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# Gold Class Policy

The purpose of the I-CAR Gold Class Policy is to define the standards, requirements, and responsibilities for businesses seeking to achieve and maintain Gold Class recognition. It also governs the appropriate use of Gold Class branding and outlines enforcement actions for non-compliance, thereby protecting the integrity of the Gold Class designation.

This policy applies to all collision repair businesses and insurance organizations seeking to attain or maintain I-CAR Gold Class recognition. The policy is applicable across all geographic regions where I-CAR operates and includes both initial qualification and annual renewal processes.

## Eligibility

Gold Class is the industry-leading recognition program for businesses that invest in continuous training.

- A business must disclose all employees and accurately reflect their job roles to be eligible for achieving and maintaining Gold Class recognition.
- Gold Class recognition is awarded for a 12-month term and subject to an annual renewal requirements.
- Visit [Gold Class Collision Repair](#) to learn more about the standards for a collision repair business.
- Visit [Gold Class Insurance](#) to learn more about the standards for an insurance business.
- Requirements for Gold Class recognition are subject to change with notice.

## Gold Class Collision Repair

### Consumer-Facing Locator

All collision repair Gold Class businesses are automatically published in I-CAR<sup>®</sup>'s consumer-facing locator, accessible at [GoldClass.I-CAR.com](https://GoldClass.I-CAR.com). Business information is shared with a third-party data manager who stores, organizes, and displays Gold Class tenure and shop details on the site.

If a business no longer qualifies for Gold Class recognition, that facility's information will be removed from the site.

### In-Shop Request Submission and Virtual Training Completion

To ensure sufficient time for I-CAR to schedule, deliver, and record post-test results for in-shop and virtual training, current Gold Class businesses seeking to maintain their designation must comply with the following:

- In-Shop Welding and Hands-On Skills Development Training



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- To ensure timely scheduling and delivery of in-shop training for annual Gold Class renewal, all required welding and/or hands-on course requests must be submitted no later than 90 days prior to the renewal date. Gold Class locations that fail to meet this submission deadline may not be eligible for exception consideration.
  - Virtual Training
    - To ensure post-test results are recorded prior to the Gold Class renewal date, all required virtual training must be purchased, session(s) selected, and course(s) completed no later than 60 days before the renewal date. Failure to select a session date that occurs prior to the Gold Class renewal date may result in ineligibility for exception consideration.

## **Gold Class Trademark**

### **Gold Class Ownership and Branding Guidelines**

To protect and monitor the use of the Gold Class mark, I-CAR retains the rights and ownership of all program materials provided for promotion. These materials are licensed at no cost to businesses who meet the requirements of the Gold Class recognition program. All program materials, including signage, advertising, logos or other promotional materials, are the property of I-CAR and protected under the copyright and other laws of the United States and the individual states and in other countries by international treaty provisions.

- If a business no longer qualifies for Gold Class recognition, it must immediately cease use of all Gold Class logo and branded materials.
- Any business that is not recognized as Gold Class and misrepresents itself as such may be subject to legal action.