



## 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 have 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, Collision 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 will receive a customized wall plaque with date plate, customer brochures (public shops), a counter mat, decals, and a promotional kit. In addition, your business will be listed on the Blue Seal Shop Locator 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 customized wall plaque)

Contact Person: \_\_\_\_\_ Title: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Shipping Address (if different from mailing): \_\_\_\_\_

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
- Light Vehicle Diesel Engines

### Service Consultant

- Service Consultant

### 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

### Alternate Fuels

- Light Vehicle CNG

### School Bus

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

### Transit Bus

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

### Parts

- M/H Truck Dealership Parts
- Automobile Parts

**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: \_\_\_\_\_

ASE ID, Certificate ID, or CID Number: \_\_\_\_\_

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

Name of ASE-certified estimator: \_\_\_\_\_

ASE ID, Certificate ID, or CID Number: \_\_\_\_\_

Names of ASE-certified service professionals (excluding service consultants and collision damage estimators)	ASE ID, Certificate ID, or CID Number
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: 75% of your professionals must be ASE certified (excluding service consultants and collision damage estimators). To determine this, calculate the percentage below:**

- A. Total number of service professionals employed: \_\_\_\_\_  
*(Excluding service consultants, estimators, lube technicians, helpers, administrative personnel, etc.)*
- B. Total number of ASE-certified service professionals employed: \_\_\_\_\_  
*(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:** \_\_\_\_\_

**Please Indicate Your Type of Business:**

**Automobile/Light Truck Repair**

- New Car Dealership \_\_\_\_\_  
\*(GM, Ford, Toyota, Honda)
- Independent Repair Shop \_\_\_\_\_  
\*(ACDelco, NAPA AutoCare Center, TECH-NET)
- Specialty Shop \_\_\_\_\_  
\*(Meineke, Midas)
- Volume Retailer \_\_\_\_\_  
\*(Sears Tire Group, The Pep Boys)
- Tire Dealer \_\_\_\_\_  
\*(Bridgestone/Firestone, Merchant's, Independent)
- Service Station \_\_\_\_\_  
\*(Exxon, Shell, Sunoco)
- Fleet Repair Shop
- Leasing & Rental Shop
- Government/Civil Service

**Medium/Heavy Truck Repair  
(Class 4 or above)**

- M/H Truck Dealer \_\_\_\_\_  
\*(Freightliner, Kenworth, Volvo Truck)
- Tire Dealer \_\_\_\_\_  
\*(Goodyear, Independent)
- Independent Repair Shop
- Fleet Repair Shop
- Leasing & Rental Shop
- Utility Fleet
- Government/Civil Service

**Collision Repair**

- Independent \_\_\_\_\_  
\*(ABRA, CARSTAR)
- Dealer \_\_\_\_\_  
\*(GM, Ford, Toyota, Honda)

**School Bus Repair**

- Independent Repair Shop
- Fleet Repair Shop
- Government/Civil Service

**Transit Bus Repair**

- Independent Repair Shop
- Fleet Repair Shop
- Government/Civil Service

**Parts Business**

- OEM Car Dealer \_\_\_\_\_  
\*(GM, Ford, Toyota, Honda)
- OEM M/H Truck Dealer \_\_\_\_\_  
\*(GM, Ford, Toyota, Honda)
- Retail Aftermarket \_\_\_\_\_  
\*(Advance Auto Parts, AutoZone)
- Wholesale/Retail Aftermarket \_\_\_\_\_  
\*(Sears Tire Group, The Pep Boys)
- Other Parts Business  
Please Describe: \_\_\_\_\_
- Aftermarket Car Dealer
- Aftermarket M/H Truck Dealer

**Support Business**

- Diagnostic Hotline Service
- Technical Publication Firm
- Research & Engineering Firm
- Other Support Business  
Please Describe: \_\_\_\_\_

\*Examples

**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.

**Initial Application Fee Payment: \$235.00**

VISA    MasterCard    American Express    Discover    Check or Money Order

Credit Card Number: \_\_\_\_\_

Expiration Date: \_\_\_\_\_

Name as it appears on the card: \_\_\_\_\_

Billing Zip Code: \_\_\_\_\_

Signature: \_\_\_\_\_

**Questions? Contact: Julie White**

**E-mail Address:**     jwhite@ase.com

**Phone Number:**    (703) 669-6626

**Mailing Address:**   ASE Blue Seal Recognition Program  
1503 Edwards Ferry Rd. NE, Ste. 401  
Leesburg, VA 20176

**Fax Number:**       (703) 669-6123

**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!*

