**Innovation in Automotive Training**

**EV Upskilling promotional email template**

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

**Subject line: Working in the auto care sector? Increase your expertise with EV training**

**Body copy:**

Now more than ever, Canadians are driving hybrid and electric vehicles. To ensure that you are equipped to repair them, the Automotive Industries Association of Canada is offering **FREE training** to increase your knowledge electric vehicles using the latest equipment and technology.

This program consists of in-person theoretical and hands-on training led by college instructors.

In addition to partaking in the mandatory safety module, you can choose from a wide variety of training modules that are best suited to your needs, such as:

* EV introduction
* Autonomous Driver Assistance System (ADAS)
* HVAC
* Gear reduction
* High voltage battery
* Low voltage systems
* Braking
* Motor controls
* Network communication

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

Join us to upgrade your skills for EV repair and maintenance by filling out 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 and is offered in English only.*

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

**Subject line: Working in the auto care sector? Increase your expertise with free EV training**

**Body copy:**

Hi [insert name],

The Automotive Industries Association of Canada is offering the opportunity for you to access **FREE training** to boost your EVs maintenance and repair skills through the Innovation in Automotive Training program.

The EV Up-skilling training will give you the opportunity to increase your knowledge of electric vehicles while using the latest equipment and technology.

With this training, you can choose from a wide variety of modules, such as:

* EV introduction
* Autonomous Driver Assistance System (ADAS)
* HVAC
* Gear reduction
* High voltage battery
* Low voltage systems
* Braking
* Motor controls
* Network communication

This program consists of in-person theoretical and hands-on training led by College instructors. The length of training depends on how many modules you sign up for.

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 EV Up-skilling training**](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, consult [ev-training.ca](https://www.aiacanada.com/innovation-in-automotive-training/).

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Thank you,

[Insert your signature]