

Optional Quiz

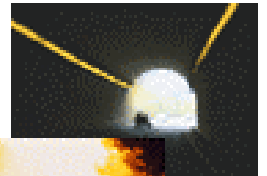
THE AUTOMOTIVE INDUSTRY: PROFILING THE AFTERMARKET

Read this page, answer the quiz and submit it with your scholarship application to earn bonus points for your application.

The automotive industry is a significant contributor to the Canadian economy. The industry generated over \$110 billion of retail sales during 2000. Direct employment in this sector during 2000, totalled 631,000 workers, of which 225,000 worked in the aftermarket. Companies within the aftermarket range in size from multinational corporations employing thousands, to owner operated enterprises that employ ten people or less.

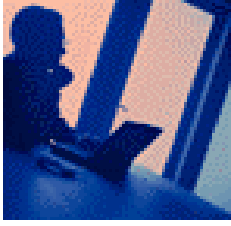
The automotive aftermarket is that part of the automotive industry concerned with the manufacturing, re-manufacturing, distribution and retailing of all vehicle parts, tools, equipment, accessories, chemicals and services, except those products that are used as original equipment to manufacture new vehicles. The automotive aftermarket industry consists of:

- *Body shops*
- *Buying groups*
- *Independent repair shops*
- *Machine shops*
- *Manufacturers*
- *Retailers/ Mass merchandisers*
- *Service stations*
- *Specialty warehouse distributors*
- *Traditional warehouse distributors*
- *Wholesalers*



Typically when thinking about the automotive industry, the automotive technician is the first to come to mind. As cars have become more sophisticated so has the equipment needed to accurately diagnose and repair components of your car such as the transmission, braking system, suspension and so forth. For today's technician, having a desire and talent for fixing vehicles is only the beginning. In addition they are going to need strong analytical skills, abilities in mathematics, be very comfortable with new technology, possess strong communication skills and, if s/he hopes to own their own company some day, a thorough understanding of business management.

While the technician is a very important occupation within the automotive industry, it is certainly not the only one. A company in the automotive industry sector operates just like any other business, they focus on how to run a profitable enterprise and hire many professionals with a wide range of expertise. In addition, technology suppliers, software companies, financial sectors, researchers and recruiters all work to supply and support aftermarket companies. If you have an interest in marketing, sales, computers/technology, finance, human resources, training or management you should consider this dynamic, fast-changing industry.



QUIZ

To be eligible for the 10 bonus points, you must complete this quiz and forward it along with your scholarship application. Anyone who correctly answers all questions will receive 10 bonus points.

Question 1: How much did the automotive sector contribute to the Canadian economy during 2000?

Question 2: How many people were employed in the automotive aftermarket in 2000?

Question 3: Name the sectors that make up the automotive aftermarket.

Questions 4: Name two skill sets that a technician should have, in addition to the ability to assess and repair vehicles:

Question 5: Name two jobs other than technician within the automotive aftermarket.

Please complete the following, in case your submission becomes separated from your application:

Name of applicant: _____

Name of scholarship: _____

Date: _____