

# New Tech Program Fills GM Dealers' Needs

by Jim Stickford

To keep the technician education pipeline filled, GM is teaming up with Universal Technical Institute (UTI) for a 12-week elective training program for UTI students.

The program will first be available at UTI's Avondale, Ariz., campus.

UTI provides post-secondary education for students seeking careers as professional automotive, diesel, collision repair, motorcycle and marine technicians.

Todd Dawn, GM's program manager for Technical Education, said, "Right now, there are about 30,000 technicians employed by GM dealers.

"Every year, about 2,000 people leave the field for whatever reason — retirement, death, going to another position within their dealership."

Dawn said students in GM's Automotive Service Educational Program (GM ASEP) attend one of 57 affiliated community colleges across the country and spend two years getting an associate's degree while learning the ropes of what goes on in a GM dealership's repair shop.

Graduates of GM ASEP have been taught specifically how to work on GM vehicles, Dawn said. About 500 students graduate from the program every year. So, GM is still down about 1,500 technicians every year.

Mike Durkin, director of Dealer Service and Warranty, said GM also has a program called EYES, which matches wheeled-vehicle-experienced military veterans to openings where they live.

GM is continuing to look for ways to keep the technician pipeline filled, Durkin said. Part of the problem is a change in the public's attitude.

In the old days, high schools' auto shop class was seen as a way to give those who didn't plan on going to college the skills they needed to have a good job. But over time, parents and teachers have taken the attitude that a four-year college is the way to go.

As a result, fewer students are signing up for auto technician classes and high schools are no longer funding such programs

the way they did in previous decades.

"We aren't seeing kids who can go out and fix the lawnmower when it doesn't work," Dawn said. "Today's youth are into iPads and computers and video games. They don't think of cars as high-tech."

Dawn said today's vehicles are very high-tech and it's a challenge to convey that fact to parents and today's youth.

So, working with UTI as part of a larger goal of filling up the technician pipeline makes sense, Dawn said.

The organization has 10 campuses across the country. He said their 51-week intensive training program is good.

The only problem is that graduates are taught how to work on "generic" cars, and not specifically GM products. By adding a special 12-week program just for GM cars, the pool of GM-trained technicians increases.

"The availability of qualified, trained automotive technicians is and will continue to be a critical area of importance for GM," Durkin said.

"When looking at UTI's industry-leading curriculum, facilities and student and employer support services, we knew we had a solid partner to build something great with, supporting a growing need for technicians at our dealerships across the country."

The curriculum for the GM

elective program will be developed in partnership between UTI, GM and Raytheon Professional Services (RPS), GM's training partner for the past 15 years, and a global leader and provider of innovative training solutions.

RPS has partnered with UTI in developing a new blended learning curriculum for UTI automotive and diesel technology programs, Dawn said.

"There is no doubt that this GM elective will be a rigorous program that includes some of the latest technology in web-based learning, and it will prepare students for the way GM technicians perform in the dealership," said Russ O'Brien, executive director of North America Operations at RPS.

"We have worked extensively with GM to develop curriculum for their technicians, and we understand the high caliber of training GM demands."

Graduates of the GM elective will receive GM credentials that would otherwise take years to earn in the field. The students will be even better prepared right out of school, ready to work on a variety of Chevrolet, Buick, GMC, Cadillac and other GM products.

## Got News?

If you have solid business news for this paper, please contact us at News@DetroitAutoScene.com.

## Get Away to Sunset Bay Bella Vista Inn & Hersel's on the Bay on beautiful Lake Huron in Caseville



MOTEL ROOMS \$69 per night

WEEKEND GETAWAY  
PACKAGE  
\$229

3 DAYS & 2 NIGHTS  
• Jacuzzi Suites • Fireplace  
Early Check-in Friday. Late Check-out Sunday.

Call 989-856-2650  
or visit bella-caseville.com

## FANTASTIC LEASE & PURCHASE DEALS...

40 years of great service, Lowest lease payment or purchase price.

Before you take delivery of vehicle "Please" remember to check with me to see how much money I can save you.

**15 VOLTS!**

Available 1st week in August for extremely **LOW LEASE RATES!!!** call for details

### '13 CHEVY CRUZE LS



Automatic

MSRP \$19,020

GM Preferred price \$18,752

**\$174\***mo

Lease for 36 months with \$387 Due at signing

### '13 CHEVY MALIBU LS



MSRP \$23,080

GM Preferred price \$22,695

**\$198\***mo

Lease for 36 months with \$427 Due at signing



All prices are GM preferred price. All payments are plus use tax and includes lic. transfer fee and dealer doc fee. No security deposit required on either Cruze or Malibu. MUST qualify for lease loyalty.

CALL **BRUCE LITVIN**  
- 24/7 & 365 -  
40 YEARS OF QUALITY SERVICE

CELL # 1-586-405-5175  
blitvin@lunghamer.com

**1-888-665-5438**  
**Joe Lunghamer**  
GMC

CHEVY #44296 Drive Beautiful! BUICK #42333 WE ARE PROFESSIONAL GRADE! #21552  
475 SUMMIT DRIVE • 248-292-2502 • 5825 HIGHLAND RD. (M59) • WATERFORD

www.wallyedgar.com • www.wallyedgar.com • www.wallyedgar.com • www.wallyedgar.com

Be treated with the respect you deserve.  
TOP DOLLAR FOR YOUR TRADE  
and the Best Deal **PERIOD!!**

**Wally Edgar**  
Chevrolet Employee HQ



**1-248-724-1073**

JAY CHAISER x117  
Fax: 248-391-0189  
Cell: 248-821-8026  
Email: jchaiser@wallyedgar.com

Sales Hours:  
Mon. - Thur. 8:00 am - 8:00 pm  
Fri. 8:00 am - 6:00 pm  
Sat. 9:30 am - 3:00 pm • Sun. Closed  
CHEVY DEALER CODE 44085

... **\$999 DOWN** ...

### 2013 SILVERADO EXT CAB 4WD



**\$112\***

24 MONTH • 10K LEASE

### 2013 VOLT



**\$187\***

36 MONTH • 10K LEASE

### 2013 MALIBU LS



**\$139\***

FIRST PAYMENT WAIVED  
24 MONTH • 10K LEASE

Lease examples for Malibu & Silverado at GMS pricing plus tax, title, plate, first month payment (except Malibu) and doc. fees due at signing with all rebates including USA Private Offer except Silverado which includes Chevrolet/GMC Truck Loyalty Private Offer assigned to dealer. Lease example for Volt at GSU pricing plus tax, title, plate, first month payment and doc. fees due at signing with all rebates including non GM Lease Conquest assigned to dealer. Lessee responsible for excess wear and tear as well as exceed contracted mileage. Security deposit may be required by lender. Due to advertising deadlines, prices subject to change.

Located right off  
I-75 on M-24,  
2 minutes N. of the  
Palace of Auburn Hills



**1-866-906-0279**  
**Wally Edgar**  
Chevrolet

Make us your Michigan P.E.P. Car Connection

www.wallyedgar.com • www.wallyedgar.com • www.wallyedgar.com • www.wallyedgar.com

We guarantee the lowest price or it's free! We guarantee the lowest price or it's free!

### Summer's HOTTEST DEALS

are at

## buff whelan chevrolet

**586-274-0396**

**OVER 1,000**  
New Chevrolets in Stock!  
**WE GUARANTEE THE LOWEST PRICES OR IT'S FREE**

### 2013 SILVERADO 4X4 EXT CAB

Stk.#24061  
All Star Edition • Power Locks/Windows/Mirrors  
Cruise • Tilt • Bluetooth • Onstar  
XM Radio & More...

**24 Month Lease/10,000 Miles**

**\$188\*** + Tax with \$0 Down  
No security deposit required

### 2013 VOLT

Stk.#237470  
Power Locks/Windows/Mirrors • Cruise • Tilt  
Bluetooth • Onstar • Touch Screen Radio  
XM Radio & More...

**36 Month Lease/10,000 Miles**

**\$236\*** + Tax with \$0 Down  
No security deposit required, No GM Employee discount required

### 2013 SILVERADO 4X4 EXT CAB

Stk.#24061  
All Star Edition • Power Locks/Windows/Mirrors  
Cruise • Tilt • Bluetooth • Onstar  
XM Radio & More...

**24 Month Lease/10,000 Miles**

**\$188\*** + Tax with \$0 Down  
No security deposit required

### 2013 MALIBU LS

Stk.#23456  
Power Locks/Windows/Mirrors • Cruise  
Tilt • Bluetooth • Onstar  
XM Radio & More...

**36 Month Lease/10,000 Miles**

**\$213\*** + Tax with \$0 Down  
No security deposit or First Payment Required

See dealer for details. All payments are plus tax. All payments are based on GM Employee pricing unless otherwise noted. First payment, security deposit, tax, title, and plate due at signing (unless otherwise noted). Payments subject to change by manufacturer without notice. The Volt payment reflects Lease Conquest rebate, the Silverado payment reflects Chevy truck loyalty rebate, otherwise payments will be slightly higher. Expires 07/31/2013

Free shuttle service to home, office or shopping.

## buff whelan chevrolet

WHERE THE DEALS MAKE THE DIFFERENCE, EVERY DAY SINCE 1970!

Van Dyke • South of 18 Mile • Sterling Heights

**Jeff Caul**  
**586-274-0396**  
PEP QUOTES BY PHONE OR EMAIL:  
JEFF CAUL AT JCAUL@BUFFWHELAN.COM

**CONVENIENT HOURS:**  
Mon. & Thurs.  
8:30 am - 9 pm  
Tues., Wed., Fri.  
8:30 am - 6:30 pm

We guarantee the lowest price or it's free! We guarantee the lowest price or it's free!