ASE UPDATE
by Tim Zilke, President & CEO

It’s hard to believe that we’re already in Spring and looking towards Summer. We have already completed a number of major changes at ASE this year, including the introduction of a major update to the L1 Advanced Level test, and many other exciting projects are still in the works.

You asked and we listened! While ASE is well known by service professionals and employers, we know that not enough consumers understand what it means for you to be ASE certified. To that end, Amy Mattina has joined our team as a consultant to help educate motorists about ASE. Amy is the shop owner of Auto Craftsmen in Montpelier, VT. She is also president of the Car Care Council Women’s Board and is very involved in the automotive industry. Be sure to read her article in this edition of the Tech News explaining our new motorist-focused project.

We are also excited to announce that we are on target to launch the new-and-improved ASE store this summer. The new store will feature many more recognition items and apparel that will help you show your pride in your ASE certification. We will also be featuring new items that shop owners and managers can use to display and promote their employees’ ASE credentials.

Just as ASE relies on industry participation in the writing and development of the ASE certification tests, we want to hear more from you. What has made you successful in automotive service, how did someone help you get there, and what ideas do you have to improve ASE or the automotive service industry in general? Share your stories and comments with us, and we’ll post highlights on our Facebook page to keep the conversation going. Go to www.ase.com/listening to send us your thoughts.

Sincerely,

ASE SPRING TECH NEWS

Industry Changes Reinforce the Need for Section 609 Credentials

»July 20, 2015 - EPA publishes a final rule for its Significant New Alternatives Policy (SNAP), eventually making R-134a refrigerant unacceptable for auto A/C systems in the U.S. A number of blend refrigerants are also designated unacceptable by the EPA.

»November 9, 2015 - EPA proposes sales restriction on R-134a and similar refrigerants in large containers. This proposal is expected to become law sometime in 2016. To you, this means buying R-134a will require the same proof of Section 609 credentials and documentation as when buying R-12.

»2021 Model Year - Manufacturers will no longer be allowed to use R-134a refrigerant in light-duty vehicles built for the U.S. market. While this means that almost all U.S. light-duty vehicles will be using R-1234yf refrigerant by then, other accepted alternatives may also be used. It’s a good thing the EPA-approved, ASE Refrigerant Recovery and Recycling Review and Quiz Program covers not only R-1234yf, but also other currently accepted alternative refrigerants like R-744 (CO2) and R-152a.

Did You Know?

»It’s illegal to replace R-134a refrigerant with R-1234yf and it’s also illegal to replace R-1234yf refrigerant with R-134a. Furthermore, removing R-1234yf and replacing it with another refrigerant may also constitute emissions tampering in the eyes of the EPA: “...removing and replacing that refrigerant with any other refrigerant that has a higher GWP including HFC-134a, would be considered tampering with an emission-related component...”

Take Action!

»Get your Section 609 credentials now! Now more than ever, you need a Section 609 credential for performing motor vehicle air conditioning (MVAC) service. You can earn your credentials online, where you get instant results and a certificate. To register for the online version of the ASE Refrigerant Recovery and Recycling Review and Quiz, go to www.asecampus.com. You can also learn about other program offerings at www.ase.com/cfc.
ASE to Help You Drive
Customers to Your Bays
By Amy Mattinat, Independent Shop Owner

Since 1972, ASE has been dedicated to improving the quality of automotive service and repair through the voluntary testing and certification of automotive technicians. It’s been a huge job continually creating tests that are current for an industry that keeps advancing.

Some exciting consumer activities are underway at ASE headquarters in Leesburg, Virginia. I am thrilled to share with you that ASE consumer awareness efforts are headed in a forward direction that auto repair centers and auto technicians alike will appreciate.

You Asked For It!

Auto Repair and Maintenance is a complicated business. Most owners/managers have enough on their plates running a successful business, so they have little extra time to dedicate to teaching potential customers about all the different associations and credentials in our industry.

ASE is embarking on a new initiative to educate motorists to recognize and seek out ASE Certified Technicians and ASE Blue Seal Facilities. They will do this by explaining the meaning of ASE and the high value of making sure vehicles are being serviced by ASE certified technicians through a variety of media platforms.

Work has begun on a new website. It will have detailed and robust information for technicians and owners/managers of repair centers, as well as a special section for motorists.

“Do we have to wait for a new website?”

No, you won’t have to wait that long. ASE has committed to creating a fabulous landing page for your customers by June 1st. The ultimate goal is to create a turn-key marketing tool box that auto repair centers can use to show their customers that ASE is the standard of excellence for auto technicians, similar to the board certificates and diplomas that doctors and other professionals have.

I hope you are as pleased as I am that ASE is expanding their program to market to car owners. I’m excited that soon the general public will better understand that ASE certifications shine a light that you all deserve on your expertise, professionalism, training, and commitment to our industry!
Aspirations - Everyone has them. Aspirations motivate. Aspirations establish goals. Aspirations cause us to dream bigger and grow. And, aspirations move us all forward. As humans, each time we’re given a path to becoming better, our goal-seeking kicks in and serves as a catalyst for pursuit.

Numerous car companies integrate ASE certifications with their existing branded training and certification programs for aspiring automotive service professionals. There are more than 40 ASE certification tests, covering almost every imaginable aspect of the automotive repair and service industry. These ASE credentials often blend very well with current brand-specific certification models.

Benefits

ASE certifications broaden and accelerate the path to higher skill development. Industry studies have demonstrated that using ASE certification as a complementary certification element reaps many benefits, including higher customer satisfaction, increased employee engagement, and retention.

Do ASE Certified Techs have longer tenure?

ASE tests are industry-driven, impartial, proctored, and secure. Because of this, ASE certification credentials are uniquely equipped to serve as an independent validation for a broad baseline of skills, experience, and knowledge and are useful at numerous competency levels, from entry-level to advanced.

ASE certification harmonizes seamlessly with existing training career pathways and can motivate the development of greater skills and knowledge across the enterprise. Preparation for the ASE tests alone improves employees’ knowledge and skills to the benefit of the business.

Steps to Take

Start with this question - “How can ASE certification fit in my business and how can I leverage that fit?” First, compare your training criteria and levels to the certifications offered by ASE. Next, think of where and how ASE’s certifications may complement and enhance your unique levels. Consider what you want to achieve with your company’s program and goals.

Then, ask yourself: “Can we couple ASE certifications earned to our company’s compensation plans?” ASE certifications may serve to complement your compensation program and motivate current employees while enhancing their skills and knowledge.

Should you choose to integrate ASE with your existing program, also think about timing and the rate of implementation. Plan to communicate early, often, and extensively to get the program off to a good start. This plan can be enhanced by using graphic representations of the “road-to-success.” ASE stands ready to help with tools to communicate the value to dealers, managers, and technicians. When associates can visualize a path, they aspire to achievement.

Lastly, think of how you may strengthen awards for those achievers. Then cheer for their accomplishments!

So, does it make sense to integrate ASE certification with your existing training system? The answer is “yes!” if you want to supplement, enhance, and strengthen the path to success in your company.

**Bet You Didn’t Know?**

**We’ve got the Solutions to Your Employment Needs:**
**The ASE Industry Education Alliance**

**How does the Alliance work?**
- Alliance works with industry to recruit young people for careers in our industry
- NATEF accredits high schools and community colleges to ensure students are taught the skills that industry needs
- AYES introduces pre-qualified students to the world of work through job shadowing and internships
- ATMC provides input and best practices for life-long learning
- ASE is the industry’s national, portable, and stackable credential for students and working professionals

**What does the ASE Industry Education Alliance do?**
- Addresses the challenge of finding and training a qualified automotive service workforce for today and tomorrow through industry-wide collaboration
- Provides standards and employer connections to ensure that pools of qualified technicians are available to local employers across the nation
- Combines the unique value and expertise of ASE, NATEF, AYES and ATMC

**How does the Alliance benefit the Automotive Service Industry?**
- Prepares today’s students/technicians for success in the industry
- Ensures that the industry is being populated with qualified, well-educated service professionals
- Ensures that customers receive excellence in automotive service
- Ensures that automotive schools, students, instructors, training managers and employers have a platform to keep them networked for success

**ASE Industry Education Alliance Impact**
- NATEF: 2,300 Programs/ over 50,000 Students
- AYES: 3,000 Students+ / 2,300 Instructors
- ATMC: 160 Training Professionals
- ASE: 300,000+ Certified Professionals

For more information on how to become part of the ASE Industry Education Alliance, contact Trish Serratore at tserratore@ase.com or visit [www.ase.com/alliance](http://www.ase.com/alliance).

---

Check out our current Industry Education Alliance partners in the banner on the last page!
COMING SOON THIS SUMMER!

The all new ASE Store - Redesigned with you in mind. Your one stop shop for ASE insignias, apparel, hats and more.

Spring Registration Ends May 25th!

Visit ASE2016.com and register for ASE certification tests TODAY.

ASE Industry Education Alliance

GM
Toyota
Volkswagen
Audi
Honda

Ryder
BMW
Subaru
Carmax
Nissan
Snap-on

Valvoline
Ingersoll Rand
NAPA
Bridgestone
Motor-Age
Cengage Learning

SkillsUSA
ACDelco
CDX Automotive
HDA Truck Pride
GreenLink

FCA Foundation

2016 PARTNERS