

SMART businesses invest in ATA



Whilst a growing demand for quick, convenient and low-cost repair makes SMART Repair both profitable and competitive, there is undoubtedly a need to show that quick, convenient and low-cost doesn't have to mean sacrificing quality and high standards.

Employing Cosmetic Repair technicians with Automotive Technician Accreditation (ATA) shows customers (consumer, insurer and business) that your staff are not only PAS125 compliant but competent, and ethical.



AUTOMOTIVE TECHNICIAN
ACCREDITATION



THE INSTITUTE OF THE
MOTOR INDUSTRY

A universal standard of competence

ATA assessments measure an individual's performance against a set of key industry skills providing proof of their knowledge, ability and desire to work to a high professional standard.

ATA is regulated by the Institute of the Motor Industry (IMI), the professional association for individuals working in the automotive industry and the Sector Skills Council for the retail motor industry. This voluntary assessment scheme has been developed industry expertise including employers, vehicle and component manufacturers and industry experts.

ATA – a SMART decision

ATA Cosmetic Repair is the first national accreditation scheme to recognise the skills of cosmetic repair technicians. The voluntary independent ATA assessment gives cosmetic repair businesses the means to show their customers (commercial or consumer) that their technicians work to a high standard of skill, professionalism and ethics.

ATA also gives cosmetic repair technicians the opportunity to gain recognition for their skills and demonstrate their competence to both customers and employers.

Five years after ATA was launched, the IMI commissioned an independent return on investment study to ascertain the business impact of ATA. The study produced compelling evidence showing that typically, ATA staff*:

- **Generate more profit and reduce more cost and waste**
- **Produce higher customer satisfaction and business retention**
- **Consistently outperform their non-accredited colleagues**
- **Increase business efficiency**
- **Improve sales conversion rates**

Ways to achieve Cosmetic Repair accreditation

ATA accreditation for Cosmetic Repair Technicians is achieved by passing a combination of knowledge and practical skill tests at one of three competency levels:

- **PDR Technician**
- **Cosmetic Technician**
- **Cosmetic Senior Technician**

For more information about how to achieve ATA accreditation or become an ATA Approved Centre: Visit www.automotivetechnician.org.uk to find your nearest approved Cosmetic Repair ATA Assessment Centre.

The benefits of ATA Cosmetic Repair

ATA gives cosmetic repair technicians...

- Proof of current technical competence and ethical responsibility
- Pride and recognition of achievement
- Enhanced status of accredited technicians
- Automatic inclusion on the IMI Professional Register

ATA gives employers...

- Increased customer confidence through employing ATA and Professionally Registered technicians who are committed to an ethical code of conduct.
- Compliance with PAS125 and other industry standards such as those deployed by Vehicle Manufacturer
- A benchmark for technician recruitment and training
- A recognised development path
- Independent quality assurance
- Opportunities for employers to access marketing support and materials

ATA assessment process

There are three levels of accreditation for Cosmetic Repair. Technicians must pass an on-line knowledge test and a series of tests of practical skill (listed below):

Paintless Dent Removal (PDR) Technician

- Vehicle Appraisal - Visual
- MET
- PDR Flat Panel Repair

- PDR Swage Line Repair
- PDR Restricted Access Repair
- Underpinning Knowledge (UPK) align to tasks

Cosmetic Repair Technician

- Vehicle Appraisal - Visual
- MET
- Preparation & Application of Cold Filler
- Prime Flattening
- Cosmetic Plastic Repair & Application of Foundation Materials
- Panel Preparation & Fadeout 3 Stage Pearl
- Underpinning Knowledge (UPK) align to tasks

Cosmetic Senior Technician

- Vehicle Appraisal - Visual
- MET
- Rectification of Panel Damage (pin pull)
- Preparation & Application of Cold Filler
- Aluminium Repair
- Surface Preparation
- Prime Flattening
- Cosmetic Plastic Repair & Application of Foundation Materials
- Panel Preparation & Fadeout 3 Stage Pearl
- Underpinning Knowledge (UPK) align to tasks

Centres for ATA

ATA approved independent assessment centre

A practical solution for independent technicians requiring individuals being required to complete a practical assessment and on-line knowledge test.

ATA approved in-house programme (Employer or Vehicle Manufacturer)

An efficient solution for technicians working in a business with in-house programmes providing the possibility for required assessments and on-line test to be taken as part of that programme.

How long does ATA last?

An individual's accreditation is valid for three years. Technicians can reaccredit by either taking a full assessment at the end of that period or, alternatively, complete Assessed Outcome Modules (AOMs) any time before their accreditation expires. AOMs are 'bite-size' assessments that can often be taken alongside existing training.

How much does ATA cost?

The costs of assessment and registration are available from approved assessment centres offering ATA Cosmetic Repair Technician accreditation. Please contact them for further details.

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“ATA has given us a brand differentiator with our key account customers (ie insurance companies). It provides clear evidence of our commitment to training and developing our staff, not to mention the exceptional quality of work that we expect to provide for our clients.”

Sue Branson, Autoglass

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Automotive Technician Accreditation
The Institute of the Motor Industry
Fanshaws
Brickendon
Hertford SG13 8PQ

T: 01992 511521
F: 01992 511548
info@automotivetechician.org.uk



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