



Application for Recognition ASE Blue Seal of Excellence Program

You do it all – recruit the best employees, support their training, and insist on the best equipment. Your business stands out from the rest because of your ASE-certified staff and the quality reputation you've earned with your customers. ASE has a program to recognize your commitment to excellence, the ASE Blue Seal of Excellence Recognition Program.

To qualify, your business must fall into one of the following categories and meet its specific criteria:

- ❖ **Repair Businesses (Dealerships, Independent Repair Shops, Fleet Garages, etc.)**
 - At least 75% of technicians performing diagnosis and repairs must be ASE certified.
 - Each area of service offered in the shop must be covered by at least one ASE-certified technician.
- ❖ **Support Businesses (Research and Engineering Firms, Diagnostic Assistance Services, etc.)**
 - At least 75% of professionals performing functions related to support must be ASE certified.
 - Each area of support offered must be covered by at least one ASE-certified professional.
- ❖ **Parts Businesses (Retailers, Jobbers, WDs, etc.)**
 - At least 75% of parts counterpersons must be ASE certified.
 - Each area of service offered must be covered by at least one ASE-certified parts counterperson.

Please note: All facilities that employ full-time service consultants and/or estimators must have at least one of them ASE certified. Service consultants must have current ASE Service Consultant (C1) certification and estimators must have current Damage Analysis and Estimating (B6) certification.

Recognition under this esteemed program isn't for life. Program status is evaluated annually by ASE to ensure professional certification credentials remain current.

Initial cost for recognition by the **ASE Blue Seal of Excellence Recognition Program** is **\$235**. Once your application is approved, you'll receive a customized plaque with date plate, customer brochures, a counter mat, posters, and a promotional kit. In addition, your business will be listed on the BSRP shop listing on the ASE website.

To remain in the program, your status will be reviewed annually. ASE will automatically send you a renewal notice and application before your recognition is due to expire. The annual renewal fee is \$65. Upon renewal, you will receive a new date plate for your plaque along with additional promotional materials.

Please complete the following application and return it to the mailing address or fax number provided. Applications for the Blue Seal of Excellence Recognition Program are processed quarterly (January, April, July, and October). Thank you for your interest in the ASE Blue Seal of Excellence Recognition Program.

Blue Seal Recognition Program Application

Name of Business: _____
(as you would like it to appear on your plaque)

Contact Person: _____ Title: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

E-mail Address: _____ Website: _____

Number of locations applying: _____
(Please fill out a separate application for each location.)

Does your business offer services to the general public?
Yes _____ No _____

May we include the name and address of your business on ASE's website?
Yes _____ No _____

Check Services Offered on a Regular Basis

Automobile/Light Truck

- Engine Repair
- Automatic Transmission/
Transaxle
- Manual Drive Train & Axles
- Suspension & Steering
- Brakes
- Electrical/Electronic Systems
- Heating & Air Conditioning
- Engine Performance

Service Consultant

- Service Consultant

Alternate Fuels

- Light Vehicle CNG

Collision Repair & Refinish

- Painting & Refinishing
- Non-Structural Analysis &
Damage Repair
- Structural Analysis & Damage
Repair
- Mechanical & Electrical
Components
- Damage Analysis & Estimating

Medium/Heavy Truck

(Class 4 through Class 8)

- Gasoline Engines
- Diesel Engines
- Drive Train
- Brakes
- Suspension & Steering
- Electrical/Electronic Systems
- Heating, Ventilation, & A/C
- Preventive Maint. & Inspection

Truck Equipment

- Truck Equip. Installation &
Repair
- Electrical/Electronic Systems
Installation & Repair
- Auxiliary Power Systems
Installation & Repair

Engine Machinist

- Cylinder Head
- Cylinder Block
- Assembly

School Bus

- Body Systems & Special Equip.
- Diesel Engines
- Drive Train
- Brakes
- Suspension & Steering
- Electrical/Electronic Systems
- A/C Systems & Controls

Transit Bus

- Diesel Engines
- Drive Train
- Brakes
- Suspension and Steering
- Electrical/Electronic Systems
- Heating, Ventilation, & A/C

Parts

- M/H Truck Dealership Parts
- Automobile Parts
- M/H Truck Aftermarket Parts –
Brakes
- M/H Truck Aftermarket Parts –
Suspension & Steering

Note: All facilities that employ full-time service consultants and/or estimators must have at least one of them ASE certified. Service consultants must have current ASE Service Consultant (C1) certification and estimators must have current Damage Analysis and Estimating (B6) certification. Service professional requirements will remain the same (75% of the total number must be certified with each area of service or support offered being covered by at least one certified professional).

***Do you employ a full-time service consultant?** Yes No

Name of ASE-certified service consultant: _____

Social Security, CID or ASE certificate ID Number: _____

***Do you employ a full-time estimator?** Yes No

Name of ASE-certified estimator: _____

Social Security, CID or ASE certificate ID Number: _____

Names of ASE-certified service professionals (excluding service consultants and collision damage estimators)	Social Security, CID or ASE certificate ID Number
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- | | |
|-----------|-----------|
| 1. _____ | 1. _____ |
| 2. _____ | 2. _____ |
| 3. _____ | 3. _____ |
| 4. _____ | 4. _____ |
| 5. _____ | 5. _____ |
| 6. _____ | 6. _____ |
| 7. _____ | 7. _____ |
| 8. _____ | 8. _____ |
| 9. _____ | 9. _____ |
| 10. _____ | 10. _____ |

(If there are more than 10 professionals with ASE credentials, please continue listing on a separate sheet.)

Eligibility Requirements: You need to have **75%** of your professionals ASE certified (excluding service consultants and collision damage estimators). To determine this, calculate the percentage below:

- A. Total number of service professionals you employ: _____
(excluding service consultants, estimators, lube technicians, helpers, administrative personnel, etc.)
- B. Total number of ASE-certified service professionals you employ: _____
(excluding service consultants, estimators, lube technicians, helpers, administrative personnel, etc.)
- C. Actual percentage of ASE-certified service professionals (**Divide B by A**): _____

**Note: Service professionals include hands-on repair technicians, parts specialists, or technical support professionals for those recognized under the appropriate category.*

I certify that the information I have provided on this application is true and correct. If recognized, I/we hereby agree to display the recognition materials only if we meet the requirements set forth by the Blue Seal of Excellence Recognition Program. If we no longer meet the requirements, I/we agree to remove all recognition materials at this business.

Signature: _____ **Title:** _____

Date: _____

Payment Options: Please mail or fax your application and payment to ASE. If paying by check or money order, please make it payable to **ASE**. Payment can also be made using VISA, MasterCard, American Express, or Discover, by filling out the payment information below. Questions? Please contact Denise Yingling (703) 669-6626, Fax: (703) 669-6127, or E-mail: DYingling@ase.com

Initial Application Fee Payment: \$235.00

VISA MasterCard American Express Discover Check/Money Order

Credit Card Number: _____

Expiration Date: _____

Name as it appears on the card: _____

Signature: _____

Mailing Address: ASE Blue Seal Recognition Program
 101 Blue Seal Drive SE, Suite 101
 Leesburg, VA 20175

Fax Number: (703) 669-6127

Note: Applications for the Blue Seal of Excellence Recognition Program are processed quarterly (January, April, July, and October).

Thank you for your interest in the ASE Blue Seal of Excellence Recognition Program!



ASE Blue Seal of Excellence Recognition Program—Please Indicate Your Type of Business

Automobile/ Light Truck Repair	<input type="checkbox"/> Car Dealer, Domestic Make(s) _____ _____ *(Ford, GM, Chrysler)	<input type="checkbox"/> Car Dealer, Import Make(s) _____ _____ *(Honda, Toyota)	<input type="checkbox"/> Service Station Name: _____ _____ *(Amoco, Citgo)	<input type="checkbox"/> Indep't Repair Shop _____ _____ *(NAPA, TECH-NET)	<input type="checkbox"/> Fleet Repair Shop	<input type="checkbox"/> Specialty Shop Name: _____ _____ *(Midas, Meineke)	<input type="checkbox"/> Gov't/ Civil Service	<input type="checkbox"/> Volume Retailer Name: _____ _____ *(Sears, Pep Boys)	<input type="checkbox"/> Tire Dealer Name: _____ _____ *(Firestone, Independent)	<input type="checkbox"/> Leasing & Rental Shop	
Medium/ Heavy Truck Repair (class 4 or above)	<input type="checkbox"/> M/H Truck Dealer, Domestic Make(s): _____ _____ *(Kentworth, Mack, Peterbilt)	<input type="checkbox"/> M/H Truck Dealer, Import Make(s): _____ _____ *(Isuzu, Hino, UD)	<input type="checkbox"/> Indep't Repair Shop	<input type="checkbox"/> Fleet Repair Shop	<input type="checkbox"/> Gov't/ Civil Service	<input type="checkbox"/> Tire Dealer Name: _____ _____ *(Goodyear, Independent)	<input type="checkbox"/> Utility Fleet	<input type="checkbox"/> Leasing & Rental Shop			
Collision Repair	<input type="checkbox"/> Independent _____ _____ *(Caliber, Sterling)	<input type="checkbox"/> Dealer									
School Bus Repair	<input type="checkbox"/> Independent Repair Shop	<input type="checkbox"/> Fleet Repair Shop	<input type="checkbox"/> Gov't/Civil Service	Transit Bus Repair	<input type="checkbox"/> Independent Repair Shop	<input type="checkbox"/> Fleet Repair Shop	<input type="checkbox"/> Gov't/Civil Service	<input type="checkbox"/> Leasing & Rental Shop			
Engine Machinist	<input type="checkbox"/> Parts Jobber Machine Shop	<input type="checkbox"/> Non-Parts Jobber Machine Shop	<input type="checkbox"/> Production Engine Remanufacturer	<input type="checkbox"/> Engine Installation Facility	<input type="checkbox"/> Other Machinist Facility Please Describe: _____ _____ _____						
Parts Business	<input type="checkbox"/> OEM Car Dealer, Domestic Make(s) _____ _____ *(Ford, GM, Chrysler)	<input type="checkbox"/> OEM M/H Truck Dealer, Import Make(s) _____ _____ *(Honda, Toyota)	<input type="checkbox"/> Aftermarket Car Dealer	<input type="checkbox"/> Aftermarket M/H Truck Dealer	<input type="checkbox"/> Retail Aftermarket _____ _____ *(AutoZone, CSK Auto)	<input type="checkbox"/> Wholesale/Retail Aftermarket _____ _____ *(CARQUEST, NAPA)	<input type="checkbox"/> Other Parts Business Please Describe: _____ _____ _____				
Support Business	<input type="checkbox"/> Diagnostic Hotline Service	<input type="checkbox"/> Technical Publication Firm	<input type="checkbox"/> Research & Engineering Firm		<input type="checkbox"/> Other Support Business Please Describe: _____ _____ _____						

***Examples**