

FOR IMMEDIATE RELEASE**CONTACT:**

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I-CAR TO PRESENT RESEARCH AND SEEK FEEDBACK FROM CANADIAN AUTO-COLLISION REPAIR INTER-INDUSTRY AT “TOWN HALL” ON OCTOBER 17

HOFFMAN ESTATES, IL – August 19, 2008 –I-CAR, the Inter-Industry Conference on Auto Collision Repair, has refocused its efforts in the Canadian market and will present the findings of research that it has undertaken at the I-CAR Canada Annual Meeting scheduled for Friday, October 17 in Québec. The meeting will not only be an opportunity to hear the conclusions of the research, but will also serve as an invitation to inter-industry professionals to respond and share their thoughts.

I-CAR President and CEO, John Edelen, said, “I-CAR has undertaken the serious task of conducting research specific to Canada that will help us identify the training needs and level of support required by a training organization — as well as the potential role of I-CAR — in the Canadian auto collision repair inter-industry.”

The research, which has been funded by I-CAR, will allow the training organization to take a more focused approach in identifying common training needs and the potential repositioning of I-CAR in Canada to support those needs.

I-CAR has scheduled its meeting in conjunction with the national meeting of the Canadian Collision Industry Forum (CCIF) and the presence of participants for both events offers an opportunity for I-CAR to conduct a Canadian inter-industry “Town Hall” meeting, open to inter-industry professionals, in which they can learn more about the key findings of the research and share their ideas on the future of training for the collision repair inter-industry in Canada.

The Canadian inter-industry “Town Hall” meeting will include a presentation of research results, followed by a panel discussion moderated by Edelen and chaired by I-CAR Chairman of the International Board of Directors, Robby Robbs, which will offer a response to key findings. The session will conclude with an opportunity for input from the audience.

The “Town Hall” is scheduled to begin at 8:00 a.m. on October 17th, at the Montreal Hilton, Dorval, Québec, and will lead into a day-long series of I-CAR and industry events.

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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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