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FCA US Expands Technician Training Program, Launches “Assemble Your Future” Campaign

- Mopar Career Automotive Program to offer networking and track experience
- Students can meet with dealers, Dodge//SRT and Mopar-sponsored professional drivers and FCA technicians
- Campaign aimed at boosting interest in technician careers

January 25, 2019, Auburn Hills, Mich. - The Mopar Career Automotive Program (CAP), an FCA US LLC initiative aimed at developing the next-generation of service technicians, launched a new and innovative networking campaign designed to link students with potential career opportunities.

The “Assemble Your Future” campaign gives students the opportunity to meet with dealer representatives, FCA technicians and Dodge//SRT and Mopar-sponsored professional racing teams. About 40 Mopar CAP students, instructors and dealers located near four different National Hot Rod Association (NHRA) national events will be invited to the track for a day of networking.

“We want our students to not only see the entire spectrum of a service technician career, but also take steps to make it happen by talking to potential employers or someone who has been there before and found success,” said Steve Beahm, Head of Parts and Service (Mopar) and Passenger Car Brands, FCA - North America. “These are very good jobs that offer a solid income and the chance to work on some of the hottest brands with some of the coolest technology in the market.”

Mopar CAP prepares students to begin their automotive technician careers upon graduation from a certified, two-year training institution, such as a university, college, community college or technical center. Currently, FCA has 9,000 active students enrolled in its Mopar CAP program.

There are an estimated 750,000 auto technicians working nationally, according to the U.S. Bureau of Labor Statistics. Another 46,000 will need to be hired between 2019 and 2026 to meet increased demand.

"Assemble Your Future" will focus on NHRA national events scheduled for Houston in April, Denver in July, a September stop near Reading, Pennsylvania, and a final race in Las Vegas in the fall.

The races will cover about 15 schools operating in those areas. The goal is to continue expanding the campaign by adding more racing venues over the coming years.

“We want to start slow and then continue to build,” said Keith Yancy, director of the FCA Performance Institute. “Our hope is to expand this campaign so we can reach all of our 99 schools now teaching our CAP curriculum.”

About FCA US LLC
FCA US LLC is a North American automaker based in Auburn Hills, Michigan. It designs, manufactures, and sells or distributes vehicles under the Chrysler, Dodge, Jeep®, Ram, FIAT and Alfa Romeo brands, as well as the SRT performance designation. The Company also distributes Mopar and Alfa Romeo parts and accessories. FCA US is building upon the historic foundations of Chrysler Corp., established in 1925 by industry visionary Walter P. Chrysler and Fabbrica Italiana Automobili Torino (F.I.A.T.), founded in Italy in 1899 by pioneering entrepreneurs, including Giovanni Agnelli. FCA US is a member of the Fiat Chrysler Automobiles N.V. (FCA) family of companies. (NYSE: FCAU/ MTA: FCA).

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