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I-CAR ADDS NEW OPTIONS TO ONLINE REGISTRATION PROCESS

HOFFMAN ESTATES, IL – January 12, 2009 – I-CAR, the Inter-Industry Conference on Auto Collision Repair, is continuing to see growth in its new online registration process. Since implementation in November, the collision repair training organization has seen an upward trend in use of the system. The rate at which students are using the online registration system has increased by nearly 100 percent in the most recent four weeks of use.

“The growth in the acceptance of the online registration system suggests that training managers are becoming acclimated to the new technology and are finding online registration beneficial to their organization and to their employees who are attending classes,” said Joyce Kasmer, Director of Marketing.

In addition to the online registration system, I-CAR continues to accept registrations by phone and is also announcing that it will accept faxed registrations via a fax form. Jeff Peevy, Director of Field Operations said, “Recent feedback from our front lines has helped I-CAR identify some of the challenges that shops are experiencing with online registration.” The fax form is available to all customers who conduct a class search on the website at www.i-car.com.

“We believe the fax form will simplify the process even further for those individuals with restricted access to the internet,” said Kasmer adding that I-CAR will continue to make enhancements to the registration process in the coming weeks.

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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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