

## Why Join ATMC?

As someone involved with automotive training, you have a lot to keep up with: vehicle technology, cross-platform training, compliance standards, and ever-expanding training delivery technology. You also have ideas and experience that could be helpful to others. Wouldn't it be great to be part of a group that shares ideas and solutions? At its core, that is the reason to join ATMC.

ATMC has an affordable dues structure that includes the cost of conference registration. The benefits available to members are many, all supporting the goal of advancing automotive training:

- ▶ **Annual conference** presentations on training issues important to your work in the field
- ▶ **Networking events** throughout the year connected with automotive industry meetings
- ▶ **Members-only section of ATMC website** that is informative and interactive
- ▶ **Reference information** such as the ATMC & ASE Spanish Training Resource List and the Clinic Resource Directory
- ▶ **ATMC National Training Excellence Awards**, a prestigious recognition program
- ▶ **Industry recognition** by related organizations such as ASA, AAIA, ASE, NACAT, AWDA and NADA.

## Industry Representation

AAA	GM/AC Delco
AAIA	Goodheart-Wilcox
AAT, Inc.	GPD Group
Adayana	Grand Prix Dev.
Advance Auto Parts	Hunter
Affinia Under Vehicle	Hyundai
AkzoNobel	I-CAR
AM Services	ICS Learning
American Honda	Identifix
Amer. Oil Change Assn	Jiffy Lube
AMRA/MAP	Just Brakes
ArvinMeritor	Lincoln Education
ASA	Magnaflow
ASE	MAHLE Clevite
ATech Training	Melior
ATG	Meritor
AVI	Midas
Babcox	NADA
BASF	NAFTC
Bell Performance	NAPA
Big O Tires	NATEF
BG Products	Navistar
Bridgestone	NACAT
CarMax	Nissan
CARQUEST	Penske
CDX Automotive	Porsche
Chief	PTS
Chrysler	Raytheon
CPS Energy	Robert Bosch
CraneMorley	Ryder
Delmar, Cengage	Sears
Delphi	SPX
DENSO	Standard Motor Prod.
DuPont	Subaru
Electude	TBC
ESi	Toyota
Federal Mogul	TTi
Fluke	UPS
Ford	Volvo Cars
Gates	Webasto

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**ATMC**<sup>®</sup>  
AUTOMOTIVE TRAINING MANAGERS COUNCIL

*Dedicated to the Advancement of  
Training and Professional Development  
Within the Automotive Service Industry*

## WHAT IS ATMC?

ATMC was founded in 1984 to promote the advancement of training and professional development within the automotive service industry. Recently reorganized under ASE, ATMC continues to help members keep up with innovations in automotive training delivery by facilitating interaction among its members.



## WHO IS ATMC?

ATMC boasts a diverse list of members. In ATMC, members set aside competitive relationships to work together toward the goal of improving automotive training. Many are among the "people to know" in the industry, including representatives of:

- OEMs
- Diagnostic Equipment Suppliers
- Online Course Providers
- Training Developers
- Aftermarket Professionals
- Related Professional Associations
- Fleets
- Governmental Organizations
- Academic Institutions

## HOW DOES ATMC WORK?

ATMC promotes networking and professional development on many fronts.

- ▶ Highlights up and coming issues in the field through annual conference (included in your membership fee)
- ▶ Hosts informal face-to-face networking events at major automotive conferences
- ▶ Disseminates news you need to know and encourages interactive sharing among members through **atmc.org**.
- ▶ Emphasizes the importance of training by recognizing highly effective programs through National Excellence in Training Awards.
- ▶ Interacts with collateral organizations to reinforce the importance of training
- ▶ Acts as a repository for information

### Recent Events/Presentations

- Developing Smartphone Applications for Automotive Training
- Augmented Reality Training
- Training Benchmarks

## WHERE IS MORE INFO?

For details and information on applying for membership, please visit our website: **atmc.org**



## Membership

There are **3** types of membership in ATMC.

- **Corporate Membership** is available to individuals actively involved in training and education within the auto, truck, heavy equipment or marine industries. Members who join at this level can send a substitute corporate colleague to any event they are unable to attend, and can bring corporate colleagues as guests to any event at a special event-only fee.
- **Individual Membership** is available to individuals actively involved in training and education within the auto, truck, heavy equipment or marine industries.
- **Advisory Membership** is available to individuals who work for a not-for-profit organization, public school, or the industry trade press related to the auto, truck, heavy equipment or marine industries.