



2024 Charlotte Auto Tech Competition & Career Fair



Goals of this Initiative

- Bridge partnerships with local high schools to regional franchise auto dealerships.
- Create engaging workforce opportunities for your students to lead to potential areas of employment or apprenticeship.
- Expose the younger generation to the automotive industry as a potential career and educational opportunity.
- Provide scholarship funding to regional community colleges.
- Create a network of industry advocates to support our regional automotive programs and instructors when needed.



Commitment From Dealer Mentors

- 15 – 20 hours of mentoring with each student competitor.
- Work with school instructor to assist students on scheduled mentoring.
- Attend short virtual calls for competition information.
- Choose preferred vehicle for all training and the competition. (Note: this vehicle will also be representing your dealership brand in all marketing onsite)
- Arrange for vehicle drop-off on Tuesday, 3/26 and vehicle pick-up on Wednesday, 3/27.

Goals for Competition Preparation at the Dealership

- Learning the scan tools
- Factory service information
- How to document on a repair order
- How a dealer approaches diagnostics and procedures
- How to find and repair one major bug using scan tool & service information to diagnose and repair
- How to perform a general maintenance inspection
 - *Vehicle remains on the ground. Nothing under vehicle. No raw fuel. No pulling tires/wheels.*





How Points Are Achieved at the Competition:

- On Vehicle – Student should be prepared and trained at the dealership.
 - Points are provided considering the vehicle repairs and the students written report based on industry expectation.
 - Each correctly repaired “bug” is worth a set number of points depending on level of difficulty.
- Interview – Each student will conduct two short interviews and will be graded on a scale of 1 – 10 on how the student performed in the interviews.
- ASE Test Scores – These are not required but scores will be added to the overall points of the team.



Prizes

- All participating students will receive gifts and merchandise.
- 1st Place Team
 - \$19,500 in Scholarships - All three students will receive \$6500 towards tuition at the community college of their choice.
 - \$500 Amazon Gift Card for the instructor.
 - Additional prizes
- 2nd Place Team
 - \$6000 in Scholarships - All three students will receive \$2000 towards tuition at the community college of their choice.
 - \$250 Amazon Gift Card for the instructor.
 - Additional prizes
- 3rd Place Team
 - \$3000 in Scholarships - All three students will receive \$1000 towards tuition at the community college of their choice.
 - \$100 Amazon Gift Card for the instructor.
 - Additional prizes
- Alternate Winning Team
 - All students receive \$200 in VISA gift cards.



2024 Charlotte Auto Tech Competition & Career Fair

- Date: Wednesday, March 27th



Day of Event Timeline

7:30am – 8:15am (Check-in/Breakfast)

8:15am – 8:45am (Orientation)

9am – 10:30am (Interview Sessions)

9am – 1pm (Career Fair with Area Schools)

Includes networking with regional auto dealers, manufacturers, community colleges, sponsors, and entertainment.

10:30am – 11am (Team Pictures)

11am – 1pm (On-Vehicle Competition) – Parents Are Welcome

1pm – 2pm (Dealer & Student Competitor Q & A) – Parents Are Welcome

2:30pm – 3:15pm (Winners Circle) – Parents Are Welcome

**Subject to change*

Key Factors for Success

- Commitment
- Communication
 - Students
 - Dealers
 - GCADA
- Deadlines
- Follow Through
- FUN!



QUESTIONS?

CharlotteAutoCareers.com

Jenn Jackson

Jenn@charlotteautoshow.com

704-907-9288 (cell)

