



“OEM Secure Data Release Model”



You cannot buy certain Anti-theft, Ignition system, or electronic module parts. Why not?
 No access to dealer locked security codes. Why not?
 Why do you have to pay others to do your job?
 You or your shop needs to become part of the **“Secure Data Release Model Program”**

What is the Secure Data Release Model - SDRM

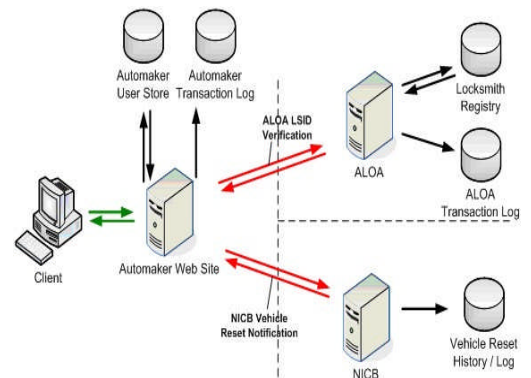
SDRM is a data exchange system designed by automakers, the independent repair community, and the insurance and law enforcement communities; it allows the aftermarket to access security sensitive information related to automobiles, **Key codes, PIN numbers, Immobilizer reset information, and similar types of information.** SDRM allows access to security-related information while protecting the safety and security of consumers and the integrity of automobile security systems.

LSID APPLICATION

STOP LOSING CUSTOMERS & WORK



Secure Data Release Model



Apply for an LSID and be the shop or technician to provide what others are not.

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Your LSID allows you access to OEM factory security information and parts purchases that are otherwise limited to manufacturer dealer operations.

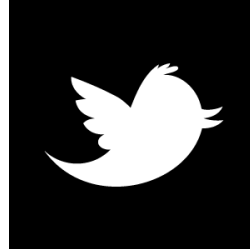
NEWS RELEASE - The National Automotive Service Task Force (NASTF) has announced that the Secure Data Release Model (SDRM) will now be managed by the Automotive Service Association. The SDRM was previously managed by the Associated Locksmiths of America (ALOA) David Lowell, former Executive Director of ALOA has been contracted to manage the day-to-day operations of the SDRM by ASA. ALOA took the lead and developed the SDRM software, registered vehicle security professionals and performed background checks on new and renewing applicants. Now the SDRM is taking on new responsibilities that include vehicle module initialization and Theft Related Parts programs. David Lowell has left his role as Director of ALOA to become the SDRM manager for ASA.

Workbook & forms included

Note: this class is not for Lube shops, Junkyard shops or Do It Yourselves!

Marketing Automotive Service to Generations X and Y

Meeting their expectations is the easy part. Communicating a message to attract and engage them seems to be the challenge. *You cannot ignore these two groups at 120 million strong* — the opportunities are enormous. We will examine what makes them unique and what influences their decision making. Understanding the obstacles of reaching them beyond their incredible filters will lead your business to connecting with an extremely loyal customer.



Can't We All Just Get Along? Working with Generations X and Y

Do you ever find members of your team frustrated, tense, distracted, upset or unreasonable with other members of the team? Wonder why? Well, Gen Y thinks Gen X is a bunch of whiners. Gen X believes Gen Y is arrogant. And everyone thinks the Boomers are self-absorbed workaholics. While the younger generation's entitled attitude is clashing with the older worker's values, Gen Y's presence is improving workplace policy for everyone. Once we understand their differences and learn what is important for each group we can work together effectively.



Bill Haas: joined the Automotive Service Association national staff in 2000 and currently serves as the Vice President of Education and Training. During his time with ASA, Bill served the association in several positions. In his current position, Bill focuses on improving the educational and training opportunities available to ASA mechanical and collision repair professionals. Bill has been involved in the automotive industry for over 33 years and is a frequent speaker at industry events.

AUTOMOTIVE TECHNICIAN TRAINING CENTER

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Date: Jan Time: 7:00 PM Workbook included



Bring in your USB drives for data downloading

