 2008 to allow the task force and I-CAR the opportunity to listen to the voice of Canadian collision industry and to provide an approach to the marketplace that will meet its needs.

John Edelen, Chairman and interim I-CAR CEO said, "We believe that I-CAR in Canada is a vital part of the Canadian auto collision inter-industry. I-CAR is committed to providing an approach to this market that will meet its needs, and

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will ensure the financial viability of I-CAR operations in Canada. We continue to focus on optimizing our resources to meet the needs of the Canadian marketplace. The importance of this effort has necessitated a direct reporting relationship to Field Operations Director Jeff Peevy and his team, to support the efforts of Mr. Taube's task force to accelerate positive developments in the role of I-CAR in the Canadian market."

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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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