

GAME TIME

MAY 2008 // A MONTHLY MSAT NEWSLETTER FOR CTG STUDENTS AND STAFF

PLAYER PROFILE

ACADEMY STUDENTS BECOME PART OF RACING CIRCUIT

CTG's Volkswagen Academy Technician Recruitment Program (VATRP) students are about to become members of one of the most exciting teams in town. Throughout 2008, select Academy students will be working as "pit crew" members for the Volkswagen Jetta TDI Cup racing series.

The Jetta TDI Cup allows Volkswagen to showcase the power and performance of its new clean diesel technology with 30 factory-prepared and managed clean-diesel Jetta TDIs, piloted by amateur drivers aged 16 to 26, who are relative unknowns in the industry. With eight races beginning on North American race tracks this spring, Volkswagen's goal is to find the driver with the most talent and help them break into the world of professional motorsports.

The concept is as revolutionary as the car. At the heart of the Jetta TDI Cup racing vehicle will be the all-new, high-tech 2.0-liter four-cylinder TDI clean diesel engine rated at 170 horsepower and nearly 300 ft.-lbs. of torque in racing trim. Additionally, to highlight its environmental dedication Volkswagen has partnered with Carbonfund.org to certify the entire race series as carbon free.

Paul Kern, Volkswagen Education Supervisor at CTG's Rancho Cucamonga, California, campus believes it's an exciting time to be an Academy student. Twelve students and two instructors will be selected to attend every

race to perform a variety of "pit crew" duties before, during and after each race. Some of the likely duties include driving the cars from the staging area to the pit area, replacing tires, prepping the cars, reconditioning the cars and servicing the cars after each race.

"Using Academy students as technicians for the Jetta TDI Cup series is a great opportunity and gift from Volkswagen. Our students are excited because it takes them outside of the classroom and into a real world experience. Since only qualifying students are able to attend a race, there is a lot of healthy competition at the campuses now. Students are really motivated," said Paul.

Throughout racing season, students with the highest grades and hands-on ability will be selected from both the Rancho Cucamonga, California and Exton, Pennsylvania, Academy programs. They will spend three days soaking

in the spirit of the racing circuit and using their technical knowledge to assist with the maintenance of the racecars. The twelve technicians invited to attend the first Jetta TDI Cup race in Virginia are:

From the Rancho Cucamonga campus:

Gabriel Castillo Thomas Richardson
Alan Perreault Nicholas Roen
Eric Norwood Ramiro Sanchez-Mendoza

From the Exton campus:

James Auge MichaelBoos
William Fravel Gregg White
Joshua Somers Nathan Raines

"The opportunity to take our technicians to these races is just a huge win for our program," said Paul. "I know they are all going to go out and represent the Volkswagen Academy very well. I am looking forward to seeing their training and talent put to work."

See you at the races! ●

2008 Volkswagen Jetta TDI Cup Schedule

| Date | Track | With |
|-------------|--------------------------------|---------------------------------|
| April 25-27 | Virginia International Raceway | Grand-Am / SPEED Touring Car |
| May 17-18 | Mosport International Raceway | Canadian Touring Car / MX-5 Cup |
| July 4 - 6 | Grand Prix of Toronto | Champ Car |
| Aug 14-17 | Lime Rock Park | NASCAR Camping World Series |
| Sept. 19-20 | Iowa Speedway | USAR Hooters Pro Cup |
| Sept. 27-28 | New Jersey Motorsports Park* | SPEED World Challenge/ARCA |
| Oct. 1-3 | Road Atlanta | ALMS / SPEED World Challenge |

*Subject to change

RECRUITING TRIP CHANGES DIRECTION FOR NORTH FLORIDA VOLKSWAGEN DEALERSHIP

Ash Tisdelle Volkswagen Dealership, located in a booming suburb just south of Jacksonville, Florida, has come a long way since its humble beginnings. In 1984, its founder opened the doors with six employees and seven used cars on the lot.

Today, Ash Tisdelle has over 45 employees, operates on four acres and boasts 28,000 square feet under one roof. The company has been a consistent winner of customer satisfaction awards and has been recognized nationally as one of Volkswagen's top dealerships.

For Jeff Pritchard, service manager, it's the perfect place to call home. After a career with Volkswagen that began in the late 1960s, Jeff believes in the staying power of the Volkswagen brand and the growth his dealership has experienced.

It's this growth that led him to discover CTG. In spring 2003, his shop was in desperate need of

new technicians. Jeff's conventional thinking always had him looking for techs in the classified ads, on the Internet or even on the street. But, instead of turning to his traditional ways of hiring, he took a chance and ventured out to the Volkswagen Academy Technician Recruitment Program (VATRP) in Pennsylvania to see what the buzz was about.

"I was very skeptical at first, but what I saw at the Volkswagen Academy was amazing. The training facility was very modern. All the students were young and eager to learn. The instructors were great. Recruiting from the Academy was a whole new way of doing business for me, and I couldn't be happier," said Jeff.

Jeff hired one CTG Volkswagen Academy graduate from his initial visit and a second employee followed shortly thereafter. The two CTG graduates hit it off and shared an apartment together which made their relocation to north Florida that much easier.

Today, there are four Volkswagen Academy graduates working on a service team of nine. Jeff admits he's proud of the CTG graduates he's hired and believes the mentoring program he created helps to ease their transition from the classroom to the dealership.

"Mentoring is the final piece of the puzzle," said Jeff. "We pair new employees with a mentor who works with them. This way we ensure everyone is set up to succeed." ●



▶ Ash Tisdelle has become north Florida's premier Volkswagen dealership in its 20-plus years of doing business.

GAME TIP

WHAT DO YOU BRING TO THE TABLE?

REMEMBER THAT APPLICATION TO AN MSAT IS A "CAREER OPPORTUNITY," NOT JUST ANOTHER JOB. WHEN YOU COME TO THE INTERVIEW, YOU WANT TO BE THE BEST YOU CAN BE.

DO NOT TAKE A HIGH GPA OR GOOD ATTENDANCE FOR GRANTED. YOU NEED GO THE EXTRA MILE AND STRENGTHEN YOUR APPLICATION AS MUCH AS POSSIBLE. INDUSTRY EXPERIENCE IS A BIG PLUS, BUT SO IS A RELIABLE WORK HISTORY, LETTERS OF RECOMMENDATION, ASE CERTIFICATIONS AND ANY MECHANICAL PROJECTS YOU'VE WORKED ON SUCH AS REPAIRS OR UPGRADES TO YOUR OWN CARS OR PROJECTS IN HIGH SCHOOL. IN ADDITION, A KEEN INTEREST IN THE MANUFACTURER IS A BIG PLUS.

REMEMBER, THE MORE YOU BRING TO THE TABLE TO SHOW, THE BETTER YOU ARE.

Submitted by Jim Antill // Advanced Training Manager // BMW STEP

MANUFACTURER SPECIFIC ADVANCED TRAINING PROGRAMS

AUTOMOTIVE

AUDI ACADEMY TECHNICIAN PROGRAM
Avondale, Arizona // Exton, Pennsylvania

BMW STEP

(SERVICE TECHNICIAN EDUCATION PROGRAM)
Avondale, Arizona // Ontario, California
Orlando, Florida // Houston, Texas
Montvale, New Jersey

MERCEDES-BENZ ELITE

Rancho Cucamonga, California
Orlando, Florida // Glendale Heights, Illinois
Norwood, Massachusetts // Houston, Texas

VOLKSWAGEN ACADEMY TECHNICIAN RECRUITMENT PROGRAM (VATRP)

Rancho Cucamonga, California
Exton, Pennsylvania

VOLVO SAFE

(SERVICE AUTOMOTIVE FACTORY EDUCATION)
Avondale, Arizona

DIESEL

INTERNATIONAL® TECHNICIAN EDUCATION PROGRAM (ITEP)

Glendale Heights, Illinois

If you are interested in learning more about manufacturer specific advanced training programs, visit our website at www.isctg.com

CONTACTS

GAME Time is a publication for students and instructors interested in programs offered by the Custom Training Group, a division of UTI, Inc. If you have a news item, question or comment, please contact us:

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GOT GAME?

If you're interested in being accepted into an MSAT program, then remember GAME – the four key areas for students to focus on:

- ▶ Grades or Grade Point Average
- ▶ Attendance
- ▶ Motor Vehicle Record
- ▶ Exam

In addition to good GAME scores, dealers want to hire graduates who are willing to commit to employment, have a positive attitude, some industry/related experience, and a strong work ethic. Remember, only students who "Got GAME" get to play. By following the GAME play-book, you can be on the fast-track to success.