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I-CAR ANNOUNCES GOLD CLASS FOR EAST ADELAIDE TOW & CRASH

I-CAR Australia is pleased to announce today that East Adelaide Tow & Crash has been awarded the prestigious I-CAR Gold Class Collision status.

“Having worked in the crash industry for over 20 years, it wasn’t until I recently purchased my own shop, where I took on the responsibility of ensuring the team and I obtained the highest role-relevant accreditation through I-CAR. It was important to me that our business brand reflected workmanship at a premium level. I-CAR offered a learning culture that justified our skills, knowledge and desire to exceed customer expectations,” said Tim Felice, owner and manager of East Adelaide Tow & Crash located in Norwood, SA.

“I-CAR changed the idea of ‘learning’ into an experience rather than a ‘lesson’. The online Virtual Classroom training allowed the team to enjoy the comfort of their own space and provided an opportunity to discuss thoughts openly and learn from each other. The nature of consistent training can seem daunting, but when it also provides a way to build relationships over a yiros and beer, it’s a WIN, WIN!”

Our qualified Panel Beater Ben Wright completed the Structural Steel welding training and certification where he benefited in ways he didn’t expect. Not only did his welding skills improve immensely, his confidence and ability to problem solve and innovate, came from the one-on-one learning and highly educated co-ordinator’s direction and leadership. The awards and memorabilia acknowledge the effort and extensive time gone into completing individual courses. We ensure all our awards are on display to encourage the team and reassure our customers that we strive to perform.

Our qualified Painter, Mick Michael, worked alongside Akzo Nobel (Sikkens) in the learnings of Candy and 3-layer pearl application. Their premium product combined with the latest paint technology process has given him the ability to perform to the highest level of execution.



Our future is “recognition”! If we can be recognised and strive for OEM badges, this will add to our premium profile. I-CAR Gold Class renewal training will continue to keep our brand in check, align us with the latest information in all aspects of the industry and boost our reputation.”

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 at goldclass@i-car.com.au or on 07 3219 9088