**Innovation in Automotive Training**

**Career Exploration promotional email templates**

**Template 1: Corporate e-blast format**

**Subject line: Jump start your career with Innovation in Automotive Training**

**Body copy:**

Are you interested in working in the automotive trades? The Automotive Industries Association of Canada is providing you with **FREE training** through the Innovation in Automotive Training program.

The work that automotive tradespeople do is being transformed by new and emerging technologies. Start your career early and learn advanced skills with the Career Exploration program.

Topics in this training program will include:

1. Safety
2. State of the art tools and use
3. Diagnostic trouble codes
4. Vehicle maintenance
5. Wheel alignment
6. Introduction to EVs
7. Automotive customer service

This program is for job seekers looking to work in the automotive industry. It consists of in-person theoretical and hands on training led by college instructors for approximately 16 hours per week.

Free training sessions are offered in the Fall 2023 and in January 2024 at the following colleges:

1. Conestoga College, Guelph campus
2. Fanshawe College, London campus
3. St. Lawrence College, Cornwall campus

Receive free training by completing this [short online application form](https://www.aiacanada.com/innovation-in-automotive-training/#form). For more information, consult [ev-training.ca](https://www.aiacanada.com/innovation-in-automotive-training/).

*Note: The Innovation in Automotive Training program is offered in collaboration with Conestoga College, Fanshawe College, St. Lawrence College and Plug N’ Drive. This Employment Ontario project is funded in part by the Government of Canada and the Government of Ontario. This program is offered in English only.*

**Template 2: Personal, one-to-one format**

**Subject line: Take charge of your career through Innovation in Automotive Training**

**Body copy:**

Hi [insert name],

The Automotive Industries Association of Canada is offering the opportunity for you to access **FREE training** to explore a career in the automotive industry through the [Innovation in Automotive Training program](https://www.aiacanada.com/innovation-in-automotive-training/).

The Career Exploration training will teach you skills and techniques surrounding automotive repair and maintenance of modern vehicles to support your automotive career aspirations.

This training will address topics such as:

1. Safety
2. State of the art tools and use
3. Diagnostic trouble codes
4. Vehicle maintenance
5. Wheel alignment
6. Introduction to EVs
7. Automotive customer service

Addressed to job seekers looking to work in the automotive trades and collision industry, the Career Exploration training consists of in-person theoretical and hands-on training led by college instructors for approximately 16 hours per week.

These free training sessions are offered in the Fall 2023 and in January 2024 at the college of your choice:

1. Conestoga College, Guelph campus
2. Fanshawe College, London campus
3. St. Lawrence College, Cornwall campus

I encourage you to [**submit your interest in receiving free training in the automotive trades**](https://www.aiacanada.com/innovation-in-automotive-training/#form) via this [short online application form](https://www.aiacanada.com/innovation-in-automotive-training/#form). For more information you may consult [ev-training.ca](https://www.aiacanada.com/innovation-in-automotive-training/).

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Thank you,

[Insert your signature]