



ASE Certification: The Industry Advantage

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As vehicles and repair processes become more complex, having qualified individuals at all levels of the automotive industry is becoming increasingly more important. One of the most widely recognized benchmarks within our industry is certification by the National Institute of Automotive Service Excellence (ASE). The ASE Blue Seal is highly regarded as a mark of excellence that has withstood the test of time. While the ASE logo is one of the most recognizable brands in the industry, the National Automotive Technicians Education Foundation (NATEF) plays an equally important role educating working professionals and preparing the technicians of tomorrow.

As a non-profit affiliate of ASE, NATEF provides a certification process for training programs through our Continuing Automotive Service Education (CASE) program. Through NATEF, these organizations achieve ASE Certification and become one of the elite training providers in the industry. BASF is one of them.

Certification is important to ensure that the working professionals and entry-level students have a standard to achieve. It pays dividends in increased productivity, higher first-fix accuracy, greater earning potential and longer job tenure. For 36 years, ASE Certification has continuously raised the standard of quality for automotive service and repair within the Collision Industry.

ASE Certification is a badge of honor worn proudly by approximately 400,000 automotive professionals. It's also one of the best indications of a high-quality training program for shop owners and the technicians they employ. Today, in more than 2,000 NATEF programs around the

nation, the next generation of collision professionals is in the classroom and will soon join one of the largest professional fraternities on the planet. They can count on ASE-certified training programs to provide the ongoing training they'll need as we move into the 21st century and beyond.

— Bill Kersten is President of the National Automotive Technicians Education Foundation (NATEF), an independent, non-profit organization designed to evaluate technician training programs against standards developed by the automotive industry. Bill has been with ASE since June 1979. For more information visit www.natef.org.

