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**Zara's Becomes Honda Motor Co.'s Only ProFirst
Collision Repair Facility in Springfield Area**

SPRINGFIELD — Zara's Collision Center has been honored by the Honda Motor Co. by being named a ProFirst Collision Repair Facility. Zara's is the only ProFirst Level 3 shop in the Springfield area by virtue of meeting one of the most stringent requirements of the designation process — achieving I-CAR Gold Class status, the highest available. The announcement was made by Brad Zara, president of Zara's.

“Honda recognizes a body shop because of the shop's higher level of customer satisfaction through training and technology,” said Zara. “Besides achieving the industry's I-CAR Gold Class designation, a ProFirst shop has completed the I-CAR training course, *Collision Repair for Honda and Acura Vehicles*. It's a huge compliment to the entire Zara's team to be named a ProFirst Level 3 shop. We look forward to an even closer relationship with our local dealership, Honda of Illinois.”

Collision repair facilities receiving I-CAR's highest level of training are awarded the I-CAR Gold Class Professionals designation for their dedication and commitment to training staff involved in the repair process. The I-CAR Gold Class Professionals® designation is the highest recognition for training available to businesses in the collision repair inter-industry and is designed to help the collision industry meet its changing needs. Businesses who have earned this designation not only achieve a high level of

training for each employee, but also maintain annual training to provide their customers with efficient, safe, and high-quality services. Every ProFirst (Level 3) collision repair facility has the distinction of being an I-CAR Gold Class Professional.

Honda-specific training includes information about vehicle construction material and general repair considerations, specific repair procedures, manufacturer's specs about vehicle repair, along with hybrid electric and alternative fuel vehicle repairs. More information is available at <http://bit.ly/S7GV8N>.

Zara's, now in its 26th year of business, is located at 3117 Wide Track Drive in Springfield, one block south of Dirksen Parkway and South Grand Avenue East. So far in 2012, Zara's customer satisfaction rating is 92.4% as reported by the CSI Complete survey firm. Zara's vehicle giveaway will occur December 12 as part of its Benevolence Program. It is the 14th consecutive year for Zara's giving away at least one vehicle. Zara's has facilitated the give away of 25 vehicles over the course of the program.

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