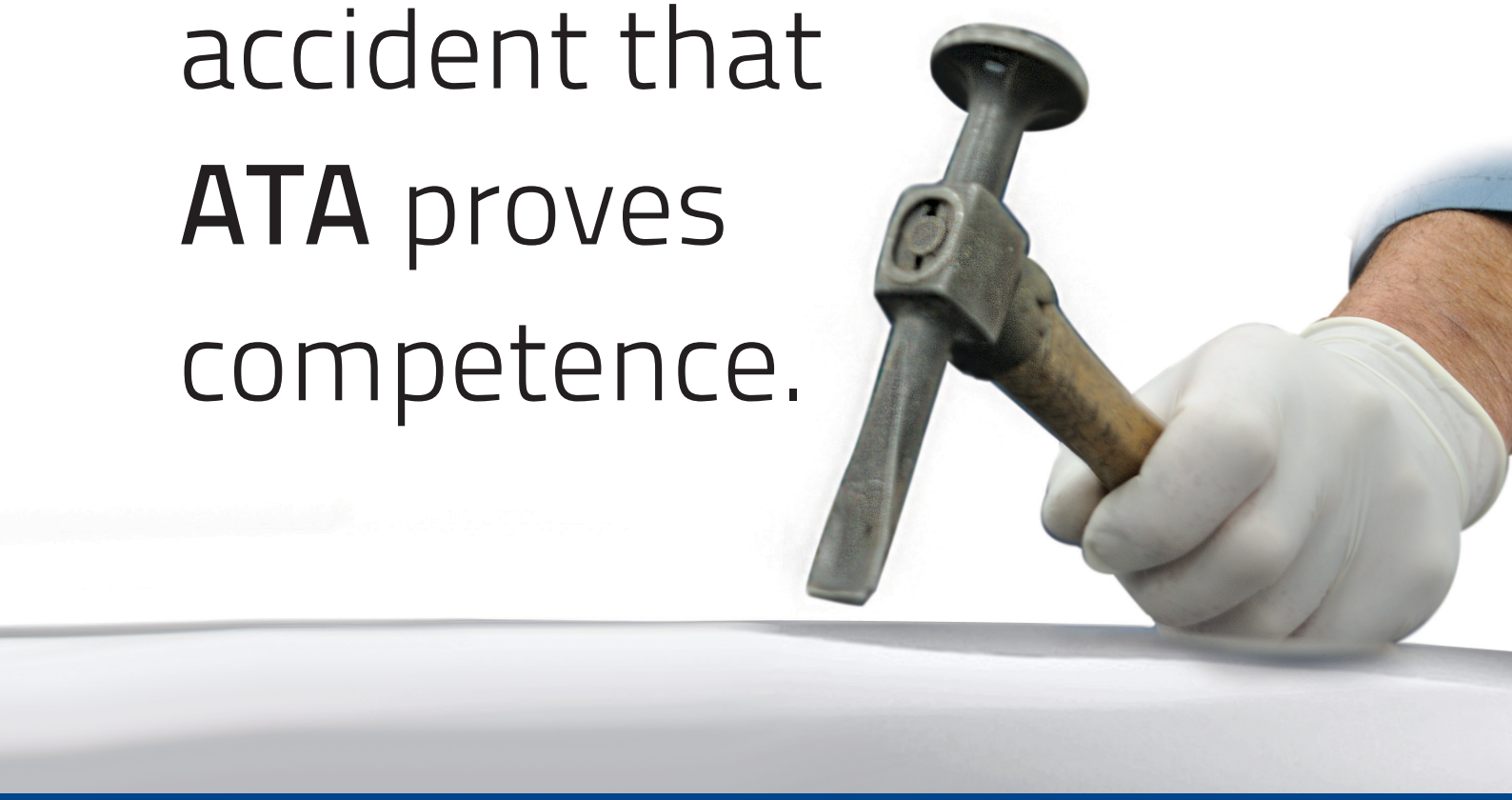
ATA Accident Repair

It's no accident that **ATA** proves competence.



With the increasing complexity and sophistication of vehicles and a shortage of skilled individuals, there has never been a greater need for currently competent personnel within Accident Repair.

Employing Accident Repair technicians with Automotive Technician Accreditation (ATA) shows customers (consumer, insurer and business) that your staff are PAS125 compliant, competent and ethical.

ata

IMI
THE INSTITUTE OF THE MOTOR INDUSTRY

Proof of current 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.

It provides a benchmark to which the industry's professionals can aspire and be measured. Regulated by the Institute of the Motor Industry (IMI), the Sector Skills Council for the retail motor industry, this voluntary assessment scheme has been developed with the backing of major organisations in the accident repair sector including manufacturers, franchised and independent repair organisations, insurers, fleet businesses and Thatcham (the insurers' research centre).

ATA - making an impact on your business

ATA gives technicians working in the accident repair sector 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**
- **Reduce employee churn**
- **Increase business efficiency**
- **Improve sales conversion rates**

Ways to **achieve** Accident Repair accreditation

There are two competency levels, **Technician** and **Senior Technician** in the three repair disciplines: ▪ **Body** ▪ **Paint** ▪ **MET**

The **benefits** of **ATA** Accident Repair

ATA gives Accident 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
- the required competence to meet PAS125 and other industry standards such as those deployed by Vehicle Manufacturers
- a benchmark for recruitment and training
- a recognised development path
- independent quality assurance
- opportunities to access marketing support and materials

How long does **ATA** last?

An individual's accreditation is valid for three years. There are two reaccreditation options available to the technician:

Full reassessment

An individual can successfully complete a full assessment within six months of the expiry date on their ATA card. They will be issued with a new card, when their current card expires.

ATA Update Modules

ATA technicians can reaccredit by completing ATA update modules. Update modules are individual 'bite-size' assessment modules that can be taken together or separately any time during the individual accreditation period to retain ATA.

Reaccrediting by ATA update modules provides flexibility and control over the assessment process by enabling existing training to be combined with relevant ATA assessment. The update modules also provide time and cost savings, allowing technicians to avoid reassessment in some skills and disciplines in which they have already proved their competence.

*Independent Return on Investment study findings can be found at **www.theimi.org.uk/ata-roi**

ATA assessment process

Technicians must pass both a theory test and assessments of their practical skill (listed below):

Vehicle Damage Assessor (VDA)

- Physical vehicle - Establishing Vehicle Damage Circumstances
- Physical vehicle - Establish and Record Vehicle Data
- Physical vehicle - Appraising the Damage, Establishing a Safe and Appropriate Repair Specification
- Image Review - Establishing Vehicle Damage Circumstances
- Image Review - Establishing a Safe and Appropriate Repair Specification

Paint Technician

- Polish Panel (Existing)
- Colour Identification & Colour Variant
- Surface Preparation
- Primed Surface - Flatting
- Panel Sealing

Paint Senior Technician

- Polish Panel (Existing)
- Colour Identification & Colour Variant
- Surface Preparation
- Primed Surface - Flatting
- Panel Sealing
- Panel Preparation (New Panel)
- Wet on Wet Primer (application)
- 3 Stage Pearlescent Paint (application)
- Paint Defects & Rectification Procedure

Panel Prerequisite Welding Certificates

Candidates wishing to be assessed at either ATA Panel Technician or ATA Senior Panel Technician levels MUST hold a current welding Assessed Outcome Module Certificate for AOM – 009 (BS1140 and BS4872). Candidates must present a current Assessed Outcome Module Certificate for AOM – 009 to the centre when registering for ATA Panel Full Assessment or AOM Update.

Panel Technician

- Cosmetic Panel Alignment
- Welded Panel/Section MAG/Bond/Rivet
- Panel Damage (rectification)
- MET – Remove/replace/refit
- Cold filler repair

Panel Senior Technician

- Cosmetic Panel Alignment
- MET - Complex
- Panel Damage (rectification)
- Welded Panel/Section MAG/MIG Braze/Bond/Rivet
- Rectify Bodyshell Misalignment (Setup, measure, adjust)
- Aluminium Cosmetic Panel
- Cold filler repair

MET Technician

- Cosmetic Panel Alignment
- Cooling Systems Components
- SRS - Scan Tools
- Vehicle Electrical - Basic Fault Finding
- MET - Remove/replace/refit

MET Senior Technician

- Cosmetic Panel Alignment
- Cooling Systems Components
- SRS - Scan Tools
- MET – Complex
- Vehicle Electrical - Complex Fault Finding
- Vehicle Suspension
- Four Wheel Alignment - Return to Specification
- Four Wheel Alignment - Interpretation of Data

Centres for ATA

ATA approved independent assessment centre

A practical solution for independent technicians required to successfully complete a practical assessment and online 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 practical assessments and knowledge test to be taken as part of that programme.

How much does ATA cost?

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

Out of the £50 registration fee, the only income the IMI receives is £35. The cost covers communications, production of ATA photo card, badge and certificate, and inclusion on the IMI Professional Register. The IMI covers all other ATA costs including management, marketing and administration.

"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

For more information about ATA and how to achieve accreditation, visit **www.theimi.org.uk/ata** or call **01992 511521** for further information.

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The World of ATA is constantly evolving to meet the needs of the retail motor industry. ATA routes available include:

- Air Conditioning
- Autoglazing
- Cosmetic Repair
- Customer Service
- Digital Audio Broadcasting
- Electric Vehicle
- Fast Fit
- Light Vehicle
- Light Vehicle Inspection
- Mechanical Electrical Trim*
- Motorcycle
- Paint*
- Panel*
- Parts
- Roadside Assistance
- Vehicle Damage Assessor*

*Routes specific for the Accident Repair subsector – refer to Accident Repair brochure for details

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