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# Toyota Workforce Training Fills Industry Shortage

**T** **YOYOTA MOTOR SALES, USA, IN TORRANCE, CALIF.**, is expanding the reach of its successful 7-year-old training program with the Los Angeles Urban League Automotive Training Center, or ATC, to respond to an expected shortage of master technicians in the automotive industry.

The company's workforce development training provides it – and others in the industry – with the expertise needed at automotive service centers and car dealers. Since 1993, Toyota has invested \$5 million in training for entry-level jobs and careers in the automotive repair industry. The ATC's instructors are certified by the National Institute for Automotive Service Excellence and teach courses in customer relations, environmental safeguards, and work safety. More than 600 automotive technicians have graduated, at least 80 percent of whom are successfully placed in jobs, many at Toyota dealerships.

"Unlocking the talents of our younger people is good public policy and it's good for business," says Labor Secretary Alexis M. Herman.

The ATC also leverages Toyota's investment with federal Job Training Partnership Act funds to provide customized training for other employers. Pep Boys, Jiffy Lube, The Good Guys, Tune Up Masters, Sears, Penske Automotive, Montgomery Ward, Bridgestone/Firestone, and Winston Tires are among those hiring ATC graduates.

To build upon its success, Toyota will invest up to \$1 million in Los Angeles-area nonprofits that run vocational skills training classes for 18-22 year olds and can refer trainees to ATC. Called Ready for Work, the program will allow Toyota to expand its pool of trainees and skilled workers for industry jobs.

**When an automobile is in need of repair, we want to provide the best in customer service. That's why we're teaching the soft skills of customer relations as well as the technical skills.**

*Tracy Underwood,  
spokeswoman for  
Toyota Motor  
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