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## **CarCareers.org Creates Automotive Industry Counseling Kit**

*Minnesota Careers in Automotive Repair and Service equips counselors and teachers with the latest automotive education and career information*

The automotive industry has changed at a blistering pace in the last few decades and automotive service and collision repair professionals are in high-demand to maintain today's high-tech cars. Minnesota Careers in Automotive Repair and Service (MNCARS) recently released educational materials that equip teachers and counselors with information on today's advanced automotive career paths that will appeal to a wide range of students.

Materials available include:

- A letter to parents highlighting opportunities in the industry
- Information on how to prepare students for financial success
- A fact sheet on automotive education options and careers
- An infographic about the automotive industry
- Presentations to introduce today's automotive education and careers to parents or counselors along with one for counselors and teachers to present in classrooms

MNCARS' goal is to correct misperceptions of an outdated automotive industry by providing free, easy-to-access information about today's technology-based automotive service and collision repair careers.

“Earning an automotive education opens the door to a rewarding career as students will enjoy lifelong skills and a variety of career paths in which they can advance their knowledge and their paycheck,” said Dan Sjolseth, Chair of MNCARS, and owner of Superior Service Center in Apple Valley and Eagan, MN. “We want parents, teachers and school counselors to know how an education in the auto industry provides a pathway to an in-demand career that can take students all over the world and provide financial success.”

All the materials are free to view and download at [www.carcareers.org](http://www.carcareers.org).

### **About Minnesota Careers in Automotive Repair and Service**

Minnesota Careers in Automotive Repair and Service (MNCARS) is a workforce initiative created by a cross-section of automotive industry representatives, including independent repair shops, multiple-shop operators, suppliers, technical college administrators and other industry organizations. Its goal is to ensure a future workforce for Minnesota's automotive service industry by raising awareness and recruiting people into technical college automotive education programs (collision and mechanical) and industry careers. MNCARS will help parents, influencers and students overcome misperceptions of the industry and attract the qualified employees the industry needs. Visit [CarCareers.org](http://CarCareers.org) to learn more, or engage with us on [Facebook.com/CarCareers](https://www.facebook.com/CarCareers) and on Instagram @CarCareers.