



NAIT Provides Automotive Industry Technology Info Needed to Improve Business

Technology infused seminars aid automotive industry at Northwest Automotive Industry Tradeshow

Tacoma, WA ([PRWEB](#)) April 14, 2005 -- The Northwest Automotive Industry Tradeshow (NAIT), sponsored by Automotive Service Association of Washington (ASA-WA) and Northwest Tire Dealers Association (NWTDA), announces its list of seminars to take place at the Western Washington Fairgrounds, May 20-21. The purpose of NAIT is to provide the Automotive Industry the information it needs to keep up with the changing technology of automobiles.

Today's automotive technician and mechanics need to know more than how to tune an engine, they need to know how to fine-tune a computer, as vehicle engines are computers on wheels. Recently interviewed on NBC Nightly News, Craig Van Batenburg an instructor with Automotive Career Development Center says, "The amount of information a technician must absorb prior to working on a modern vehicle, requires reading skills at a college level. Most young technicians today, are going well beyond their high school diplomas." Trade schools and community college automotive programs provide extensive and superior training, but with technology consistently changing, mechanics and technicians need to continue their education through seminars and certified courses. The courses and seminars at NAIT aid the automotive industry by informing the small business owners and mechanics of the most current trends and leading technology in the field.

The seminars provided at NAIT range from detailed technology workshops to management issues in the automotive industry. The 21st Century Tune Up is a seminar sponsored by Olympic Brake Supply; its goal is to educate the technicians to perform all services including the ability to update onboard computers via flash programming. According to Craig Van Batenburg, "The new gas electric hybrid vehicles being sold today rely on computers for everything, including steering, stopping, moving forward and backward." Through the seminars offered at NAIT, ASA-WA ensures the automotive industry is exposed to new technology and information. Three of the seminars offered at NAIT include three AMi Certified courses: Leadership Without Breaking a Sweat, Stress Conflict and Anger in the Automotive Workplace, and Management on Cruise Control. For more information on the seminars and registration information please visit www.asanait.com.

The Northwest Automotive Industry Tradeshow is the largest automotive industry tradeshow in the Northwest and is in its 18th year. NAIT is sponsored by ASA of Washington and Northwest Tire Dealer's Association. Auto shop owners, service manager, technicians, mechanics, and office managers will find many resources at NAIT; including cutting edge-products and technologies, comprehensive education programs, and unparalleled networking opportunities. ASA of WA boasts \$25,000 in exhibitor giveaways. Admission into NAIT is free, a badge is required for admission and attendees may pre-register by visiting ASA-WA's website, www.asawa.com. Automotive industry professionals may also register at the Blue Gate to the Fairgrounds, 119 9th Avenue SW | Puyallup, WA 98372.

ASA of Washington is the largest not-for-profit trade association in Washington for the independent automotive service industry. ASA-WA operates as an affiliate of the National Automotive Service Association and serves more than 850 businesses in the state of Washington. Members of ASA-WA are connected to educational series, technical seminars, AMi Management Seminars, conventions, and trade shows.



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