National Institute for
AUTOMOTIVE
SERVICE
EXCELLENCE

August 2026

Dear Industry Professionals:

The automotive service industry is navigating a period of rapid change. Vehicles are becoming more complex, customer expectations continue to rise and the need for highly skilled technicians has never been greater. In this environment, the efficiency and effectiveness of technician training are critical. That is why the decision by several vehicle manufacturers to establish formal ASE certification equivalencies within their manufacturer training program represents a significant step forward for our entire industry.

This initiative reflects a clear recognition of the value ASE certifications bring to the workforce. By acknowledging ASE credentials as a standardized measure of technician competency, regardless of where or how that knowledge was gained, these manufacturers are reducing redundancy, improving training and accelerating technician development. Their actions demonstrate a deep respect for the time, expertise and professionalism of the technicians.

For technicians, the impact is immediate and meaningful. Those who have invested in earning ASE certifications can now advance more quickly through their respective manufacturers' training programs, bypassing courses that cover material they have already mastered. This means less time away from the shop, fewer disruptions to their work schedules and more opportunities to focus on gaining new skills rather than repeating foundational content.

Manufacturers also benefit significantly from these equivalencies. When technicians can bypass redundant training, dealerships avoid weeks of lost productivity and can maintain stronger staffing levels. Hiring becomes more efficient as well since ASE-certified technicians can integrate into OEM training programs without starting from scratch.

Training capacity is one of the most limited and valuable resources OEMs possess. By recognizing ASE certifications as proof of foundational competency, vehicle manufacturers can direct their training resources toward those who truly need them. This approach increases the overall efficiency of its program and ensures that training centers can focus on delivering advanced instruction where it has the greatest impact.

The benefits of aligning manufacturer training with ASE standards are clear and the industry stands to gain from broader adoption. We encourage all OEMs to explore the development of their own ASE equivalency programs. Doing so would strengthen the technician pipeline, reduce unnecessary training and ensure that training resources are used where they are most needed. Most importantly, it would reinforce a shared commitment to excellence across the entire automotive service community.

Sincerely,

Dave Johnson
President & CEO
National Institute for Automotive Service Excellence (ASE)