



## Special Edition

### 01 SUBARU UNIVERSITY

*Subaru-U is committed not only to the development of future Technicians, but also educating existing Service personnel on how Automotive Education works and how to give back to local programs. The Subaru-U Program is a true partnership and it cannot work unless all parties strive to make it work.*



*We will continue to publish short articles to help keep you informed and up to date about the educational side of Subaru-U and what you can do to make the program a success and get the most out of it in your store(s).*

*For Information and program details see: [Subaru-U.com](http://Subaru-U.com)*

### SUBARU-U SUPPORTS AUTOMOTIVE EDUCATION IN THE BIG APPLE

**New York — April 19, 2017** — Subaru University, the OEM student Technician educational program of SOA and its Distributor partners, recently took part in the Greater New York Auto Dealers Association's (GNYADA) 25th Annual, National Automotive Technology Competition (NATC) in support of automotive education. It is the largest competition of its kind, awarding **\$3 million in prizes and scholarships to the participants**. Held over two days at the Jacob Javits Convention Center in New York City during the week of the New York International Auto Show, the NATC brings together 12 automobile OEMs, dozens of industry sponsors and 30 teams of automotive high school students from around the country who have worked through the ranks of their local dealer association's technical competitions to earn the chance to compete on the national stage. To prepare for the competition, students trained for approximately 6 weeks prior with their high school instructors as well as with certified Technicians and Factory Representatives at local franchised automobile dealerships, thus making the connection between Industry and Automotive Education.

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**CAUTION: VEHICLE SERVICING PERFORMED BY UNTRAINED PERSONS COULD RESULT IN SERIOUS INJURY TO THOSE PERSONS OR TO OTHERS.**

The Subaru TechTIPS newsletter is intended for use by professional Technicians ONLY. Articles are written to inform those Technicians of conditions that may occur in some vehicles, or to provide information that could assist in the proper servicing of the vehicle. Properly trained Technicians have the equipment, tools, safety instructions, and know-how to do the job correctly and safely. If a condition is described, DO NOT assume that your vehicle has or will have that condition. Impreza, Legacy, Justy, Loyale, Outback, Forester, Subaru SVX, WRX, WRX STI, L.L. Bean, Baja, Tribeca, BRZ, XV Crosstrek and "Quality Driven" are Registered Trademarks.

**SUBARU OF AMERICA, INC. IS ISO 14001 COMPLIANT**

ISO 14001 is the international standard for excellence in Environmental Management Systems. Please recycle or dispose of automotive products in a manner that is friendly to our environment and in accordance with all local, state and federal laws and regulations.



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The competition consists of two main events:

### DAY 1: WORKSTATION CHALLENGE

Contestants are tested on their knowledge of tools, measuring instruments, specific vehicle components, and job interview skills by rotating through 10 separate workstations. In this phase of the competition, Subaru-U sponsored the Professional Development workstation where all 60 competitors were required to submit a resume and undergo a rigorous, realistic job interview to apply for an open position as an entry level Retailer Technician. The Workstation Challenge accounted for 60% of the total team score.



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### DAY 2: ON-CAR CHALLENGE

Each two-person student team has an allotted amount of time in which to diagnose and repair a number of preassigned problems throughout a previously “bugged” vehicle. Each correctly repaired bug is worth a set number of points depending on the level of difficulty. Subaru as a brand supported this phase of the competition by sponsoring 4 teams from around the country and Canada and supplying the vehicles used for the competition. The On-Car Challenge accounted for 40% of the total team score.



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The two-day event also included other ways to promote and spread the benefits of automotive education. Subaru-U sponsored a breakfast for all competition attendees the morning of the hands-on competition. Special guest speaker, Mr. Gary Palanjian, Vice President – Parts & Service for SOA, addressed the crowd of about 300 attendees. Mr. Palanjian spoke about the severity of the trending industry-wide Technician shortage, Subaru's meteoric rise in sales, the exponential impact both are having on Subaru's need for qualified, educated Service Technicians and how Subaru-U is addressing this issue for its Retailers.



Subaru-U was also the main exhibitor at the GNYADA Career Fair which took place in the center of the competition hall during the two-day event. The event was open to the public and designed to attract young people in an effort to raise their awareness of automotive education and the benefits awaiting them as they consider a career in the automotive Industry as a highly-educated Service Technician.

The Subaru-U booth contained several events and displays to attract visitors. The XBOX challenge pitted driver against driver in Forza 6 where Subaru WRX and WRX STIs were the vehicles of choice for the exciting head to head competition.



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Next was the spark plug challenge where contestants matched their skills against one another by removing and reinstalling 2 spark plugs each on a EJ-2.5 engine. Contestants had to remove the spark plugs with a ratchet and socket, reinstall them by hand with a spark plug starting tool, set an inch lb. torque wrench to the proper specification, torque the spark plugs in place, wind down the torque wrench and finally, place all tools back on the table. The contestant who performed the task properly and with the best time on each round was declared the winner.



Participating NATC students and their Instructors who competed in either the XBOX and Spark Plug Challenges who posted winning times won a trophy for their efforts. Winners were presented their trophies on stage at the awards banquet.



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Visitors also had the chance to walk the red carpet and pose for souvenir photos in front of the NATC-Subaru-U backdrop. Each were given a magnetic keepsake frame to mount and display their photo as a memento of their visit.



Finally, there were two vehicles on display. A specially wrapped Subaru-U BRZ sporting the Subaru-U and industry educational partner logos and a 2017, Hyper Blue, 630-wheel horse power WRX STI. The WRX was modified by Performance Auto Solutions and graciously provided by Mr. Dave Brown, Owner of Metric Subaru located in Huntington Long Island, NY. Dave also provided the EJ engine for the spark plug challenge and officiated over that event.



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All in all, it was a very successful promotional event for Subaru-U. Well over 1000 people attended the competition and Career Fair as competitors or spectators. Most of them visited the Subaru-U booth to learn about the opportunities that await them by attending a Subaru-U partner school. All who visited had the opportunity to spin the prize wheel and leave with a souvenir Subaru-U T-shirt, hat, water bottle and other promotional items to remind them of their experience. In the end, no less than 300 potential student leads were collected and dozens of schools applied for consideration to become a Subaru-U partner school.



To learn more about Subaru University  
and how you can get involved, visit  
[www.Subaru-U.com](http://www.Subaru-U.com)

For more information on the GNYADA National Automotive Technology Competition visit  
[www.nationalautotechcompetition.com](http://www.nationalautotechcompetition.com) or follow them on Facebook [@NatAutoTechComp](https://www.facebook.com/NatAutoTechComp)