

Building the Pipeline of Future Technicians

Driving Customer Experience and Profitability Through Hiring



WHERE WE ARE

AUTOMOTIVE CHALLENGES

76,000

Techs are needed in the industry per year for the next 10 years

Source: TechForce Foundation

- Only 5% of job seekers are looking at automotive
- Only 1.5% of job seekers will consider working at a dealership

Source: 2017 Cox Automotive Dealership Staffing Study, in partnership with Hireology

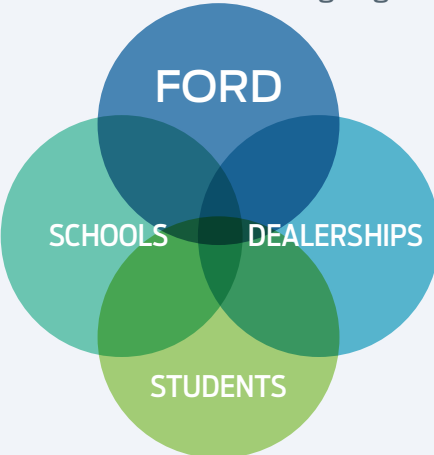
70% of operating expenses are people

NATIONAL CHALLENGES

- Unemployment rates already near historic low
- Job creation growing 2x faster than labor pool
- Every day, 10,000 Baby Boomers retire

WHAT IT WILL TAKE

All 4 Stakeholders Working Together



HOW IT WORKS

FORD/LINCOLN DEALERSHIPS

- Nurture school relationship
- Promote student career planning and work experience
- Effectively onboard, mentor and develop Technicians

FORD MOTOR COMPANY

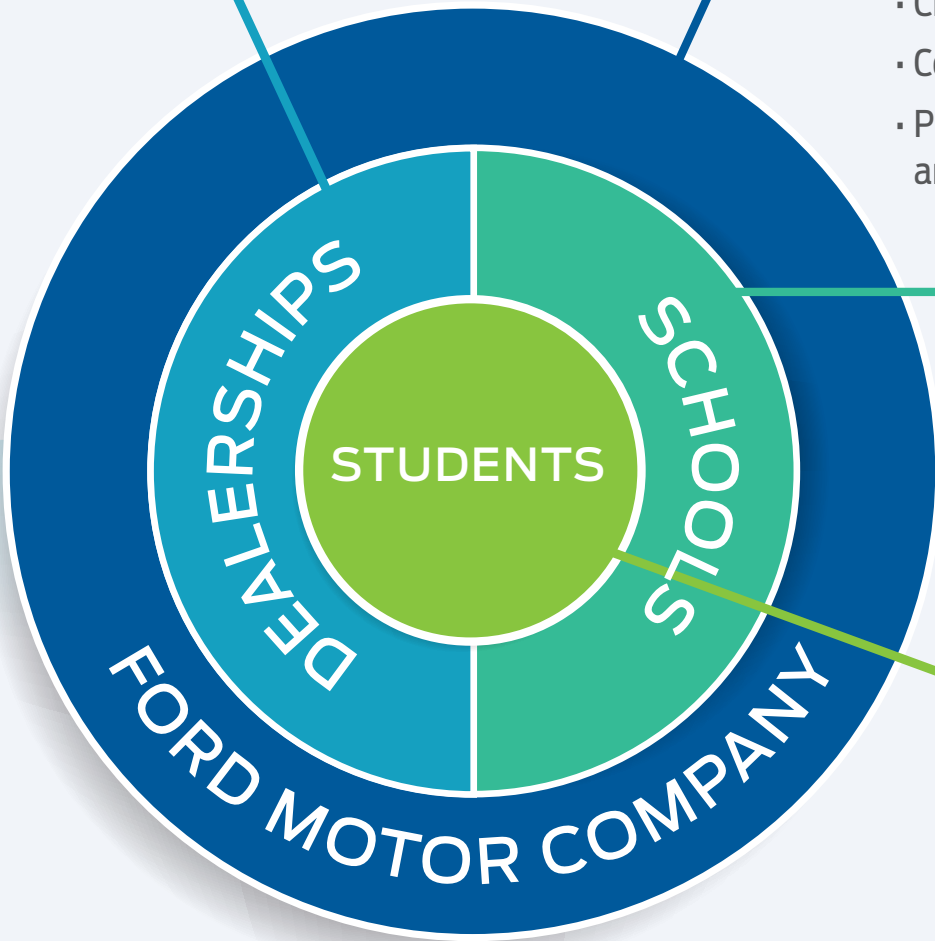
- Create customized Dealer training plans
- Connect schools and Dealers
- Provide technical training assets and support tools

SCHOOLS

- Build relationship with local Dealers
- Leverage Ford curriculum
- Coordinate training with dealership work experience

STUDENTS

- Develop a passion for learning
- Understand career opportunities
- Stay on training path



Ford Dealers need on average 2 additional Techs – the incremental revenue:

2 Techs

\$262 (\$ per RO)

230 Working Days

3 Retail ROs per day

\$360,000

Your dealership may need more or less Techs based on your Techs per UIO compared to State Average (see your Service Expectancy Report)