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CarCareers.org Puts Students in the Driver's Seat to their Future

Minnesota Careers in Automotive Repair and Service launches CarCareers.org as central resource for automotive career information

MINNEAPOLIS (June 30, 2016) – Each year, the demand for qualified automotive service and collision repair technicians and other industry employees far exceeds the supply of incoming professionals. To ensure a future workforce to keep Minnesota consumers driving, Minnesota Careers in Automotive Repair and Service (MNCARS) has launched a multifaceted campaign that provides students, parents, teachers and guidance counselors with a better picture of the pathways to success and career opportunities in the automotive industry.

“CarCareers.org will help parents, teachers, influencers and students overcome misperceptions about the automotive industry and attract the qualified job candidates employers desperately need,” said Judell Anderson, executive director of the Alliance of Automotive Service Providers of Minnesota, founder and platinum sponsor of MNCARS. “With hundreds of jobs waiting for skilled employees, the time is now to attract new professionals to our technology-driven field.”

The website includes sections on: reasons to pursue an automotive career; facts to counter common misperceptions about the industry; career paths; success spotlights and a depiction of the 21st century automotive service and collision shop to demonstrate the cutting-edge diagnostics and computer-driven technology that is common in today's shops. Visitors will come away with a better understanding of the advantages that a two-year automotive program offers in getting started in the workforce.

CarCareers.org was developed and will be hosted and managed by Autoshop Solutions, an award-winning web design and Internet marketing agency based in Apex, NC. “We are thrilled to be able to work with MNCARS on this campaign,” says Danny Sanchez, Founder and CEO of Autoshop Solutions. “CarCareers.org will serve as a positive introduction to the industry for thousands of people, and we are proud that we were chosen to help bring the campaign to life.”

Over the next two years, MNCARS will reach audiences by hosting events at schools and community locations for students to get hands-on exposure to car career jobs, developing and promoting media stories that feature local pros and their stories, sharing news coverage of the industry and creating a digital “toolkit” for counselors and teachers that presents accurate, positive information about the industry's career options.

MNCARS' first event was "Back to the 50s" on June 17-19 at the Minnesota State Fairgrounds. Information was shared with teens and their parents about the exciting career opportunities that exist in the industry. Attendees were also encouraged to share their favorite photos from the event on Facebook. Information will also be available at the Street Machine Nationals event July 15- 17, also at the fairgrounds. "These events are a great forum to reach car hobbyists and get them thinking about turning their love for cars into a rewarding career," said Anderson.

Visit www.CarCareers.org to learn more. MNCARS can also be found on Facebook.com/carcareers and on Instagram @carcareers.

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.

About Autoshop Solutions

Autoshop Solutions is an award-winning website design and Internet marketing agency based in Apex, NC. Since 2005, Autoshop Solutions has been helping the automotive industry with custom-designed websites and Internet marketing solutions, including Google Adwords, SEO, Social Media, Direct Mail, Custom Video, and more. For three years in a row, 2013, 2014 and 2015, Autoshop Solutions has been named to the Inc 5000 List of America's Fastest Growing Companies and awarded seven years in a row by AutoInc. in the Top 10 Websites. Stay connected with Autoshop Solutions on Facebook and Twitter, or contact Autoshop Solutions Press press@autoshopsolutions.com for more information.

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