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TECH NEWS

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THE POWER OF YOU

By Tim Zilke, *President & CEO*

The last two years have been a time of tremendous change at ASE. We transitioned to a new way of delivering ASE Certification exams with computer-based testing, and saw the birth of a new certification category with our new Auto Maintenance and Light Repair test. We've also assembled a coalition of partners in the ASE Industry Education Alliance to focus on providing even more services to those choosing a career in the automotive service industry. In short, ASE is evolving to address the changing demands in the service bay — and in the process, finding new ways to focus on you, the ASE Certified Professional.

The real strength of ASE Certification has always been the men and women who believe in the value of improving themselves and making sure their skills and knowledge remain at the cutting edge of automotive service, diagnosis and repair. Everything we do is aimed at improving excellence and providing our certified professionals with the opportunity to benefit from the credibility, assurance, trust and respect that ASE Certification embodies.

ASE is changing. With the guidance of our dedicated Board of Governors, and the support of hundreds of thousands of ASE Certified professionals everywhere, we are working to continuously improve the ASE Certification program and to make sure that we are addressing the challenges of today and tomorrow. **But at the end of the day, it's the certified professionals that are most responsible for ASE's success, and we can't thank you enough for your support.**

ASE Industry Education Alliance

2013 PARTNERS



REGISTRATION IS QUICK AND EASY

The process involves three simple steps:



Ready!

Log into your personal myASE account at www.myASE.com. If your account is not set up, click the "Create myASE Account" link (you can find the closest test center at www.ase.com/testcenters).



Set!

Once you are logged in, click the Register Now button on the left. Select and register for the tests you want to take.



GO!

Schedule appointments to take your tests.

You can also register and schedule via telephone by calling our testing partner Prometric at 1-877-346-9327, Monday–Friday, 8 a.m. to 8 p.m. Eastern. They can also answer any questions.

[REGISTER NOW](#)

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WHAT'S NEW?

New Certification – Summer 2013 Auto Maintenance & Light Repair (G1) Certification

G1

70% of all work coming through the door is maintenance based. ASE has developed a new Auto Maintenance and Light Repair (G1) certification category.

The new G1 test is aimed at entry-level technicians and those whose primary job function is maintenance services. **The G1 Certification** assesses the technical knowledge for performing bumper-to-bumper maintenance and light repairs in engine systems, automatic transmission/transaxle, manual drive train and axles, suspension and steering, brakes, electrical, as well as heating and air conditioning.

Updated Content & Test Specifications Automobile Service Consultant Test (C1)

C1

This exam has undergone a significant overhaul in focus and content based on industry recommendations at the recent C1 workshop. The updated C1 will be available in January 2014.

The focus has been adjusted to put greater emphasis on “soft skills” and less on product knowledge, **with 64% of the test covering customer relations** and sales skills, shop operations and internal relations, and **36% covering product knowledge**.

What's Next? A NEW TEST! Light Duty Hybrid/Electric Vehicle Certification (L3)

L3

There are growing requests that ASE tests technicians who service, diagnose and repair hybrid/electric vehicles. ASE is responding to this challenge by developing a new Light Duty Hybrid/Electric Vehicle Certification, which will be part of ASE's Advanced Level Certification exams. The new L3 will be available in January 2015.



TESTING SCHEDULE

With your busy schedule, we know it's easy to delay testing until the last minute. But at the end of Summer Registration, some technicians were unable to get testing seats due to high demand.

Register for your test today and schedule it early so you can avoid the end of testing period rush. Fall Registration ends on November 21, so register today and make sure you get your seat!

Registration
September 1, 2013 -
November 21, 2013

Testing
October 1, 2013 -
November 30, 2013

Registration
December 1, 2013 -
February 21, 2014

Testing
January 2, 2014 -
February 28, 2014

Registration
March 1, 2014 -
May 21, 2014

Testing
April 1, 2014 -
May 31, 2014

**Dates and availability may vary depending on test center location*

REGISTER NOW



Q&A WITH KASEY KAHNE

Over the last ten years, Kasey Kahne has become a force in stock car racing, tallying up 16 wins and 132 top ten finishes. We had a chance to sit down with the driver and ask him about his roots in racing — and his history with ASE.

1. How did your relationship with ASE develop?

My partnership with ASE started when I was driving for Steve Lewis in 2000. We have a great relationship. We won some races for Steve carrying the ASE logo and have been together ever since. ASE has been a really strong partner of ours, and we have worked well together for a long time.

2. Do you require ASE Certification for your racing team pit crew?

We encourage all of our employees at Kasey Kahne Racing (KKR) to get training and ASE Certified.

3. What does ASE Certified mean to you?

To me, ASE Certification means first class technicians. Those guys are the best.

4. Why should a car owner look for ASE Certified technicians?

Because you know the job is going to be done right. With the knowledge and training necessary to be an ASE Certified technician, you know that anything they work on will be done right the first time.

5. What else can you say about your relationship with ASE?

I feel that the relationship I've had with ASE for the last 15 years has been unwavering. It's been a great relationship for myself, for our teams, and all the techs and personnel we have at KKR. They're a great partner and we've won a lot of races together. I thank ASE for all of that.

The ROI of ASE

By Tony Molla, Vice President of Communications

ASE Certification is an investment. Achieving it requires a lot of effort and experience, along with an ongoing commitment to keeping up with the latest automotive technology. When we ask our certified professionals why they chose to pursue voluntary professional credentials through ASE, most say something like “I do it for myself — I just want to be the best and show it!” Although that kind of spirit and dedication is its own reward, holding ASE Certification can provide a compelling Return on Investment (ROI) in a number of ways.

DID YOU KNOW? No matter how long your ASE Certification has been expired, all you need to do is take a recertification test.

ASE Certification is recognized by both OEM and independent segments of the industry. The ASE Certification exams are industry-developed and industry-maintained through workshops with subject matter experts. These content experts include working technicians, educators, engineers and other specialists well-versed in the technical areas being tested.

ASE Certification testing is a proven process of third-party assessment — with over 40 years of experience in the testing and certification of automotive professionals.

ASE Certification provides value to the technician, and the automotive industry, far beyond simple professional credentials. Achieving ASE Certification is a challenging goal that many organizations use as a part of their career-development process. Many businesses provide an earnings differential based on the number of ASE Certifications held by a technician.

The pride in accomplishment when one does pass an ASE test pays dividends to both the individual and the businesses that employ them.

As a career enhancer, ASE Certification is a professional credential that employers often look for when making hiring and promotion decisions.

It's also a portable credential that crosses several career paths (from technician to trainer to educator, for example), and can enhance your career flexibility.

ASE Certification provides a level of credibility for technicians that transcends state boundaries — and at least one international border (Canada).

Technicians themselves regard ASE Certification as a mark of achievement. The peer recognition and esprit de corps evident in any gathering of ASE Master Technicians with an L1 Certification speaks for itself. ASE Certified professionals form one of the largest professional fraternities in the world — highly qualified individuals who have put their knowledge and skills on the line and proven their professionalism. The professional image of ASE Certified technicians — portrayed in print and mass-media editorials and advertisements — is helping to improve our industry image among consumers who look for the ASE Blue Seal as a mark of professionalism.

DID YOU KNOW? The average age of vehicles on the road is more than 10 years.

The best companies recognize the value of their ASE Certified professionals in many significant ways. For example, there are many OEM and Aftermarket programs that integrate ASE Certification into their training and company-certification process. In addition, such programs require ASE Certified technicians as a qualification. Recent research shows a significant appreciation and recognition of ASE Certification and the value it provides to consumers — and this credibility is perhaps the most valuable benefit that ASE provides.