

16 November, 2015

GM HOLDEN STRENGTHENS TIES WITH I-CAR AUSTRALIA THROUGH CORPORATE MEMBERSHIP

GM Holden is delighted to announce that their partnership with I-CAR Australia is being strengthened as they join I-CAR Australia as an official corporate member. Holden first partnered with I-CAR Australia in 2012, as part of its overall strategy to raise awareness of correct collision repair, and the importance of appropriate training for all professionals within the collision repair industry.

Since then, Holden and I-CAR Australia have developed a number of programs including the VE and VF Commodore Collision Repair Program and the Holden SUV Collision Repair Program. Additionally, the two organisations have joined forces to bring to the industry the annual Holden Collision Repair Forum as well as 'Holden's Got Your Back' YouTube videos which shares various technical information with online viewers.

The new relationship announced today signifies Holden's continued focus in ensuring all professionals within the industry are trained with the most up to date information, and are equipped with the right skills to repair vehicles that are changing faster than ever before.

"In an ever changing market, where manufacturers are designing vehicles with new technology and materials, training plays a vital role in ensuring repairers are up to date with correct methods and safe practices," said Victoria Huang, Holden Collision Business Manager.

"As a member of I-CAR Australia, Holden will continue our support and commitment to the ongoing professional development of individuals and businesses within the collision repair industry."

In 2016, Holden and I-CAR Australia will once again collaborate to roll out training courses for the current model Holden Astra, Cascada and Insignia.

I-CAR CEO Mark Czvitkovits added "I-CAR Australia welcomes the membership of Holden as a corporate member, strengthening the partnership that will enhance and deliver ongoing benefits to the Australian collision repair industry."

"All Holden Collision Repair courses will benefit from I-CAR Platinum points and provide all technicians with the necessary knowledge to deliver complete, safe and quality repairs for the ultimate benefit of the consumer."

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 the consumer.

For further information, contact I-CAR Australia CEO Mark Czvitkovits on 0416 156 759.

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