



building trust. driving confidence.

December 15, 2021

Attn: Collision and Glass Repair Program Participants

RE: Collision & Glass Program Guide & Marketing Updates

Hello Collision & Glass Repair Participants,

We are writing to follow up on our communication from July 6, 2021. At that time, we shared that we were working on a marketing refresh for the ICBC Repair Network. We were also looking at additional opportunities to support your business by increasing customer awareness of the ICBC Repair Network and its top performers.

We are pleased to let you know these updates are now available.

Marketing updates to the Glass and Collision Repair Program Guides

The following is a summary of the marketing updates to the [Collision](#) and [Glass Repair](#) Program Guides that will take effect on January 14, 2022.

Section 10 – Advertising. Over the past few years, there have been foundational changes made to the way insurance and ICBC works for British Columbians. To help provide a visual cue that this is a new direction for ICBC, we've updated the way we show up to customers.

Glass and collision repair facilities are where customers often see ICBC's logos. For our mutual customers, it's important we achieve consistency to clearly communicate our services and avoid confusion.

To achieve this, ICBC is revealing new Repair Network logos, which Participants can begin to use starting January 2022.

With this update, Participants are not permitted to acquire any additional materials or signage containing ICBC's previous Repair Network, Express Repair or Glass Express program logos. Going forward, new signage requests must adhere to the new guidelines.

To help our business partners transition to the new Repair Network logos, Participants will be able to phase out the use of their existing signage and materials. ICBC will offer a limited grace period during which Program Participants may continue to use their existing signage and materials, subject to the terms of the Program Guides and on the Business Partners Page.

Additional updates to the Glass Repair Program Guide

In addition to the updated advertising guidelines described above, there are additional updates to the [Glass Repair Program Guide](#). Details of these changes can be found under the [Change Alerts](#) section of Material Damage Procedures.

ICBC Repair Network promotion

Also in July, we told you we're looking at opportunities to increase customer awareness of the ICBC Repair Network. We are pleased to let you know that in January, we'll launch a



building trust. driving confidence.

digital and social media campaign to raise awareness of the Repair Network and the value of choosing a top-performing facility. Our goal is to raise customer awareness about the benefits of choosing an ICBC Repair Network facility, including Top Performers.

If you have questions related to any of these updates, please reach out [Supplier Programs and Administration](#).

Regards,

Alden Li
Director, Material Damage Strategy and Programs