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NHRA Drivers Bernstein and Pedregon Recognize CIECA

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The Collision Industry Electronic Commerce Association (CIECA) was recognized on the Brandon Bernstein's Copart/Lucas Oil Top Fuel Dragster and Tony Pedregon's Quaker State Chevrolet Funny Car at the NHRA SuperNationals held June 10-13 in Englishtown, NJ. Both cars included decals prominently featuring the CIECA.com website.

"I am delighted to have CIECA on my car. CIECA is the Collision Industry Electronic Commerce Association. CIECA's members represent all collision repair industry segments," said two-time NHRA Funny Car world champion Tony Pedregon.

"Through member-run committees, CIECA develops industry standards, assists in developing national standards, and provides implementation support, guidelines for electronic commerce. CIECA works in the background developing standards to facilitate electronic commerce within the collision industry. Thereby, allowing cost reduction for everyone in the collision repair industry."



Driver Tony Pedregon (left), poses next to his car with Michael Lloyd, Chairman of the CIECA Board of Trustees.

"I want to thank both Brandon and Tony for their support of CIECA and help promoting the work of our dedicated members," said Michael Lloyd, of California Casualty Management Company and Chairman of the CIECA Board of Trustees. "The terrific support of these two top drivers in the NHRA will help build awareness of CIECA and its goal to deliver benefits to all segments of the collision industry."

The cable television sports network ESPN2HD covered the weekend events and interviewed Pedregon during its qualifying coverage in front of his car and the CIECA.com logo. ESPN2HD will provide coverage of the rain-delayed NHRA SuperNationals final rounds during the qualifying show for the NHRA Thunder Valley Nationals (June 19, 7 p.m. ET) and during next weekend's edition of NHRA Race Day presented by Lucas Oil (June 20, 3:30 p.m. ET).

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