



Automotive Service Councils of California
Professionals in Automotive Service ~ Since 1940

Automotive Service Councils of California

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FOR IMMEDIATE RELEASE

April 10, 2018

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Automotive Service Councils of California Proudly Announces New Corporate Partnership with Automotive Training Institute

SACRAMENTO – The Automotive Service Councils of California is proud to announce its most recent corporate partnership with Automotive Training Institute (ATI), an industry leader in automotive business coaching, providing expert management and consulting services through one-day workshops and an all-inclusive Re-Engineering Program. This includes weekly business coaching from an industry expert coupled with classes in marketing, hiring, finance, leadership, and sales.

Since 1980, ATI has been helping independent shop owners improve their businesses and their lives, with proven, measurable, and field-tested strategies and practices. Through the hard work of their wonderful and very talented associates, ATI has grown into the leading coaching and consulting automotive management company in the world, with 1,500 active members who represent the best shops in the United States and Canada.

“In order to keep a competitive advantage, it is important to improve your shop by taking workshops that will help increase your overall success as a business owner and ATI can do just that,” said John Eppstein, Chair, ASCCA Revenue and Benefits Committee. “With over 30 years of experience, ATI brings immense knowledge of the automotive industry and is dedicated to ensuring your shop succeeds.”

Whether you need training, coaching or a state-of-the-art business model, ATI has systems to help make the changes you want right away.

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Founded in 1940, the Automotive Service Councils of California is the largest independent automotive repair organization in California. Its members represent all areas of the automotive repair industry, including mechanical, auto body, suppliers and educators.

"To elevate and Unite Automotive Professionals, and give them voice."