



2027 CHARLOTTE AUTO TECH COMPETITION & CAREER FAIR

**MARCH 16, 2027
CHARLOTTE MOTOR SPEEDWAY**

GOALS OF THIS INITIATIVE

- Bridge partnerships with local high schools to regional franchise auto dealerships.
- Create engaging workforce opportunities for students leading to potential areas of employment or apprenticeship.
- Expose the younger generation to the automotive industry as a potential career and educational opportunity.
- Provide scholarship funding to regional community colleges.
- Create a network of industry advocates to support our regional automotive programs and instructors when needed.





COMMITMENT FROM DEALER MENTORS

- 15 – 20 hours of mentoring with each student competitor.
- Work with school instructors to assist students on scheduled mentoring.
- Attend short virtual calls for competition information.
- Choose preferred vehicle for all training and the competition.
 - This vehicle will also be representing your dealership brand in all marketing onsite.
- Arrange for vehicle drop-off on Monday, March 15 and vehicle pick-up on Tuesday, March 16.

GOALS FOR COMPETITION PREPARATION AT THE DEALERSHIP

- Navigate how to use scan tool.
- Learn factory service information.
- How to document on a repair order.
- How a dealer approaches diagnostics and procedures.
- How to find and repair one major bug using scan tool and service information to diagnose and repair.
- How to perform a general maintenance inspection.
 - Vehicle remains on the ground.
 - Nothing under vehicle. No raw fuel.
 - No pulling tires/wheels.





HOW POINTS ARE ACHIEVED ***AT THE COMPETITION:***

- On vehicle – student should be prepared and trained at the dealership.
 - Points are provided considering the vehicle repairs and the students written report based on industry expectation.
 - Each correctly repaired “bug” is worth a set number of points depending on level of difficulty.
- Interview – each student will conduct two short interviews and will be graded on a scale of 1 – 10 on how the student performed in the interviews.
- ASE Test Scores – these are not required, but scores will be added to the overall points of the team.

PRIZES



1ST PLACE

- \$19,500 in scholarships - all three students will receive \$6,500 towards tuition at the university, technical, or community college of their choice.
- \$500 Amazon gift card for the instructor.
- Additional prizes.



2ND PLACE

- \$6,000 in scholarships - all three students will receive \$2,000 towards tuition at the university, technical, or community college of their choice.
- \$250 Amazon gift card for the instructor.
- Additional prizes.



3RD PLACE

- \$3,000 in scholarships - all three students will receive \$1,000 towards tuition at the university, technical, or community college of their choice.
- \$100 Amazon gift card for the instructor.
- Additional prizes.

**Alternate winning team - students receive \$200 in VISA gift cards.

EVENT DETAILS

DATE: MARCH 16TH, 2027 | CHARLOTTE MOTOR SPEEDWAY

Day of Event Timeline:

7:30am - 8:15am (Check-in / Breakfast)

8:15am - 8:45am (Orientation)

9:00am - 10:30am (Interview Sessions)

9:00am - 1:00pm (Career Fair with Area Schools)

Includes networking with regional auto dealers, manufacturers, community colleges, sponsor, and entertainment.

10:30am - 11:00am (Team Pictures)

11:00am - 1:00pm (On-Vehicle Competition)

1:00 pm - 2:00pm (Dealer & Student Q&A) - Parents are welcome

2:30pm - 3:15pm (Winner's Circle) - Parents are welcome

*Schedule subject to change





KEY FACTORS FOR SUCCESS

- Commitment
- Communication
 - Students
 - Dealers
 - GCADA
- Deadlines
- Follow through
- FUN!



QUESTIONS?

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