

WILL IT BE “AMERICA FIRST?”
America Sends Team to First International Automotive Tech Challenge

SOUTH SAN FRANCISCO, CA – June 6, 2017: SSF Imported Auto Parts LLC announced today that it is sponsoring the first ever American team to compete in the International Automotive Technicians Challenge. Best described as “the Olympics for automotive technicians,” the AP Expert International Technicians Challenge will take place this fall just outside of Warsaw, Poland, hosted by leading Polish WD Auto Partner. SSF and Auto Partner are both of members the international Global One buying group.

“We are extremely excited to introduce this competition to America,” said Thomas Beer, SSF’s CEO, “this is an incredible way to underscore the skills required to master today’s automotive advancements, and increase awareness of the opportunities for well-paid automotive industry careers.” Beer noted that innovations have steadily transformed what’s required to be an auto repair technician. “As cars have become more computerized, so has the trade of maintaining and fixing these vehicles,” Beer continued, “today, the trade is highly technical, which demands that technicians are as strong in computer applications as they are mechanical repair execution. What better way to recognize the value of these abilities than with a friendly competition between peers?”

SSF is drawing from its substantial customer base of European automotive repair facilities to select the highest skilled candidates. “SSF has initiated a nationwide search for the brightest automotive technicians in the country to compete on America’s Best Tech Team,” said Dean Thebeau, SSF’s VP of Sales & Marketing, “the enthusiasm is overwhelming, and we expect to have well over a thousand technicians competing to earn their spot on the team.” Competitors from across the U.S. will perform a series of timed on-line tests devised for highly skilled technicians. From that group, the three technicians with the highest scores and best test times will represent America.

America’s team members will receive an all-expenses-paid trip to compete in the International Technicians Challenge. The challenge is the pinnacle of the week-long AP Expert automotive sports festival, a one-of-a-kind experience that brings together car and motorcycle buffs from across Europe. Each year, the event draws thousands of visitors for days of nothing but fun at the Autodrom Słomczyn race track near Warsaw. Expected to be the largest in the events history, this year the festival will take place the week of September 11-17, 2017. The competition will test the knowledge, skill level, and aptitude of automotive technicians from across Europe and America with the winner taking home a grand prize of 5,000 euros and the bragging rights to be known as “Best Tech.”

For more information about America’s Best Tech competition and team, please contact Kevyn Johnston at (650) 742-4775 or email kjohnston@ssfautoparts.com. More details and registration information are available at SSFautoparts.com/#page_news.

About SSF Imported Auto Parts:

Started in 1976, SSF is the nation’s leading distributor of high quality OEM parts dedicated solely to European vehicles. Today SSF is part of the German-based WM Group and has seven locations serving all 50 states. With perhaps the largest inventory of European parts in America, combined with over 40 years of industry expertise, SSF is dedicated to building on its strong partnerships with thousands of automotive installers and collision repair professionals. SSF also supports its customers by championing industry standards and offers a variety of success focused programs, including the most advanced automotive technical training classes in the nation as well as comprehensive consultation and shop design services. Visit SSFautoparts.com for more information.

###