

REPAIRING VEHICLES RIGHT

SUSTAINING PARTNER PROGRAM



WHY IS THE SUSTAINING PARTNER PROGRAM IMPORTANT?

1 Accelerating Vehicle Technology Demands Continuous Education



VEHICLE SOPHISTICATION IS ACCELERATING

100% of OEMs have vehicles with some level of advanced technology or material.

Material and System Type	Percent of Shops Performing at Least One Repair Per Week*
Advanced High-Strength Steels	94%
Aluminum	58%
Magnesium	29%
Carbon Fiber	7%
Advanced Safety Systems (Radar, camera, sensors, etc.)	71%

*Averaged results from 2016 I-CAR customer surveys.

COLLISIONS ARE A REALITY

Model and brand proliferation is increasing the frequency of repairs on vehicles with advanced systems.



THE COLLISION REPAIR INDUSTRY IS BEHIND

Customers need repair providers who are trained to properly restore the safety and integrity of their vehicles.

2 Shortage in Collision Repair Technicians Threatens Industry Capacity

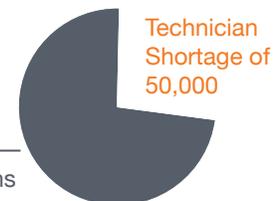
A shrinking collision technician workforce is stressing your customers' accessibility to reliable repair options.

Increasing the population of trained technicians is critical to customer's safety, satisfaction and loyalty.

2017 TECHNICIAN STATUS

INDUSTRY NEEDS
187,000
TECHNICIANS

Industry Has
137,000 Technicians



3 Collision Repair Shops Cannot Carry the Full Burden

COLLISION REPAIR TRAINING IS NECESSARY.

Training expense is impeding training for many shops and technicians. For I-CAR to reach the entire industry, especially smaller shops, *the cost of technical education must go down.*



I-CAR is the Only Organization Actively Addressing All Three of These Issues with Automakers, Insurers, Collision Repairers and Suppliers.

WHAT ARE THE BENEFITS OF THE SUSTAINING PARTNER PROGRAM?

Each Sustaining Partner will receive products and services which may include:

ACCESS TO TRAINING

- All partners receive relevant training opportunities for members of their organizations.
- I-CAR training provides information for partners to better connect with collision repairers and ensure quality repairs.



ACCESS TO INFORMATION

- All partners receive access to I-CAR's Repairability Technical Support portal, the industry leading source for information on collision repair, including Ask I-CAR.
- Partners may access or participate in the I-CAR locator.



MARKETING SUPPORT

- Partners will be visibly promoted as supporting I-CAR's mission. Marketing opportunities will include broad industry promotion at I-CAR events, on I-CAR's website, and in marketing materials.
- Partners can promote their participation, co-branded with I-CAR.



PREFERRED PRICING

- Partners have the opportunity to access certain I-CAR capabilities at reduced cost.
- Custom Training Development and Delivery
 - Repair Subject Matter Expertise for Product Development and Service Planning
 - I-CAR Course Licensing
 - I-CAR Training Portal

The Business Value:

REDUCE LIABILITY AND EXPENSE

By elevating the industry's ability to perform complete, safe and quality repairs, the likelihood and severity of potential liability faced by automakers and insurers is reduced.

INCREASE REVENUE

Because of the education and information I-CAR provides, the importance of using quality parts and systems is more broadly recognized, resulting in increased revenue for partners.

PROTECT BRAND LOYALTY

I-CAR trained shops produce more satisfied customers, and industry metrics indicate that satisfied customers are more likely to remain loyal to brands

DO THE RIGHT THING

The Sustaining Partner program is a means for Inter-Industry businesses to support I-CAR as a neutral source for collision repair knowledge, skill assessment and training. It is a means to make collision repair training more affordable for collision repairers with the goal of delivering complete, safe, and quality repairs for the ultimate benefits of our families, friends and neighbors. Finally, it is a means for the Inter-Industry to come together to solve the technician shortage.

HOW THE SUSTAINING PARTNER PROGRAM WORKS



1. The Sustaining Partner Program is open to companies in the Supplier, Insurer, OEM and Information Provider segments.
2. Partners will support I-CAR through an annual contribution based on market position.
3. I-CAR will provide a suite of benefits to partners.

I-CAR Created the Sustaining Partner Program to:

- Better engage partners in recognition of the value they receive via I-CAR's impact on the industry.
- Make it easier for partners to utilize I-CAR products and services, many of which they may not be aware of.
- Simplify and streamline day-to-day interaction and make it easy to work with I-CAR.
- Contribute necessary funding to support I-CAR's work across the industry. As program participation grows to critical mass in the coming years, this will help I-CAR:
 - Maintain, if not reduce, the cost of training for shops as they increase their level of training to meet repair complexity demands.
 - Reduce, if not eliminate, fees to Career Technical Schools for the I-CAR curriculum they require to run programs that develop better trained and qualified entry level technicians.

The I-CAR Vision is that **EVERY** person in the collision repair industry has the information, knowledge and skills required to perform complete, safe and quality repairs for the ultimate benefit of the consumer.

I-CAR.com

