**Innovation in Automotive Training**

**Generic promotional email template**

**Template 1: Corporate e-blast format**

**Subject line: Accelerate your career through free Innovation in Automotive Training**

**Body copy:**

Get a jump start on your career with **free training** through the [Innovation in Automotive Training program](https://www.aiacanada.com/innovation-in-automotive-training/)! With this training program, you have the opportunity to increase your skillset and explore a career path in the automotive industry.

The Career Exploration training consists of hands-on exploratory experience for automotive industry job seekers in a 60 per cent shop time and 40 per cent classroom format.

Topics in the Career Exploration training will include:

1. Safety – individual and shop safety
2. State of the art tools and use
3. Introduction to automotive software
4. Diagnostic trouble codes
5. Entry level skills: tire changes, oil changes and introduction to brakes

The Electric Vehicle (EV) Up-skilling training provides an opportunity for current licensed automotive technicians and senior level apprentices to develop maintenance and repair skills relating to EVs.

* EV introduction
* Autonomous Driver Assistance System (ADAS)
* HVAC
* Gear reduction
* High voltage battery
* Low voltage systems
* Braking
* Motor controls
* Network communication

The Autonomous Driver Assistance System (ADAS) Up-skilling training gives licensed automotive technicians and senior apprentices the chance to improve their skills relating to ADAS maintenance and repair.

For all programs, free training sessions are offered in the Spring/Summer 2024, in the Fall 2024 and in Winter 2025 at the following colleges:

1. Conestoga College, Guelph Campus
2. Fanshawe College, London Campus
3. Mohawk College, Stoney Creek Campus
4. St. Lawrence College, Cornwall Campus

Join this program by filling out this [short online application form](https://www.aiacanada.com/innovation-in-automotive-training/#form). For more information, consult [ev-training.ca](https://www.aiacanada.com/innovation-in-automotive-training/).

*Note: The Innovation in Automotive Training program is offered in collaboration with Conestoga College, Fanshawe College, Mohawk College, St. Lawrence College and Plug N’ Drive. This Employment Ontario project is funded in part by the Government of Canada and the Government of Ontario. This program is offered in English only.*

**Template 2: Personalized, one-to-one format**

**Subject line: Accelerate your automotive career through Innovation in Automotive Training**

**Body copy:**

Hi [insert name],

The Automotive Industries Association of Canada is offering the opportunity for you to access **FREE training** to explore careers in the automotive industry or boost your EV and ADAS expertise.

The Career Exploration training will teach skills and techniques surrounding automotive repair and maintenance of modern vehicles to support your automotive career and aspirations in a 60 per cent shop time and 40 per cent classroom format.

Training will address numerous topics that you can choose from, such as:

1. Safety – individual and shop safety
2. State of the art tools and use
3. Introduction to automotive software
4. Diagnostic trouble codes
5. Entry level skills: tire changes, oil changes and introduction to brakes

The Autonomous Driver Assistance System (ADAS) Up-skilling training provides you with all the necessary information—and more—to boost your skills surrounding ADAS technology repair and maintenance.

The EV Up-skilling training will give you the opportunity to increase your knowledge of electric vehicles while using the latest equipment and technology.

With the EV Up-skilling training, you can choose from a wide variety of modules, such as:

* EV introduction
* HVAC
* Gear reduction
* Autonomous Driver Assistance System (ADAS)
* High voltage battery
* Low voltage systems
* Braking
* Motor controls
* Network communication

For all programs, free training sessions are offered in the Spring/Summer 2024, in the Fall 2024 and in Winter 2025 at the college of your choice:

1. Conestoga College, Guelph Campus
2. Fanshawe College, London Campus
3. Mohawk College, Stoney Creek Campus
4. St. Lawrence College, Cornwall Campus

I encourage you to [submit your interest in receiving free training](https://www.aiacanada.com/innovation-in-automotive-training/#form) via this [short online application form](https://www.aiacanada.com/innovation-in-automotive-training/#form). For more information, consult [ev-training.ca](https://www.aiacanada.com/innovation-in-automotive-training/).

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Thank you,

[Insert your signature]