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I-CAR OUTLINES AGGRESSIVE TIMELINE FOR TRANSITIONING CANADIAN TRAINING OPERATIONS

HOFFMAN ESTATES, IL – February 10, 2009 – I-CAR, the Inter-Industry Conference on Auto Collision Repair, has announced its timeline around plans to transition its Canadian operations for collision repair training to a Canadian firm under a licensing agreement.

Robby Robbs, Immediate Past Chairman of the I-CAR International Board of Directors, explained that the move is “in response to the International Board of Directors’ mandate that the Canadian market establish the manner in which I-CAR would be best structured to serve the industry.”

The collision repair training organization expects to move quickly and has set a March 1, 2009 deadline for receiving an Expression of Interest (EOI) document from Canadian firms interested in transitioning operations into their fold. Following a review, qualified organizations will be invited in April to move further in the process and to submit a detailed proposal outlining a business plan that will successfully incorporate the I-CAR vision in future operations in Canada. The I-CAR Canadian Task Force will evaluate proposals in mid-June and hopes to have a recommendation for a licensee in July and plans to complete the transition by the end of 2009.

Robbs said, “Early indications of market interest are encouraging.” He cautioned, however, that without I-CAR “the industry is at risk of each repair serving as the training ground for new technology.”

Operations in Canada are continuing as usual while the training organization seeks a potential licensee. “We are continuing to do what we do — scheduling I-CAR classes, conducting I-CAR training, and working to support the training needs of the inter-industry,” said John Edelen, President and CEO. “We intend to continue to do so as we transition to a Canadian industry-supported alternative,” he added.

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Robbs said, "As a fellow Canadian, I am hoping the industry in our country recognizes the opportunity that is available to it and rises to the challenges that lie ahead." He added, "What you have before you is a call for action and it is now up to the collision repair industry to decide what it wants and to engage."

Canadian firms intending to submit an Expression of Interest document prior to the March 1, 2009 deadline can visit the I-CAR website at www.i-car.ca/eoi for more information and to obtain the document.

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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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