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ASE.COM
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“What’s Dangerous is NOT to EVOLVE”

by Tim Zilke, President & CEO

The quote above from Amazon founder Jeff Bezos sums up the imperative of business survival in one succinct phrase. It applies to individuals and their careers as well. Automotive technology continues to change, presenting technicians with challenges and opportunities. Today’s technicians face an array of components and systems that seemed like science fiction in their parents’ day. Keeping up is a challenge, but the profession offers good careers to those who embrace change.

Likewise ASE has had to evolve. Responding to industry needs, we offer more tests in more areas than ever before. Paper-and-pencil testing is in our rearview mirror; computer-based testing offers better convenience and instant test results. Our website presents rich, helpful content and resources.

We have expanded “vertically” as well, to use another business phrase. ASE created the Industry Education Alliance to be home to ASE’s related organizations; through our various components we seek to be a lifetime career resource for technicians by:

• accrediting automotive training programs, both secondary and post-secondary,
• transition, often utilizing fostering school-to-work internships,
• providing comprehensive certification from the student level on through to the most advanced levels of the trade and
• encouraging lifetime learning and resources for techs and training managers.

Enjoy your issue of Tech News. In these pages, you will read in more detail how we have evolved while staying constant to our core mission: serving the automotive industry, service professionals and their employers, and the driving public alike.

“Today’s technicians face an array of components and systems that seemed like science fiction in their parents’ day.”
ASE Introduces Four New Practice Tests for Truck Series

New Tests Join Auto & Parts Offerings

ASE has added four new practice tests to its offering. The new practice tests are for the Medium/Heavy Truck test series covering the specialty areas of Diesel Engines (T2), Brakes (T4), Electrical/Electronic Systems (T6) and Preventive Maintenance Inspection (T8) tests. ASE Practice Tests for the remaining four tests in the Med/Hvy Truck series will be available later this year.

ASE’s practice tests are a cost-effective way for test-takers to improve their test readiness, to experience actual ASE-style test questions, and to ease anxiety before sitting for actual ASE certification tests.

The practice tests allow users to flag questions for review, navigate back and forth, and see explanations for each question - either right after answering it or upon completion of the test. A progress review page shows flagged or unanswered questions, allowing users to return and try again later. The user can also stop at any point, return later, and re-enter the purchased voucher code to resume the test. Test takers have 60 days after first entering the voucher code to review the practice test.

The ASE practice tests, delivered exclusively online, are half the length of the corresponding ASE certification tests and are formatted to look and feel like actual certification tests. The practice questions are developed following the same methods used to write actual ASE questions. Each practice test question has answer explanations, useful for helping technicians prepare for the ASE certification tests.

Practice tests are available for the following 16 ASE certification exams:

*New Practice Tests*

- **Truck: Diesel Engines (T2)**
- **Truck: Brakes (T4)**
- **Truck: Electrical/Electronic Systems (T6)**
- **Truck: Preventive Maintenance and Inspection (T8)**
- **Auto: Engine Repair (A1)**
- **Auto: Automatic Transmission/Transaxle (A2)**
- **Auto: Manual Drive Train and Axles (A3)**
- **Auto: Suspension and Steering (A4)**
- **Auto: Brakes (A5)**
- **Auto: Electrical/Electronic Systems (A6)**
- **Auto: Heating and Air Conditioning (A7)**
- **Auto: Engine Performance (A8)**
- **Auto: Service Consultant (C1)**
- **Auto: Maintenance and Light Repair (G1)**
- **Auto: Advanced Engine Performance Specialist (L1)**
- **Parts: Automobile Parts Specialist (P2)**

For more information on the Official ASE Practice Tests and how to purchase vouchers for them, visit [www.ase.com/practice](http://www.ase.com/practice).
Spotlight - The ASE Introduction to Automobile Service (IAS) E-Learning

Delivered exclusively online and consisting of 4 e-learning training modules and a separate quiz, the Introduction to Automobile Service (IAS) program focuses on awareness of entry-level tasks related to basic automobile service. An embedded safety zone section also helps to promote proper safety measures.

The target audience for this program includes prospective and entry-level personnel, as well as any service professional interested in this specialty area, including service writers and parts professionals. For those new to the industry, the IAS Program can be the first step on the path to ASE’s certification program.

This e-learning product incorporates modules to both deliver and measure the knowledge necessary to perform basic tasks.

Here’s an overview of the IAS Program:

Module 1: Preparation and Documentation

Module 2: Fluids, Filters, Belts and Hoses Inspection and Service

Module 3: Suspension, Tire, and Brake Inspection and Service

Module 4: Body, Battery, Charging and Electrical Systems Inspection and Service

Module 5: A final quiz covering the content in modules 1–4. Participants who successfully pass the IAS Quiz may print a customized certificate of completion. (This is not an ASE certification.)

The fee for the program is $39.99 and quantity discounts are available. The program also features a special voucher (program credit) payment option, through which vouchers can be purchased in quantity and then distributed as needed. For more information on the IAS Program, go to ASEcampus.com or ASE.com/tests.

*Each IAS training module contains tasks specifically suited for entry-level service personnel. The above task teaches general awareness of the service implications associated with a Tire Pressure Monitoring System (TPMS).
The ASE Industry Education Alliance: A Commitment to the Future

ASE offers resources for every phase of your career

Just as ASE’s test offerings have grown over the years, ASE has evolved to become a lifetime career resource for automotive service professionals.

Technician recruitment and retention are challenges faced by the industry, so ASE looked at the big picture—the entire career lifecycle—and designed a solution that aligns schools, students, instructors, training managers and employers in a powerful system that is stronger than its individual components. The result is the ASE Industry Education Alliance, home base for an industry-supported effort to recruit, train, develop and retain job-ready technicians.

Each component group has its unique focus. NATEF (National Automotive Technicians Education Foundation) verifies automotive training program standards at the high-school and college levels; AYES (Automotive Youth Educational Systems) provides school-to-work connections using internships and a network of field managers; ATMC (Automotive Training Managers Council) provides input and best practices for life-long learning; ASE continues to offer the only industry-wide, objective third-party, national credential for automotive service professionals.

- NATEF has moved to a model of accreditation levels for training programs. From a lower level designed for secondary programs (where fewer training hours are available) to a mid-level accreditation and then an advanced level, aimed at post-secondary programs. Currently over 2,300 programs are accredited.

- AYES is based upon criteria (such as GPA, personal development, etc.) that high school students must achieve to become AYES students. A large number of AYES students serve internships during the summer after their junior year. A network of field managers then facilitates connections between the schools and potential employers. Over 3,000 students met AYES requirements in the past school year and over 1,000 worked in internships.

- ATMC is a networking organization of training managers within the industry. There are currently over 160 members of the organization. ATMC also has an accreditation program for continuing automotive training programs.

- ASE now offers certification for students and entry-level personnel who perform basic maintenance functions in addition to its traditional certification for automotive service professionals, making ASE Certification the industry’s national, portable and stackable credential.

Together, the combined efforts of each organization mean a more vibrant automotive service industry, one that benefits employees, employers and consumers alike. For more information on how to become part of the ASE Industry Education Alliance, visit ASE.com/alliance.

ASE Industry Education Alliance at a Glance

<table>
<thead>
<tr>
<th>Organization</th>
<th>Website</th>
<th>Statistics</th>
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<tbody>
<tr>
<td>NATEF</td>
<td><a href="http://www.asealliance.org">www.asealliance.org</a></td>
<td>2,300 programs/ 50,000+ students</td>
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<tr>
<td>AYES</td>
<td><a href="http://www.asealliance.org">www.asealliance.org</a></td>
<td>3,000+ students / 2,300 instructors</td>
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<tr>
<td>ASE</td>
<td><a href="http://www.ase.com">www.ase.com</a></td>
<td>300,000 certified professionals</td>
</tr>
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</table>
ASE Programs and Requirements Evolve

Certification Grows with Industry Need

When ASE was founded in 1972, there were a grand total of four exams for automobile/light truck technicians. Over the decades, ASE’s test series and individual specialties have grown to 50 exams in every major area of automobile, truck, and bus repair and service.

The program has grown in both breadth and depth as well. Where there was once a single program for working technicians, there are now offerings for students, entry-level auto maintenance staff, journeyman technicians, and master diagnosticians. The complete listing of individual tests can be found at ASE.com/Tests.

With this complexity, a one-size-fits-all work experience requirement has given way to a system that better reflects industry needs and standards. The accompanying chart provides a snapshot of the various work experience requirements and terms of certification. As ASE President Tim Zilke notes elsewhere in this issue of Tech News, ASE’s strength is its responsiveness to the changing needs of the repair and service industry.
ASE.com/Drivers Goes Live

New Web Page Dedicated to Consumer Engagement

ASE is increasing its efforts to educate motorists about the value of ASE certification and how to recognize ASE Certified service professionals and the shops that employ them. As part of that process, a new web page ASE.com/Drivers has been launched to serve as a one-stop virtual space for drivers and car owners.

ASE-focused information, car care tips, a shop locator, detailed information about ASE certification, links to video presentations and more will find a convenient, centralized home at ASE.com/Drivers.

Busy shop owners will benefit by having a quick resource at hand to answer customer questions and to explain the meaning of ASE and the high value of making sure car owners have their vehicles repaired by ASE Certified technicians.

In turn, ASE Certified professionals will benefit from increased public awareness of the essential role of tested and certified technicians in the automotive repair process.

In addition to rich consumer content, ASE.com/Drivers will provide a turn-key marketing tool box that auto repair centers can access to show their customers that ASE certification is the industry-recognized standard of excellence for auto technicians.

“We are excited to see so much information in one central, virtual location,” said Tim Zilke, ASE President. “The new web page will let us pull together consumer resources in a highly focused way.”

ASE is enlisting the help of Amy Mattinat, an independent shop owner and past-president of Women in Auto Care to help educate motorists about ASE. “I have promoted the value of employing only ASE Certified professional in my marketing for years,” said Mattinat. “I’m excited to work with ASE to share my experience with like-minded shops.”

ASE’s efforts include a multi-platform approach: traditional car care articles, radio scripts and sound bites, and increasingly, newer technologies such as blog posts, Facebook and Twitter postings, and high-quality videos for posting on sites such as YouTube.

“Today’s consumers engage with media in a variety of ways and we will be ready with relevant content for all platforms,” noted Zilke. “We think shop owners and techs will appreciate the effort and breadth of content and we welcome their input.”

Employers who use ASE certification in their operations reap many benefits, including higher customer satisfaction, increased employee engagement, and better retention. Letting customers in on the good news and explaining how ASE certification benefits them as well is the ultimate goal of ASE.com/Drivers.
Tips and Tricks for Using myASE

The [myASE](https://myASE.com) web portal is the gateway to setting up an account with ASE and registering for certification tests. Beyond that, myASE offers additional useful features and functions that technicians and employers can access to manage their accounts on-the-fly, 24/7—after work in the evening once the kids are settled in, early in the morning before work, or anytime in-between.

ASE has posted a video that will walk you through all the neat things you can do via myASE. Visit [goo.gl/M9P0xo](https://goo.gl/M9P0xo) to view the half-hour webinar. Additionally, instructions for basic functions are available on the ASE website as noted in Tip 1.

**Tip 1: How It's Done.** Includes tutorials on basic functions. Access them by going to [myASE.com](https://myASE.com), then selecting the "How-To" Demos under "About myASE." Here you will find demos that show you how to:

- Create a myASE Account
- Become a Company Account Manager in myASE
- Register Employees for ASE Tests
- Schedule Employees for ASE Test Appointments
- Register Yourself for ASE Tests
- Schedule Yourself for ASE Test Appointments
- Submit a Company-Assigned ID to myASE

**Tip 2: Recover Username/Reset Password.**

**Tip 3: Score Reports.** View or print a copy of your score report.

**Tip 4: Send my Status.** Allows you to view your certifications, as well as generate and send a status letter to a recipient of your designation.

**Tip 5: Release my ASE Status.** If checked, this allows employers to view your certification status.

**Tip 6: Adding an Employer.** Changed employers? Make note of the change here.

**Tip 7: Company Account Manager.** Shows account managers how to view certification status, purchase registrations and exams, and even schedule tests for employees.

**Tip 8: Employee Registration.** Shows account managers how to register multiple employees, select exams, and accomplish more using the Company View.

For those who prefer the personal touch, ASE customer service representatives are available M-F, 8:00 a.m. to 5 p.m. Eastern Time. Call 1-800-390-6789 (option 9) for assistance.
Tips and Tricks for Using the myASE Web Portal

Tip #1: We’ll show you how it’s Done!
»Select “How-To” Demos link.

Tip #2: Recover Username / Reset Password
»Go to www.myase.com or www.ase.com and select the Forgot Password link.

Tip #3: Score Reports
»Select the test results link from the certification tab.
»Select print to view, save or print a pdf version of your score report.

Tip #4: Send my status!
»Go to the bottom of the screen showing the view of your certifications.
»Select the View Status Letter button.
»Select the E-mail Status Letter button.
»Enter the recipient’s information and click submit.

Tip #5: Release my ASE Status.
»Select the Profile view then the Continue button to get to the Preferences screen. Ensure the checkbox next to Release my ASE Status to others is selected.

Tip #6: Adding an Employer
»From the Employer tab, select the Add Employer button. Search for your employer using ZIP code. 
»Select your employer from the list and confirm your info.

Tip #7: Company account manager
»As a company account manager, you can view certification status, purchase registrations and exams, and schedule tests for employees.

Tip #8: Employee Registration
»From the company view, you’re able to register and purchase exams for employees in your company account. You can register multiple employees for exams through the company view.
»Select exams as needed for your employees and select Continue to follow the rest of the instructions.

To view the full recorded webinar, visit: https://www.youtube.com/watch?v=dCG2Ku-hmXI
National Car Care Month

Twice a year, in April and in October, the Car Care Council’s “National Car Care Month” brings attention to the importance of car care and preventive maintenance to consumers. Many businesses hold free car care events or clinics at repair shops or community events. These grassroots events typically include a free vehicle inspection and enable consumers to ask a technician questions about their car or maintenance in general. The Car Care Council, a non-profit organization, is dedicated to educating motorists about the importance of regular vehicle care, maintenance, and repair through its “Be Car Care Aware” consumer education campaign.

Here’s How To Participate

Participation in Car Care Month can be a great opportunity for the repair and maintenance community to engage consumers in a useful way, to reinforce current customer loyalty, to expose parents of potential future employees to the auto industry, and to attract new service and maintenance customers.

Go to the Car Care Council website at Carcare.org and click on the “Industry Tool Box” tab. Here you’ll find everything needed for your event, including free promotional materials, fresh ideas, Car Care Guides, and numerous other related resources.

Start planning now... April (and Spring!) is just around the corner! Here’s a few ideas:

• Check your calendar and establish your schedule
• Register your event on Carcare.org to appear in the Event Finder to be included in the Council’s social media promotion
• Identify your event team members and determine roles
• Download and print materials like ‘Be Car Care Aware’ from the Car Care website
• Gather needed resources (like a demo table or sign-in table)
• Plan a few refreshments, i.e., coffee, water, etc. (chocolate chip cookies go a long way!)

What’s In It For Me?

• Attract and meet new customers
• Build trust among your clientele and enhance customer loyalty
• Provide a community service and generate attention to your business
• Increase your service business
Spring Registration Ends May 26th!

Visit myASE.com and register for ASE certification tests before May 26th and continue shaping your career path!

If you have additional questions, contact ASE directly at 1-800-390-6789.

Be Prepared with ASE Practice Tests:

- 16 Tests: A1-A8, T2, T4, T6, T8, C1, G1, L1, and P2
- Immediate feedback with answer explanations
- Questions styled the same way as ASE tests
- Same content, look, and feel as ASE tests

Visit ASE.com/practice for more details!