



What is Ford ACE?

Ford Automotive Career Exploration is a partnership program between Ford Motor Company, Ford/Lincoln dealerships, and automotive technology educational institutions. The intent of the program is to raise awareness and increase interest in career opportunities within the automotive industry, ultimately as a service technician.

There are no fees to educational institutions to participate in the Ford ACE program. The only requirement for a school to participate is to be sponsored by a local Ford/Lincoln dealership.

How does it benefit my dealership?

Students attending a Ford ACE partnership school can obtain valuable knowledge of Ford/Lincoln vehicle systems by completing Web-Based Training (WBT) via our Learning Management System (LMS). These courses are a subset of the same courses taken by your current service technicians. Upon successfully gaining employment at your dealership, the student's completed courses can be transferred into STARS as credit towards traditional certification paths.

In addition, by forming a partnership with your local automotive technology educational institution, you are positioning your dealership as an employer of choice.

What does it cost my dealership?

Although there is no direct fee to participate in the program, an effective sponsorship of an automotive technology educational institution will likely require an investment of both time and financial resources. The extent of financial commitment to support the school is determined by the dealership.

How can I connect with local schools?

Visit the [ASE Education Foundation](#) to locate an automotive technology educational institution near you.

How do I get involved?

Contact your local Field Service Engineer or Regional Technical Talent Placement Specialist for more information.



Expectations for Dealer Engagement with an Automotive Educational Institution

School Engagement

School Advisory Board Participation – Become an active member on the school's automotive advisory committee

In School Student Presentations – Visit schools in person to speak with the automotive students each semester (twice a year)

Host Annual Career Events - Host/Attend student career event annually, and support automotive vocational program recruiting within the high school network

Job Shadowing - Provide an opportunity for Technician job shadowing within the dealership

Dealership Engagement

Mentee/Mentor Program – Develop a program for students

Internships/Part-Time Jobs - Provide work to students to encourage hands-on learning (minimum of 2 students per calendar year)

On-Boarding/Career Planning – Create an on-boarding process consisting of a job description, career path map, mentoring and apprenticeships, and training plan

Training/Recognition/Retention Plans – Evaluate Tech performance, host formal and informal recognition events, maintain retention with competitive pay plans based on Tech's career stage

Community Engagement

School Donations –

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| o Donate essential service tools | o Donate general shop equipment |
| o Donate vehicles, assemblies, or parts | o Offer financial support |
| o Provide service information through Motorcraft | o Provide diagnostic equipment and licensing |

Support Continued Education - Provide continuing education support to High School graduates and local Community Colleges for existing TCEP programs, Workforce Training, etc.

- o Tuition assistance or reimbursement

Enhanced Employment Benefits – Provide incentives to entry level Technicians:

- o Tool assistance or reimbursement
- o Flexible work hours