

Car Not Fixed Right? That's Because 70% of Automotive Technicians are Unqualified to Work on Cars

Article by: Theodore Olson

A primary reason why it's difficult to get a car fixed right the first time is the lack of qualifications of the technician who's actually fixing your car. Local studies and decades of research reveals that 70% of automotive technicians are not qualified to work on most car systems. This includes technicians from dealerships, local shops, and franchises.

Over a decade ago, automotive manufacturers were predicting widespread shortages in "qualified" technicians. Now, given that 80% of the functions of the average car are controlled by electronics, qualified technicians are in even greater demand. This is evident by the numerous advertisements for master technicians which often include \$5000 sign-on bonuses.

Today's mechanics must be "technicians" in the true sense of the word. They need an in-depth understanding of the complex and advanced interactive theory of mechanical, electrical, and computer systems. Today's cars are literally a network of computers on wheels.

The true technicians are the guys who can navigate and juggle multiple systems of theory to diagnose what's causing your car to intermittently stall at highway speeds in cold weather, on Route 66 every other Thursday morning, when it rains.

Automotive technology has advanced far beyond local mechanics, most of whom are still struggling with basic electronics. The service industry has responded somewhat with a focus on training, but it's too little too late. Training alone will not make up for the years of lost time, coupled with the technological advancements to come.

The really bad news is that the service customer will pay top dollar to have an amateur poke and prod his or her vehicle. No matter how you look at it, paying top dollar for an amateur is a rip-off!

There are tips to ensure a qualified technician or shop works on your car, but in terms of *not* getting ripped-off, they will not make any difference. In fact, the more experienced the technician or shop, the more they will know how to rip the customer off undetected.

Service customers need information--an *insider's* understanding of the automotive service industry—its pricing structures, hierarchy, and mentality.

Without the proper information, the playing field can not be leveled.-Theodore P. Olson (Ted)
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Ted holds extensive certifications from Mercedes-Benz, Toyota, General Motors, ASE (Automotive Service Excellence) and more. Over a twenty-year period in the automotive service industry, he has served as a technician, shop foreman, shop manager, shop owner, service advisor, service manager, and service industry consultant.

Other Works by Ted Olson Include: ARREST the Automotive Service Industry! Maintenance Myths: A Step-by-Step Guide to STOP Getting Ripped Off! Auto Repair: The Shocking Truth About Who's Ripping You Off and Why! Automotive Service Pricing Strategies—a fair pricing guide for service centers Being the Best—a comprehensive customer service handbook for service advisors Service Center Personnel—an auto repair informational for general service staff Service Mission Statement—a philosophical proposal to improve customer service