



IMPACT

REPORT 2023



A MESSAGE FROM I-CAR® CEO & PRESIDENT, JOHN VAN ALSTYNE

LEADING FORWARD

As the world of automotive collision repair continues to evolve faster than ever, we are thrilled to celebrate the 45th anniversary of I-CAR, an enduring organization established by industry leaders, for industry professionals. Rooted in the visionary ideals of its founders, I-CAR and its dedicated team find themselves at the forefront of an era marked by unprecedented change and collaboration within the automotive realm, just as our founders did 45 years ago. Together, with the industry we proudly serve, we set a high standard of excellence for technical training and services for repair facilities and the related industry value chain. To commemorate this pivotal next year, we've selected the theme "Leading Forward," to capture the spirit and essence of this innovative next phase.

Throughout its history, I-CAR has been steadfastly committed to equipping industry professionals with the knowledge and skills necessary to adapt to emerging technologies and evolving repair methodologies. Founded on the principles of collaboration and shared expertise, I-CAR has played a pivotal role in shaping the trajectory of collision repair education. Through a variety of training delivery methods – online, virtual, live, and hands-on – I-CAR has diligently equipped industry professionals with the knowledge and skills necessary to adapt to emerging technologies and evolving repair methodologies.

Now, we're leveraging our neutral position in the industry to collaborate and address technician talent gaps, establish cutting-edge training spaces, and explore advanced learning technologies that both drive learning engagement and effectiveness while accommodating the diverse demands on professionals' time and capacity. I-CAR stands for elevating training standards that serve the industry and driving public nationwide.

From the introduction of advanced materials like aluminum and carbon fiber to the implementation of newer repair processes such as MIG Brazing, Spot Welding, Adhesives, and Rivet Bonding, I-CAR has remained instrumental in ensuring that industry professionals remain abreast of the latest advancements.

As we mark this significant milestone, we also recognize the profound impact of technological advancements such as Advanced Driver Assistance Systems (ADAS), Electric Vehicles (EVs), connected vehicles, and autonomous driving. In response to these transformative trends, I-CAR is working harder and faster than ever to foster collaboration and provide the technical leadership needed to prepare professionals to perform complete, safe, and quality repairs.

We are also working to tackle one of the significant issues of our industry and our time: a significant talent shortage brought on by a generation of underinvestment and underpromotion of the skilled trades as a career. From a cutting-edge marketing campaign to new entry-level curriculum for both career technical schools and shops, we're reimagining what entering the industry looks like in 2024 and beyond.

I-CAR stands not only for I-CAR training but for qualified training across the industry through initiatives like the Industry Training Alliance®. In this journey, we extend our deepest gratitude to I-CAR's Sustaining Partners™, whose unwavering support has been instrumental in enabling us to address critical issues affecting the industry. It is through their continued partnership and commitment that I-CAR can drive its mission of excellence – a mission that underwent an update in 2023 to include focus on the extended related industry value chain.

The collision and automotive repair industry is navigating through a period of rapid technological evolution, but one constant remains as it has for the past 45 years: I-CAR continues to lead the industry forward, and has accelerated our innovation over the past decade. As we look ahead, I-CAR is stronger than ever: we have the right people, capabilities, and resources in place to make sure I-CAR is poised to meet the industry's needs in 2024 and for decades to come. Join us in commemorating this milestone as we continue leading forward, ensuring that the collision repair industry remains at the forefront for generations to come.



VISION

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.

MISSION

The I-CAR mission is to deliver increasingly **ACCESSIBLE, ON-DEMAND AND RELEVANT** education, knowledge, services and solutions for collision repair facilities and the related industry value chain.

CORE BELIEFS AND VALUES

- INTEGRITY
- COLLABORATION
- RELEVANCE
- EXCELLENCE
- EXPERTISE

RELEVANT, ACCESSIBLE, AND INNOVATIVE

CURRICULUM

As the collision repair industry's only IACET accredited education organization, I-CAR leads in repairing modern vehicles, offering specialized skills crucial for complex cars.



In 2023, we expanded our Vehicle and Technology Specific Training™ (VTST) portfolio with 20 new courses, totaling 123 courses. Explore the full portfolio at [I-CAR.com/VTST](https://www.i-car.com/vtst).

Our ADAS and EV courses are gaining traction, providing diverse options for shops and businesses. Check out our ADAS, [I-CAR.com/ADAS](https://www.i-car.com/adas), and EV, [I-CAR.com/EV](https://www.i-car.com/ev), resource pages, featuring the pioneering High Voltage Disconnecting Procedures document.

Our curriculum team also dedicated significant resources to building out our new portfolio of entry-level technician training rolling out in 2024 for both schools and shops.



I-CAR TEAM STATS

TEAM SCALE

- 249 Instructors / Assessors
- 595 Volunteers / 112 Committees
- 255 Staff Team

As an IACET Accredited Provider, I-CAR offers IACET CEUs for its learning events that comply with the ANSI/IACET Continuing Education and Training Standard.

12,121 SHOPS
TRAINED
6.5% INCREASE FROM 2022

97,419 LEARNERS
17.5% INCREASE FROM 2022

632 SCHOOLS
USING I-CAR CURRICULUM

356 COURSES

	COURSES AVAILABLE	COURSES COMPLETED
ONLINE	315	630,704
VIRTUAL	27	48,821
HANDS-ON	8	20,680
WELDING	6	18,471

INTERNATIONAL



I-CAR International Partners gathered in the U.S. to renew agreements to bring educational programming and technical resources to collision repair facilities to strengthen the collective vision for complete, safe and quality repairs for the ultimate benefit of the consumer.

I-CAR's world-class curriculum extended its reach internationally, providing extensive training to collision repair shops and organizations across Canada, Australia, and New Zealand.

- Over **8,990 technicians in Australia, New Zealand and Canada** received I-CAR training in 2023
- These technicians completed a total of **37,003** online, virtual, hands-on and welding courses

NEW COURSE SPOTLIGHT

MEASURING, ANCHORING, AND PULLING



Reflecting on 2023, I-CAR unveiled its latest innovation: the “Measuring, Anchoring, and Pulling” courses for unibody and full-framed vehicles. These courses revolutionized learning with their interactive format, blending engaging demonstration videos and interactive assessments. Technicians not only grasp theoretical concepts but also gained practical skills for immediate application in their work.

The courses’ flexibility allowed for self-paced learning, ensuring technicians could enhance their expertise without disrupting their schedules. Tailored to address specific repair nuances, these courses empowered professionals to tackle challenges effectively and deliver top-quality repairs, benefiting their customers.

CREDENTIALING



9,295 SHOPS
4.4% ANNUAL INCREASE

36,000⁺ INDIVIDUALS



TECHNICAL LEADERSHIP

I-CAR's Chicago Technical Center, a leading-edge training facility in the Chicago suburbs, demonstrates our commitment to industry advancement in areas like EVs and ADAS. This facility, along with the Appleton, WI technical center, provides top-tier training accessible to the industry. Additionally, I-CAR is pioneering Advanced Learning Effectiveness, investing in emerging technologies like virtual reality and interactive content to enhance the learning experience. This dedication underscores I-CAR's commitment to ongoing education and support for technicians, enabling them to excel in complex repairs and deliver exceptional results to their customers.



ADAS LAB



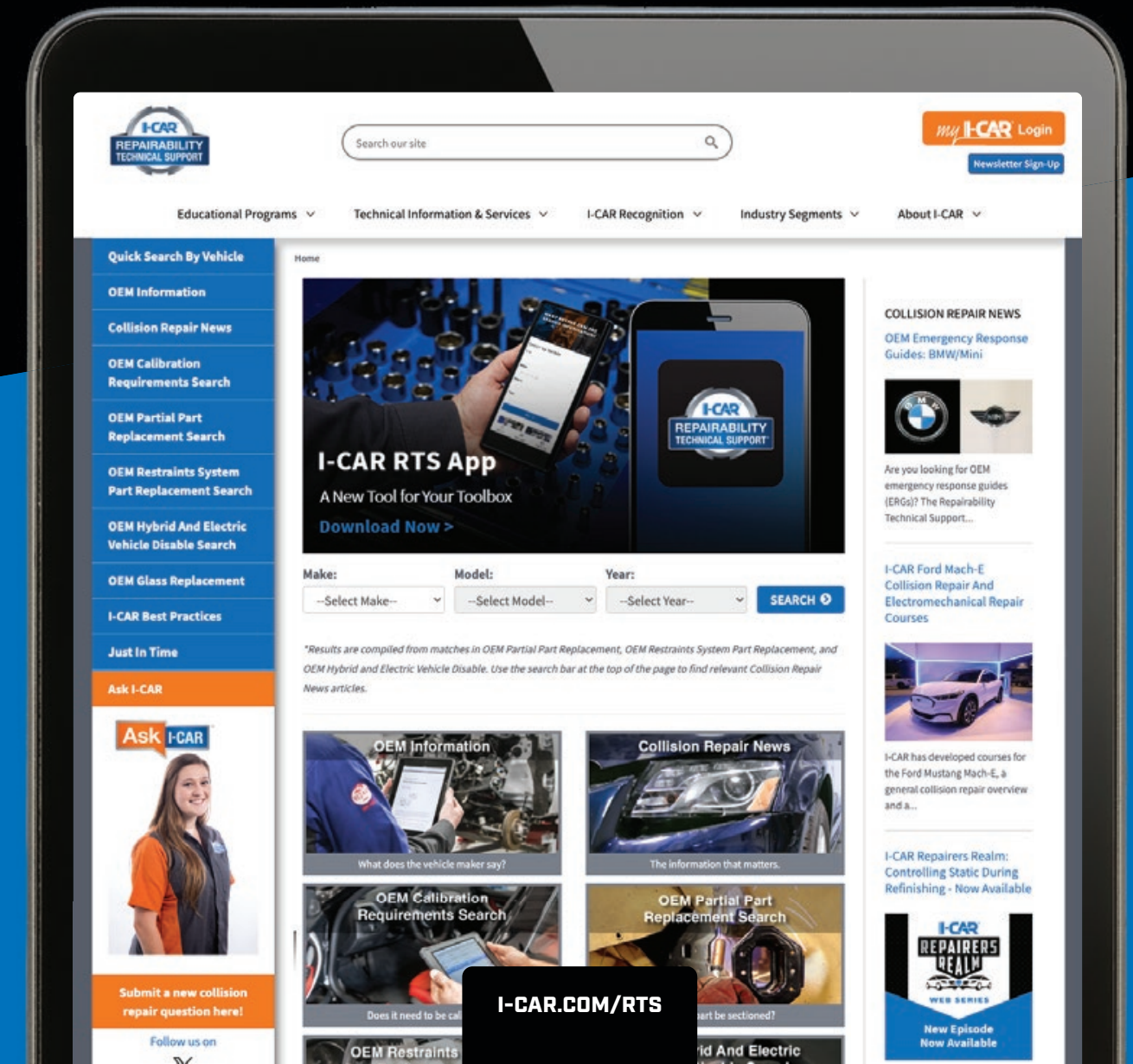
EV LAB

20+ JUST IN TIME™
VIDEOS
30 REPAIRERS REALM™
EPISODES SINCE LAUNCH



COMPLIMENTARY INDUSTRY ACCESS
TO I-CAR'S RTS PORTAL

5M WEB PAGE HITS AND
3K ASK I-CAR™ INQUIRIES IN 2023



TALENT PROGRAMMING



I-CAR, alongside the Collision Repair Education Foundation (CREF) and the inter-industry, is dedicated to attracting, training, and retaining new collision repair technicians. With our largest investment of \$20.9M over 3 years, we're committed to delivering on this mission.

Talent Programming components include:

- Actively repositioning and promoting excellent career opportunities in our industry leveraging our newly launched Collision Careers™ platform.
- Collaborating with like minded organizations to scale talent attraction marketing efforts.
- Developing a new and relevant entry-level technician training curriculum for both schools and shops, plus mentoring and HR best practices for shops.
- Creating an intuitive online platform for entry-level learner engagement and progress tracking throughout their collision career.
- Pursuing government funding to support ongoing talent attraction efforts and future programming enhancements.

A Collision Technician Survey, conducted by the Society of Collision Repair Specialists (SCRS) and I-CAR, underscored the importance of pursuing initiatives like Collision Careers and I-CAR Academy in attracting and retaining talent.

Meanwhile, I-CAR Academy will replace existing school curriculum, preparing new technicians for the field. When it rolls out in 2024, it will also include enhancements that aid in the onboarding and retention process for new talent.



KEY MILESTONES

JULY	Collision Careers Debuts with Website and Social Media Channels
SEPTEMBER	I-CAR Academy for Schools Launched for Early Adopters
OCTOBER	I-CAR Academy for Shops Launched for Early Adopters I-CAR, SCRS, and Drucker Carlisle Release Collision Technician Survey Results
NOVEMBER	Collision Careers Debuts Video Series Highlighting Collision Repair
DECEMBER	Advertising Campaign to Attract Collision Technicians Goes Live

“ I-CAR EXPERIENCE: IN THEIR OWN WORDS

The structure of I-CAR's program, teaching theory, and hands on training is really helping our technicians.

Adan Ibarra

Leading Edge Collision

Gold Class Shop Owner / I-CAR Volunteer
I-CAR Academy Shops Pilot User



Once I achieved Platinum and added that credential to my email signature, I found that my estimates were taken more seriously and not questioned as much. I value the knowledge that I have gained from I-CAR courses because they have helped me keep up with the ever-changing demands this industry brings.

Fatima Ortega

Hodges Collision Repair

Platinum APDA and Estimator



I-CAR Academy has a very simple and organized user interface making it easy to find what you're looking for. The quality is great and is a lot nicer and up-to-date compared to the previous version. The training is active throughout the courses, forcing you to stay engaged. You can see course progress, grades, and what you have left to achieve your badge. I-CAR Academy's organization and simplicity makes it incredibly easy to use.

Kamilah Vargas

Collin College Student

I-CAR Academy Schools Pilot User



OEMs want repairers to be trained and make sure they are following the correct repair procedures. That has led us to continue getting trained by I-CAR.

John Melendez

JDM Collision

Gold Class Shop Owner
I-CAR Volunteer

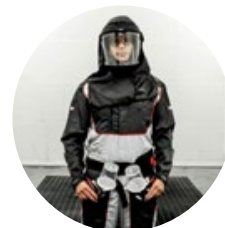


The information I've learned through each class on my journey to Platinum status gives me a better understanding of why we do things a certain way. I have a high level of pride in being Platinum!

Bruce Sorenson, Jr.

No. 1 Automotive Body Repair

Platinum Refinish Technician



I had the students immediately start using I-CAR Academy when I received access to it. The difference was night and day. It's easy to navigate and has great content with short and to the point modules. Most importantly, the kids love it.

John Harden

Lex-Layray Technical Institute

Educator

I-CAR Academy Schools Pilot User



COLLABORATION



At the core of I-CAR's work is its ongoing collaborations and **working in neutrality with all segments** of the collision repair Inter-Industry. In 2023, I-CAR saw growth in many programs, including:

Gold Class® repair networks increasing to 33 OEM and Insurance partners. These repair networks rely on I-CAR training as a requirement to participate.

Industry Training Alliance program through which learners can get I-CAR credit for courses taken with 23 OEMs, suppliers, and other qualified training providers, eliminating redundant training.

Working with OEMs on Vehicle and Technology Specific Training courses and developing custom training and delivery for OEMs and others.

Being the bridge between repairers and OEMs with Ask I-CAR service, part of the Repairability Technical Support program.

GOLD CLASS REPAIR NETWORKS





The I-CAR Sustaining Partner program expanded to **57 MEMBERS**, expanding the inter-industry financial support which plays a crucial role in controlling training costs for the collision repair industry, maintaining stable pricing since 2016.

I-CAR.COM/SUSTAININGPARTNERS



GOVERNANCE

Partnership is rooted into every facet of I-CAR's work, with a multitude of forums in place designed for continuous, ongoing feedback among the **50,000+ members served across six segments** – from the shop floor to the C-suite.

The knowledge and insights of I-CAR's Board of Directors and Member Council are two additional ways I-CAR drives forward to meet short- and long-term goals, and we thank the men and women from throughout the industry who serve in these roles.

I-CAR'S BOARD OF DIRECTORS

EXECUTIVE COMMITTEE

CHAIR

Jim Guthrie



IMMEDIATE PAST CHAIR

Kyle Thompson



VICE CHAIR

Jennifer Goforth



SECRETARY

Chris Evans



TREASURER

Paul Krauss



DIRECTORS

Barry Dorn



Brian Herron



Dean Fisher



Jennifer Boyer



Mark Thorpe



Patrick Hart



Sandee Lindorfer



Trent Tinsley



I-CAR'S 2023 MEMBER COUNCIL

COMMITTEE CHAIRS

Ken Martin (West)



Adan Ibarra (Central)



Gerry Poirier (East)



COLLISION REPAIR

Amber Alley



Darrell Amberson



Wayne Kelly



Dustin Harrier



Kim Morin



Dan Dutra



Ted Hayes



OEM

Dean Bruce



Gary Uvematsu



Ben Cid



Elisha Huddleston



INSURANCE

Tim Hession



Kristen Tscholl



Scott Kohl



EDUCATION

John Helterbrand



Laura Lozano



Brian Castillo



Donny Joslin



EQUIPMENT, TOOL & SUPPLY

Ron Olsson



RELATED INDUSTRY SERVICES

Mark Fincher



Mike Anderson



LEADING IN THE WORKPLACE

In 2023, I-CAR received national recognition as a Top Workplace, underscoring our commitment to fostering a positive environment centered on teamwork and collaboration.

Recognizing employees as a great asset for serving the industry, we prioritize high engagement and value for all team members.

[I-CAR.com/Careers](https://www.i-car.com/Careers)



REV UP YOUR AUTOMOTIVE KNOWLEDGE AND SKILLS WITH I-CAR!

Hit that follow, like, and share button to engage with our dynamic community and stay connected to exclusive insights, updates, and expert tips that will accelerate your career in the industry!



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