

Hello Towing and Storage suppliers,

Back in February we announced we would be completing a Towing Business Review (TBR) this year to help us make timely and informed business decisions in support of the towing industry.

The TBR will be completed by an independent third-party firm, PricewaterhouseCoopers (PwC) and will help us identify compensation and operational changes that benefit both parties, and our mutual customers. Understanding how industry's costs are evolving and factors that may be impacting industry's ability to deliver services is important to everyone.

To ensure the review is designed and executed with industry in mind, a collaborative TBR working group with regional representation has been formed. Below are your TBR working group members:

Name	Company / Organization
Cory Rushinko	Bayview Towing
Stella Tarantino	Unitow
Ron Cowie	Mundies Towing
Brian Bettles	Downtown Towing Cariboo Towing
Tyson Doucette	Georgia Straight Towing
Tamara Slater	Peninsula Towing Victoria Towing
Gary Niminiken	Smokey Creek Salvage Ltd.
Kyle Schrump	Busters Towing
Ron Rotzetter	On Call Towing
Kit Moller	Clover Towing
Sukhjot Singh Manj	Reliable Towing Jack's Towing Maple Ridge Towing Mission Auto Wrecking Mill Bay Towing
Mitchell Martin	Mitchell's Towing
Chris Logan	Roadway Towing
Rob McAdam	Rezilliant Transport
Dakota Spiess	Dakota Towing
Nic Moretto	Mario's Towing Del Oro Towing
Ken Hendricks	Automotive Retailers Association

Being led by PwC, a third-party, independent firm and gathering feedback from a knowledgeable and representative industry working group are both important first steps. What's absolutely essential next is participation from you, our Towing and Storage suppliers, to provide the good quality data.

Look out for surveys and further information from PwC to gather data. By setting some time aside to participate in this valuable industry initiative through the provision of business data and sharing key insights, you will be assisting ICBC with making informed decisions to support a sustainable industry.

Data will be collected, aggregated and analysed by PwC and only aggregated data will be shared with ICBC and industry. Be assured that PwC is prohibited from sharing identifiable facility data with ICBC. We will continue to share how you can participate in this initiative and contribute to industry sustainability, and our findings and updates by email and on the new [TBR section](#) of the business partner's page.

If you have any questions related to ICBC's commitment to the TBR, the committee selection, or TBR process to date, please send them to TBR@icbc.com.

Greg Beauregard
Director, Material Damage Strategy and Programs