




INSTITUTE  
OF THE MOTOR  
INDUSTRY

## IMI INTERNATIONAL

*IMI skill solutions add  
measurable business value*





*“Our automotive heritage and experience informs today’s solutions that meet the skills challenges of global business.”*

**Steve Nash, Chief Executive Officer of IMI**

# CONTENTS

## **IMI INTERNATIONAL PARTNERS**

*p3*

## **MEASURABLE BENEFITS OF IMI SOLUTIONS**

*p4*

## **CUSTOMER SERVICE**

*p5*

## **IMI INTERNATIONAL QUALIFICATIONS**

*p6*

## **IMI INTERNATIONAL ACCREDITATIONS**

*p7*

## **IMI QUALITY ASSURED PROGRAMMES**

*p8*

## **IMI eLEARNING**

*p9*

## **RETURN ON INVESTMENT (ROI)**

*p10*

## **IMI MEMBERSHIP**

*p11*

## **IMI PROFESSIONAL REGISTER**

*p12*

## **CONTACTS**

*p13*

# IMI INTERNATIONAL PARTNERS

*International partners appreciate the value IMI provides.*

## LUCAS-NÜLLE

Germany's Lucas-Nülle is an IMI Approved Centre providing IMI Qualifications and Quality Assured Programmes (QAP) to their international customers.

---

*"We have already created a lot of excitement amongst our customers now that they know they can come to Germany to get training on the latest equipment and technology then go home with a high quality, highly valued internationally recognised certificate from the IMI."*

Daniel Brown, Manager of the Lucas-Nülle Training Academy, Germany

---



## THATCHAM

Thattham Research is the motor insurers automotive research centre. The centre's main aim is to contain or reduce the cost of motor insurance claims whilst maintaining safety standards. With an increasingly global influence in both the insurance and automotive sectors, Thattham works closely with the IMI and vehicle manufacturers to influence vehicle design concepts both in terms of safety and security.

---

*"As one of the UK's leading automotive training specialists, Thattham's customers are able to work towards structured long term learning goals incorporating robust and relevant international standards. This is where our strategic partnership with the IMI creates real value and why we're proud to be known internationally as an IMI accredited centre."*

Dean Lander, Head of Operations, Thattham Research

---

# MEASURABLE BENEFITS OF IMI SOLUTIONS

*There are numerous reasons that employers, training providers, and governments trust the IMI to provide winning solutions to overcome skills shortages that restrict growth.*

Our customers are confident of getting measurable return from the time, effort and money invested into IMI Accreditations, Qualifications or training. The benefits of IMI training isn't just financial but they also strengthen the relationships our partners have with their customers. IMI provide a wide range of internationally-recognised Qualifications and Accreditations through a network of IMI approved centres that is constantly growing.

## LEARNERS

- **Confidence**
- **Better career prospects**
- **Higher earning potential**
- **Professional recognition**
- **Greater individual business value**

## EMPLOYERS

- **Productive skilled staff who generate revenue**
- **Enhanced business reputation**
- **Customer satisfaction from employee efficiency**
- **Improved customer experience builds repeat business**
- **Fewer returns, fewer complaints, less cost**

## TRAINING PROVIDERS

- **Industry standard and quality assured training**
- **Supported administration saves time and cost**
- **Enhanced reputation**
- **Internationally recognised qualifications**
- **Highly employable graduates**
- **Great technical support**
- **Strengthen governments trust**



# CUSTOMER SERVICE

*Having employees that deliver exceptional customer service through efficient working practices will provide any business with a consistent return on investment. IMI provide all of the tools to achieve this and more.*

The automotive market is highly competitive and providing exceptional service is key to winning new business and retaining loyal clientele. An IMI International Qualification or Accreditation can help you establish your company as the first choice for customers by training your employees to the high standards set by the IMI.

All IMI international solutions benchmark the skills and knowledge needed by high functioning individuals working in the motor industry. These solutions are grounded in industry agreed National Occupational Standards (NOS) that are recognised and valued worldwide.

---

*“IMI’s qualified technicians and service advisors serve as a powerful endorsement for automotive companies. Communicating this to customers can provide them with the added assurance that they are being attended to by professionals with international standards.”*

Dato’ Sri Ben Yeoh, Managing Director of Bermaz, Malaysia

---

---

*“When we embarked on opening an Automotive training centre in 2013 we spoke to a number of International Awarding bodies and found IMI to be the most professional to engage with. IMI are extremely responsive and their qualifications are the most up to date and will produce technicians that are ready for the workplace. IMI processes and online systems support Manfred Auto Academy entirely and their Quality engagement is thorough and as well as ensuring quality, IMI offer a lot of advice and support“*

Jace Phoon, Executive Director of Manfred Auto Academy

---



# IMI INTERNATIONAL QUALIFICATIONS

*Over 100,000 certificates for motor industry qualifications are awarded by the IMI every year worldwide.*

Talented recipients of an IMI Qualification range from young trainees to experienced industry professionals who strive to gain additional knowledge and training in a rapidly changing technological environment.

These international qualifications have been developed by working closely with manufacturers, independent businesses and governments. This ensures they reflect the skills required by individuals and businesses in today's market.

## IMI OFFERS 50 INTERNATIONAL QUALIFICATIONS

- **Light and heavy vehicle maintenance**
- **Accident repair**
- **Electric vehicle maintenance**
- **Parts**
- **Customer service**
- **Construction plant**
- **Management**
- **Motorcycle**
- **Vehicle fitting**
- **Body Repair**
- **Paint**

For a full list of IMI International Qualifications visit [www.theimi.org.uk/international](http://www.theimi.org.uk/international)

*“IMI diplomas are gaining recognition and acceptance among automotive companies in Malaysia. TJ Skills Academy Sdn Bhd’s students wish to equip themselves with reliable UK trade qualifications that would give them an edge over local trade-skill qualifications, and to help them to gain employment, especially, in established automotive companies in Malaysia or Singapore.”*

Elvis Wong, Times Academy, Malaysia



# IMI INTERNATIONAL ACCREDITATIONS

*An IMI International Accreditation is an internationally-recognised proof of current occupational competence and the ability to work to the highest industry standards.*

IMI offer accreditations as part of a solutions package, as it is proven to be a cost-effective, practical way to recognise and reward an individual's capabilities.

Assessed on a three-year cycle, it ensures that individuals keep up-to-date with industry developments and demonstrate their competence in carrying out their daily work. IMI Accreditations lead to improved business performance, efficient, motivated staff and confident, effective managers.

There are 16 IMI International Accreditation routes which cover both technical and customer-facing work areas – including management.

## IMI ACCREDITATION

The first is full assessment. The individual completes a range of activities under supervision of an IMI Accredited Assessor, to demonstrate they are capable of carrying out the daily duties and ensuring their work is world-class.

More information can be found at [accreditation.theimi.org.uk](https://www.theimi.org.uk/accreditation)

*“IMI Accreditation is developed in partnership with the motor industry, which include practical and written assessments of an individual's knowledge and performance to identify and evaluate their productivity and efficiency.”*

## ACCREDITATION ROUTES

- Air Conditioning
- Autoglazing
- Cosmetic Repair
- Digital Audio Broadcasting (DAB)
- Electric Vehicle
- Fast Fit
- Light Vehicle Inspection
- Light Vehicle Maintenance and Repair
- Mechanical Electrical Trim (MET)
- Motorcycle
- Paint
- Panel
- Roadside Assistance
- Vehicle Damage Assessor
- Customer service
- Management
- Sales



# IMI QUALITY ASSURED PROGRAMMES

*IMI offers independent recognition for training programmes created by Further Education colleges, training providers, vehicle manufacturers and retail dealership groups. IMI Quality Assured Programmes (QAP) ensure in-house training is both credible and cost effective.*

IMI Quality Assured Programmes (QAP) ensure that learners and providers adhere to the trusted standards promoted by IMI.

An in-depth assessment of the programme is undertaken, to ensure the training meets the industry-recognised standards.

Individuals who complete the IMI Quality Assured Programmes (QAP) receive an IMI certificate with your company branding.

---

*IMI's QAP has prepared and geared our graduates towards management operations, trained technically as auto-mechanics. Our graduates are gaining employment in non-technical positions like service advisors, insurance claim adjusters, inventory and purchasing managers."*

Elvis Wong, Times Academy, Malaysia

---

Further information about IMI Quality Assured Programmes can be found at [www.theimi.org.uk/qap](http://www.theimi.org.uk/qap)



# IMI eLEARNING

*IMI eLearning is the future of educational tools. An effective, time-efficient and easily accessible platform, that brings automotive solutions to life.*

IMI eLearning is a bespoke learning platform that supports Light Vehicle and Accident Repair training. The platform uses a blend of multimedia to bring learning to life through interactive activities, 3D imagery, in-depth explanations and links to relevant articles for further study. This platform also enhances the trainees learning experience, and enables learners of all abilities to understand the information in a more visual way.

There are a number of benefits to both training centres and their learners for using IMI eLearning.

## CENTRE BENEFITS:

- **Teacher preparation reduced or eliminated**
- **Provides self-assignments and practical worksheets**
- **Aligns to the main units and syllabus recommendations**
- **Access to lesson plans, schemes of work and job cards / repair orders**
- **Cost saving**
- **Greater student engagement**
- **Web access available 24/7**

## LEARNER BENEFITS:

- **Built-in translation to over 50 languages**
- **Learners can study at a pace, and in a way, and at any time**
- **Engaging animations, videos and activities**
- **All text can be heard as a voiceover**
- **Access to photos, diagrams and interactive content to aid learning**
- **Glossaries and a virtual toolbox**
- **Materials available on and offline**
- **24/7 access**
- **Enabling students to revise when it's convenient for them**

*"Using IMI eLearning has made me an 'A' student. It's easy to use and makes learning fun. Being able to use it on mobile devices means I can turn to study whenever I want and wherever I am."*

Claire Appleby, Student of the IMI

Two versions of IMI eLearning are available:

## VIRTUAL LEARNING ENVIRONMENT (VLE)

The VLE is an online version of IMI eLearning where centres have a dedicated extranet that is customisable with their logo. Access is available 24/7 for learners and centre staff from home and on-the-go, as well as in classroom. Learners can take engaging progress tests, whilst centres can monitor their development.

## CENTRE-BASED LEARNING

The centre-based version is a great tool for in-class learning environments as a resource. Centre staff have access to 3D diagrams, interactive features and can annotate sections to aid learners' development. This version of the platform can be installed on individual computers, or a centre network.

# RETURN ON INVESTMENT (ROI)

*IMI training and business solutions are a guaranteed return on your investment with results showing a 150-300% increase over a three-year period.*

A three-year UK government and industry-funded research project found that when training programmes are linked to IMI solutions they saw the following results:

- Provide up to a **300% return on an apprentice / trainee programme**
- **Eliminate operational down time in heavy vehicle fleet management**
- **Reduce returns and complaints in commercial workshops**
- **Build efficient aftersales teams with management development programmes**

## SEE THE EVIDENCE AND IMAGINE THE POSITIVE IMPACT ON YOUR BUSINESS BY USING THE IMI ROI CALCULATOR

Using this data, the IMI have developed an online Apprentice / Training Programme ROI Calculator, so other organisations can see the benefits that training can provide for business.

By entering details about your business, you can see the predicted potential financial return on the employment of an apprentice, or implementing an IMI training initiative.

### IMI ROI CALCULATOR:

To see the difference an apprentice or implementing an IMI training initiative could make to your business, visit [www.theimi.org.uk/calculator](http://www.theimi.org.uk/calculator)

## MANAGERS' TOP FIVE BENEFITS

ENHANCED  
QUALITY  
OUTPUT

IMPROVED  
CUSTOMER  
EXPERIENCE

BETTER  
EFFICIENCY

BOOSTS  
PRODUCTIVITY

SUPERIOR  
COMPETENCE  
IN LATEST  
TECHNOLOGIES

# IMI MEMBERSHIP

*IMI Membership is the mark of an extraordinary individual.*

IMI Members are required to uphold the highest standard of ethical behaviour by signing the IMI Code of Conduct. This is why membership is a badge of pride and honour for its holders.

## TO BECOME AN IMI MEMBER YOU WILL NEED TO:

- **Have a Qualification or Accreditation**
- **And have relevant motor industry experience**

## BENEFITS OF BECOMING AN IMI INTERNATIONAL MEMBER:

- **You can display membership post nominals after your name on business cards and correspondence in recognition of your membership of the IMI's motor community**
- **You get the prestige of being a member**
- **Demonstrates your progress and commitment to help you move forward in your career**
- **Supports your development in life-long learning**
- **Access to online IMI Magazine content**

There are a number of levels of IMI Membership which can be upgraded once you have gained further qualifications, or experience within the motor industry:)

### FELLOW (FIMI)

- **Achieved a Level 5 national qualification or equivalent**
- **Have five years' experience in senior management, at least two must be in the automotive industry**

### MEMBER (MIMI)

- **Achieved level 4 national qualification or equivalent**
- **Have three years of relevant middle management experience, two of them in the automotive industry**

### ASSOCIATE (AMIMI)

- **Achieved a Level 3 national qualification or equivalent**
- **Worked in the automotive industry for at least three years**

### LICENTIATE (LIMI)

- **Achieved a Level 2 national qualification or equivalent**
- **Have 12 months' experience in the automotive industry**

### AFFILIATE (AFFIMI)

- **An interest in the motor industry**
- **Don't yet have the experience or qualifications in the motor industry**
- **Have access to full benefits and offers**

For further information about IMI Membership, visit [www.theimi.org.uk/membership](http://www.theimi.org.uk/membership)

# IMI PROFESSIONAL REGISTER

*IMI Professional Register was set up in 2013 as proof of an individual's competence and professional abilities within the motor industry.*

The IMI Professional Register is an online database that gives customers confidence that they, or their vehicle, is being maintained by an industry professional and that any work carried out will be completed to a high and safe standard.

Individuals who appear on the IMI Professional Register are required to keep their skills and knowledge up to date through continuing professional development (CPD), the equivalent of four days training a year.

We offer a range of courses and personal development opportunities to help you meet these CPD requirements.

Find out more about the IMI Professional Register, visit [www.imiregister.org.uk](http://www.imiregister.org.uk)

## TOP FIVE BENEFITS

**PUBLICLY  
DISPLAY YOUR  
COMMITMENT,  
CURRENT  
KNOWLEDGE  
AND SKILLS**

**INCREASES  
YOUR  
EMPLOYABILITY**

**GIVES YOU  
ACCESS TO  
MYCPD**

**INCREASE  
CONSUMER  
CONFIDENCE**

**UP TO 25%  
DISCOUNT OFF  
EXCLUSIVE  
ELEARNING**

# CONTACTS

Institute of the Motor Industry, Fanshaws,  
Brickenden, Hertfordshire, England, SG13 8PQ



**Herbert Lonsdale MSc BSc (Hons) FIMI**

International Business Development Manager  
E: herbertl@theimi.org.uk



**Mark Forshaw MBA PGCE FIMI**

International Business Development Manager EMENA  
E: markf@theimi.org.uk



**Matthew Stuart FIMI**

Senior Manager – SE Asia  
E: mstuart@theimi.org.uk

**OPENING HOURS:** Monday - Friday 08:30 - 17:00 GMT

**IMI SOCIAL MEDIA:**

**LINKEDIN** Institute Of The Motor Industry  
**FACEBOOK** [www.facebook.com/theimipage](http://www.facebook.com/theimipage)  
**TWITTER** @The\_IMI  
**YOUTUBE** The IMI

Institute of the Motor Industry  
Fanshaws,  
Brickendon,  
Hertford SG13 8PQ

✉ [imi@theimi.org.uk](mailto:imi@theimi.org.uk)  
☎ +44 (0) 1992 511 521  
🐦 @the\_IMI  
🌐 [theimi.org.uk](http://theimi.org.uk)

