

ATA - Ramp it up!



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 Fast Fit.



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 to and be measured against. Regulated by the Institute of the Motor Industry (IMI), the Sector Skills Council for the retail automotive industry, this voluntary assessment scheme has been developed with the backing of major vehicle manufacturers and independent service and repair organisations.



ATA - A fitting solution for your business

ATA gives individuals working in Fast Fit 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 (ROI) 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 Fast Fit accreditation

ATA accreditation is achieved by passing a combination of knowledge and practical skill tests at one of two competency levels:

- Technician
- Service Technician

The benefits of ATA Fast Fit

ATA gives Fast Fit 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
- A benchmark for recruitment and training
- A recognised development path
- Independent quality assurance

How long does ATA last?

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

Full Assessment

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 that can be taken together or separately any time during their 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.

ATA assessment process

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

Fast Fit - Technician

- Tyres
- Battery and Related Components
- Four Wheel Alignment
- Customer Liaison
- Visual Vehicle Appraisal

Fast Fit – Service Technician

- Four Wheel Alignment – interpretation of data
- Vehicle Inspection
- Tyres
- Customer Liaison
- Braking Systems
- Computer Based Test Equipment

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?

ATA has an assessment and registration cost. To find out the cost of assessment please contact an approved assessment centre offering ATA accreditation for details.

The cost of registration is a reasonable £50 which includes administration, communications and inclusion on the IMI Professional Register.

The IMI Professional Register provides a value added benefit to sole traders and businesses alike. Consumers can search the register for professionals that demonstrate the right skills, knowledge and competence in their given fields of expertise. Consumers also gain confidence knowing all professionally registered individuals sign an ethical code of conduct. Find out more at www.imiregister.org.uk.



“ The fast fit aspect of the industry has been largely overlooked with regards to qualifications. ATA Fast Fit allows our employees the recognition they deserve. This accreditation along with the Professional Register also helps to raise the professional image our company wishes to portray. ”

Keith Lee, Training Manager, Formula One Autocentres

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

IMI Accreditation - ATA

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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 Recovery & Assistance
- Vehicle Damage Assessor*

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

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