



## *Press Release*

**FOR IMMEDIATE RELEASE**

**For more information contact:  
Stephanie Zercher at 404.300.1908  
stephanie\_zercher@us.crawco.com**

### **KMC On Demand<sup>SM</sup>, I-CAR Partner to Deliver Online Training For Auto Collision Industry**

**ATLANTA (March 22, 2010)** - KMC On Demand and I-CAR have announced a memorandum of understanding to establish a strategic partnership under which KMC will provide the training platform and I-CAR will provide technical course content to create a new online learning opportunity for the auto collision industry.

“This collaboration brings together two industry leaders to seamlessly integrate the e-learning capabilities of KMC On Demand and the training expertise of I-CAR,” said Colm Keenan, V.P. of knowledge management for KMC On Demand. “We are very proud I-CAR selected KMC to partner on this initiative. We share with I-CAR a similar vision that every person in the collision industry has the skills to achieve a complete and safe repair by increasing access to knowledge-based training directly related to his or her role in the field.”

Currently, I-CAR offers individuals the opportunity to attend instructor-led classes that cover vehicle-specific collision repairs and general collision concepts. These classes are complemented by a limited offering of online training. The KMC On Demand platform will enable KMC and I-CAR to offer the automotive industry a broader curriculum of online learning modules with improved access and functionality.

“Partnering on this initiative with KMC On Demand is a critical development in I-CAR’s plans to deliver role- and segment-specific training in the both the classroom and online,” said John Edelen, president and

**MORE**

## **Page 2 . . . KMC On Demand<sup>SM</sup>, I-CAR partner to deliver online training**

chief executive officer of I-CAR. “The KMC technology will enable I-CAR to bring more of our existing and future training to the industry - when, where and how the industry wants to receive it.”

Collision repair professionals and insurance appraisers will benefit from improved performance in the field as the KMC On Demand platform provides tools and resources to directly support learning and performance, bridging from the learning environment to the work site. Individuals and collision repair facilities will be able to maintain their I-CAR training recognition status and state continuing education credits, as both CE credits and I-CAR points will be awarded for completion of the appropriate coursework on the KMC platform.

### **About KMC On Demand**

KMC On Demand is a unique platform that marries cutting-edge knowledge management technology with vetted and customized insurance courses and performance support information that adjusters can easily reference. KMC On Demand is part of Crawford Educational Services, a unit of Crawford & Company. To learn more, visit [kmcondemand.com](http://kmcondemand.com).

### **About I-CAR**

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.

###