**Innovation in Automotive Training**

**ADAS promotional email templates**

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

**Subject line: Boost your ADAS skills through Innovation in Automotive Training**

**Body copy:**

Are you currently a licensed automotive technician or senior level apprentice looking to increase your Advanced driver assistance system (ADAS) knowledge? The Automotive Industries Association of Canada is providing you with **FREE ADAS training** through the Innovation in Automotive Training program.

This is not your average ADAS calibration course. Throughout the program, students will learn the following:

1. ADAS repair safety.
2. Calibration of current ADAS cameras and radars.
3. ADAS operation scenarios.
4. What happens when calibration is incorrect.

This program is for current licensed automotive technicians and senior level apprentices—living and working in Ontario—looking to increase their skills and understanding of ADAS.

It consists of approximately 16 hours of in-person theoretical and hands on training led by college instructors.

This training program offers multiple start dates, commencing Spring/Summer 2024 and ending in March 2025 at the college of your choosing:

1. Conestoga College, Guelph Campus
2. Mohawk College, Soney Creek Campus
3. Fanshawe College, London Campus
4. St. Lawrence College, Cornwall Campus

Submit your interest in receiving free training by completing this [short online application form](https://www.aiacanada.com/innovation-in-automotive-training/#form). For more information, consult [Innovation in Automotive training](https://www.aiacanada.com/innovation-in-automotive-training/).

*Note: The Innovation in Automotive Training program is offered in collaboration with Conestoga College, Fanshawe College, Mohawk 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:** **Increase your ADAS knowledge 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 further your knowledge of ADAS calibration through the [Innovation in Automotive Training program](https://www.aiacanada.com/innovation-in-automotive-training/).

This is not your basic ADAS calibration course! Through 16 hours of in-person theoretical courses and hands-on training, you can expect to learn skills and techniques surrounding ADAS calibration and maintenance of modern vehicles’ emerging technologies. This training will address topics such as:

* 1. ADAS repair safety.
  2. Calibration of current ADAS cameras and radars.
  3. ADAS operation scenarios.
  4. What happens when calibration is incorrect.

This program is designed for current licensed automotive technicians and senior level apprentices looking to further their skills in ADAS calibration safety and repair.

This training program offers multiple start dates, commencing Spring/Summer 2024 and ending in March 2025 at the college of your choosing:

1. Conestoga College, Guelph Campus
2. Mohawk College, Soney Creek Campus
3. Fanshawe College, London Campus
4. St. Lawrence College, Cornwall Campus

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

*Note: The Innovation in Automotive Training program is offered in collaboration with Conestoga College, Fanshawe College, Mohawk 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.*

Thank you,   
   
 [Insert your signature]