

# **Audi Canada Academy 2016 Training offer**



# Welcome

Dear Colleagues,

This is a very exciting and challenging time at Audi. Several new and exciting products and technologies will arrive in the next year, including the new Audi R8 and Audi A4 (B9) as well as new advanced driver assistance systems and MMI technology. The knowledge and approach of our dealer partners in introducing these new products and technologies will be the key ingredient to our mutual success.

We must do our part to match the pace of our products and customers and the 2016 training offer is designed to do just that. Through the blended learning of Web-Based Training, Live Virtual Classroom, Instructor-Led Training, Self-Study Programs and other curriculum, we are here to help you to stay ahead and continue to move forward to being the number one premium brand in the world.

This guide will take you through our training offer, including what's new in 2016 for both Sales and After Sales. It will provide you with details about what the Academy has to offer as well as our training policies. Whether you are new to the brand or an Audi veteran, this guide will help you with your on-going training and development goals.

The Audi Canada Academy is at your service. Please utilize the training tools provided and leverage them to meet our mutual objectives: delighting customers and creating Audi fans across Canada.

Kindest regards,

Audi Canada Academy

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# Audi Academy Information

## Registration Information

In order for new employees to access training, managers or extranet administrators must create a new Audi Academy CRC account for them. To do so, within the CRC, click the “Manager Tools” button at the top, and then click on “Add New Employee”.

Employees may self-enroll in courses through the Certification Resource Centre (CRC) via [www.AccessAudi.com](http://www.AccessAudi.com). The CRC will notify managers when employees register for classes. Enrolling as early as possible is highly recommended to secure your place.

## Certification

New and existing employees must complete all required courses to be considered certified. For specific details and a list of required courses by role, please visit the Certification Resource Centre (CRC) via [www.AccessAudi.com](http://www.AccessAudi.com).

## Returning to Audi?

For those returning to Audi, welcome back. Your training record automatically stays with you. To re-activate your account, please have your manager submit a CRC support ticket or contact the concierge for assistance. Please note that you should include your first name, last name, position, and email address in the request.

## Coming from Volkswagen?

If you have taken training previously with Volkswagen, your transcript will transfer automatically. When your manager creates your Audi account, please make sure they use the same information as on your old account, including first name, last name and SIN. If you do not see your training history in your new account, contact the concierge.

## Joining Audi from another brand?

Please contact the concierge with a complete transcript of your completed courses and course descriptions. The Academy team will review and apply any relevant course credits.

## Class Attire

For Sales and After Sales Courses, business casual attire is required. For technical courses, the dress is casual, but shop safety must be kept in mind, including closed-toe shoes.

## In-Dealership Training (IND)

INDs are facilitated by experienced Audi instructors and are designed to be taught in the dealership to provide employees enhanced opportunities for training. Registration for IND classes via the CRC is required in order to obtain credit.

## Instructor-Led Training (ILT)

ILT courses take place outside the dealership at various Academy Learning Centres and local venues. They are highly interactive, providing hands-on experience and opportunities for active participation. Enroll in them via the Audi Academy Certification Resource Centre (CRC).

## Web-Based Training (WBT)

WBTs are online training modules that are available via the Audi Academy CRC website with the convenience of being accessible 24 hours a day, seven days a week.

## Live Virtual Classroom (WNR)

Accessed via the web, the virtual classroom allows real-time delivery of content by an instructor. This means participants can “attend” training without leaving the dealership, which in turn means no travel costs and a minimal loss of productivity.

## Self-Study Program (SSP)

SSPs are training documents that are available electronically or in print. The convenience of this delivery method is that they are available 24/7 through the Audi Academy CRC website.

## Assessments (TST)

In order to receive credit for many courses, an assessment must be completed. Assessments may be found at the end of most courses or may exist under a separate course code in the Audi Academy CRC.



## What's new – Sales

Sales training will continue the format that has been established in recent years with three career path levels: 1, 2 and C. New hires will begin with a number of onboarding programs and courses, getting immersed in the brand and product lineup. From there, ABS', Sales and CPO managers will be required to go through their respective Core training courses and pass the Global accreditation exam at the end of their second year or level 2. Once an individual has become globally accredited, they will be required to take new WBT and ILT courses in order to continue their education and maintain annual certification.

### New courses

#### NEW Instructor led training courses

##### Central Launch Training – Audi ILT

The multi-day event will take place at the state-of-the-art Audi training centre at Munich Airport in the fall of 2016 and will include a mix of classroom theory and driving modules utilizing closed courses, area roads and the autobahn. In addition to new Audi models, other Audi technologies will be showcased.

##### Audi A4 launch training ILT

The important all new Audi A4 brings forth advanced technology and luxury into the B segment. This one day program will provide a detailed look at the Audi A4 through classroom training, an interactive workshop and extended road drive.



##### Audi Sport and R8 launch training ILT

For Audi Sport dealers, select individuals will attend the Audi Sport and R8 training in Victoria. This ILT will immerse individuals on what Audi Sport is, Audi Sport customers' expectations and serve as the launch training on the all new R8. This two day program will provide a detailed look at Audi Sport and R8 through classroom training, workshops and track driving.



##### Portfolio management ILT

This one day ILT is intended for all dealership management involved in sales. It will focus on lease, finance and purchase customer portfolio management and customer loyalty.

##### Audi product knowledge test IND

This in-dealer test will be a crucial part of certification in 2016. It will be based on all the available WBT, SSP and ILT course materials available to you. This test is a part of the initiative to ensure Audi continues to lead the industry in dealership staff product knowledge.



The most up to date Program Guide and certification requirements by job role are available in the Resource area of the CRC.



## NEW Live virtual classroom courses

### Audi connect LVC

The web-based Live Virtual Classroom will provide an in depth look at the “grey services” available from Audi connect.

## NEW Web-based training courses

### Audi A4 new model introduction WBT

In this course, you will get to know the new Audi A4. You will be given all the important information about the design, performance, luxury and interior innovations of the latest sedan from Audi.



### Audi R8 product launch WBT

The new R8 features a high-rev V10 mid-engine with superior power, a lightweight construction concept and extremely dynamic suspension with quattro drive and variable torque vectoring. The WBT will provide a detailed look at the new R8 and its technology.



## NEW Self-study programs

### Audi accessory product knowledge SSP

To help dealership staff successfully sell genuine Audi accessories, detailed product knowledge is required. This SSP will provide you with the competitive comparison information needed.





## What's New – After Sales

### What's new – After Sales Non-Technical

#### Updated curriculum paths

We are thrilled to introduce a new look of how we present our training offer on the CRC and in the export of the curriculum paths! Previously, courses were simply listed as “Required” or “Value Added”. To make it easier for you to understand what training you are required to take and help with your training plan, we categorized the training under four distinct skills/topics for each role:

- Brand
- Processes & Systems
- Product Knowledge
- Technical

With the updated look, you will be able to easily identify the types of courses required under each category. For example, all brand training will be listed together which will allow you to focus on this training in the first days/weeks on the job. All courses related to our products are now listed under the category “Product Knowledge”.

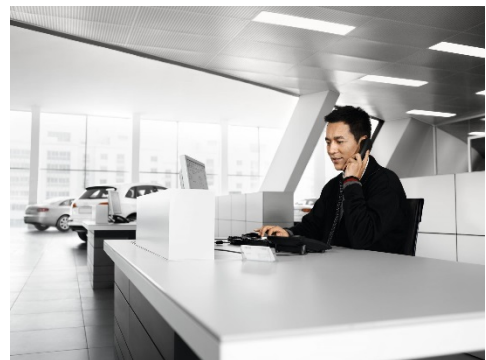
Next, we increased our product knowledge and technical course offering and requirements. This increased knowledge will contribute to delivering excellent service to our customers when they bring their vehicles for service and have questions regarding any of our great Audi products.

Lastly, we reviewed which courses are offered at each level within the various job roles and moved some courses to ensure skills are obtained within the appropriate timeframe. All entry level courses are now offered at the Associate level rather than being split between two levels. Our objective was to build a program that supports the dealers’ needs in developing their employees at the appropriate pace.

#### Live virtual classroom

In 2015, we launched the new Live Virtual Classroom (LVC) training delivery method. This format allows you to attend the training you need without having to travel or even leave the dealership. To successfully participate, all you need is a quiet space and a headset with microphone. We received overwhelmingly positive feedback from participants on this new format and are happy to announce we will continue to offer these sessions in 2016.

In the effort of continuous improvement, we will continue to review our Instructor-Led Training (ILT) courses to determine which ones may be suitable for the Live Virtual Classroom format in the future.







## New Courses

### Process & Systems

#### **Parts on Command – Next Generation SSP (431163UC)**

This course will explain how to use the new Parts on Command parts ordering system. Please note on-site launch training will also be provided when the new system is implemented.

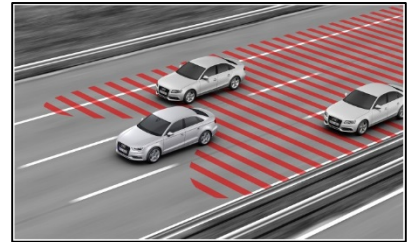
#### **Diesel exhaust fluid (DEF): technology and handling SSP (701163UC)**

This course will cover how to use, refill and store Diesel Exhaust Fluid.

### Product Knowledge

#### **Introduction to Audi Driver assistance Systems WBT (712164C)**

Students will learn the different driver assistance systems offered on our Audi vehicles and how they operate.



#### **Audi connect LVC (601168C)**

The web-based Live Virtual Classroom will provide an in depth look at the “grey services” available from Audi connect.

#### **Audi accessory product knowledge SSP (611163C)**

To help dealership staff successfully sell genuine Audi accessories, detailed product knowledge is required. This SSP will provide you with the competitive comparison information you need.

#### **Audi A4 new model introduction WBT (601164C)**

In this course, you will get to know the new Audi A4. You will be given all the important information about the design, performance, luxury and interior innovations of the latest sedan from Audi.

#### **Audi R8 product launch WBT (602164C)**

The new R8 features a high-rev V10 mid-engine with superior power, a lightweight construction concept and extremely dynamic suspension with quattro drive and variable torque vectoring. The WBT will provide a detailed look at the new R8 and its technology.





## What's new - After Sales Technical

For 2016, the certification paths for Apprentice Tech, Technician and Shop Foreman have been streamlined and updated. The Self-Study Program (SSP) requirements for each specialty have been removed and added to a new list which can be found through a link on the CRC labelled "Technical Information". The mandatory SSPs for annual certification have been expanded to include one SSP for each current Audi model. This list will be updated annually as new models are introduced to our market.

Due to the removal of the mandatory one Instructor-Led Training course (ILT) per year and to simplify the selection of certification path for each technical employee, there are now only three options; Apprentice Tech, Technician and Shop Foreman. Service Technician, Conquest Technician and Conquest Shop Foreman have been removed.

### Technical Readiness

Technical Readiness percentage requirements remain unchanged for 2016. There is an additional course "Audi Driver Assistance Systems" which has been added at a 20% requirement.

Due to limited classes being offered, dealers will have until the end of 2017 to meet this requirement. Audi Engine Management Diagnosis has also been removed from the Readiness requirement as the course is in the process of being updated and is planned to be re-introduced in 2017.

Course	Completion % requirement
Turbo Track	100
HVAC	20
Audi Electronics	50
Audi Networking	50
Audi High Voltage Technician (HVT)	1 per dealer
Engine Diagnosis and Repair	40
Engine Management Operation	50
TDI Diesel	40
Audi Manual Transmission	10
Audi Automatic Transmission	10
Alignment, Steering & Suspension	20
Audi Brakes & Handling Control Systems	50
Audi Convertibles	10
Audi Safety Systems & Air bag	80
Audi NVH	20
Audi Driver Assistance Systems	20
Audi R8	1 per dealer
Audi Diagnostic Technician	1 per dealer
Audi Master Technician	1 per dealer
Audi Master Guild Technician	1 per dealer
Audi e-tron	1 per dealer

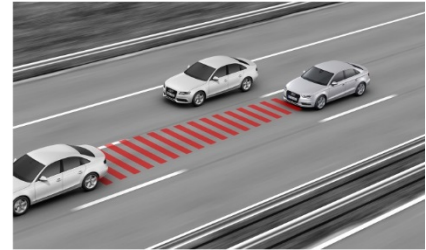




## New Courses

### Audi Driver Assistance Systems (960152C) (2 days)

Students will explore the operation, components and calibration of the various driver assistance systems such as Adaptive Cruise Control, Side assist, Rear cross-traffic assist and Peripheral Camera. The minimum dealer readiness requirement is 20% by the end of 2017.



### 2016 Audi New Technologies (990162C) (2 days)

Students will learn about the new Technologies introduced in the new 2016 Audi B9 A4 series. The minimum dealer requirement is one technician per dealer.



### 2016 Audi R8 (995162C) (2 days)

Students will learn about the new 2016 Audi R8 with reinforced carbon fiber body structure. The minimum dealer requirement is one technician per dealer.



## Revised Courses in 2016:

Diagnostic Technician and Master Technician Evaluation courses were previously delivered back-to-back for a total of four days of training. In 2016, the classes are being offered separately to improve the technician's preparedness and experience. After completing the Diagnostic Technician class, students can now decide whether or not to complete the Master Technician Evaluation class. The Master Technician Evaluation class will be offered approximately two months after the Diagnostic Technician class. Upon completion of the Diagnostic Technician class, students will be given an action plan outlining the skills they need to practice before attending the Master Technician Evaluation class.



Due to the introduction of new engine management systems, the Audi Training Academy is in the process of updating the Audi Engine Management Diagnostics course (942152C). While this course is under construction, it will be removed from the Engine Specialty. This will allow technicians who are waiting for this course to receive their Engine Specialty and/or Master Guild status since this course is not currently being offered.

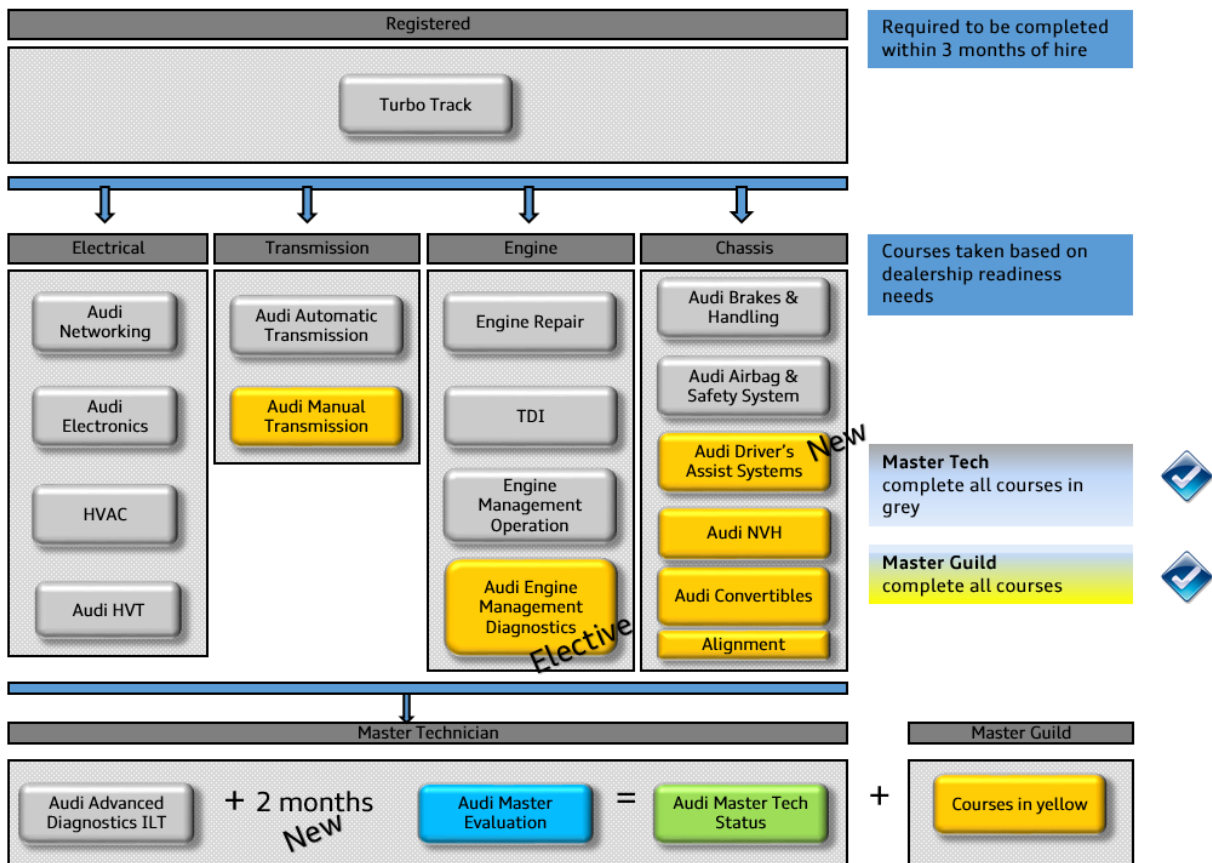
The most up to date Program Guide and certification requirements by job role are available in the Resource area of the CRC.



## Master Technician/Master Guild role update

Some current Master Technician/Master Guild level technicians have been grandfathered status due to the introduction of the Master Technician Evaluation class in 2014. Please note that those grandfathered technicians will have until December 31, 2016 to complete the Master Technician Evaluation course to maintain their status.

### Technical training overview



The most up to date Program Guide and certification requirements by job role are available in the Resource area of the CRC.





## Competitions and Awards

### Audi Twin Cup

AUDI AG has been running the Twin Cup World Championship every year since 1996 so that technicians and service consultants from Audi dealerships around the world can put their skills to the test.

Participants have the chance to qualify for the National and the International Final.

This competition is growing in popularity each year with approximately 38 countries participating. This involves more than 9,000 technicians and service consultants from around the world.

Take part! Share this exceptional experience.

The Audi Twin Cup is not just a competition for measuring yourself against others. It is an opportunity to learn, gain experience, transcend your limits – and have a lot of fun in the process!

Full details of 2016 Audi Twin Cup will be communicated and available on the CRC in April 2016.



The most up to date Program Guide and certification requirements by job role are available in the Resource area of the CRC.



## Training Academy Policies

<b>Certification and Technical Training Readiness</b>	<p><b><u>Certification</u></b> Individuals must achieve 100% of required courses to meet certification. All dealer departments must have 75% of employees certified for the dealership to be certified.</p> <p><b><u>Technical Training Readiness</u></b> <b>Full Standard</b> is required by all established dealers. New dealers are expected to meet the <b>minimum standard</b> of 1 technician per course within 2 years of opening and full standard within 3 years of opening.</p>
<b>Fees</b>	<p>For 2016, the charge per trainable employee will remain at \$700. Other employee positions in the system are eligible for training at no extra charge.</p> <p>We will bill out quarterly, starting at the end of Q1. This charge will remain the same regardless how many more courses we make available.</p>
<b>Late Cancellation / No Show</b>	<p>The <b>Late Cancellation fee</b> is <b>\$150</b> per day of training (i.e. 2-day class = \$300). This fee is applied if a Participant enrollment is cancelled <i>within 5 calendar days</i> of the Training session.</p> <p>The <b>No-Show fee</b> will be billed at the rate of <b>\$500</b> per Participant.</p>
<b>Prerequisite completion timing</b>	Students who do not complete the required prerequisites for training by two weeks prior to the scheduled class date will have their enrollment request cancelled.
<b>Travel and late arrival/early departure</b>	<p>All participants are asked to arrive on time and well-rested. We understand there may be exceptions or delays with travel; however, it has been noted in many cases participants are planning to be late based on their travel arrangements. Arriving well beyond the communicated start time is disruptive to all participants and has a negative impact on the return on investment of the training provided.</p> <p><b>Late arrivals may result in an incomplete status for the course at the instructor's discretion.</b></p>
<b>New Hire ILT waiver</b>	<p>ILT training requirements may be waived for people hired in the latter part of the year. These individuals will not advance a level in their career path as these ILTs will still need to be completed in the following year.</p> <p><i>Exceptions:</i> 1) all new technicians are required to enroll in the first available Turbo Track course in their area, 2) all sales and non-technical employees are required to enroll in</p>

The most up to date Program Guide and certification requirements by job role are available in the Resource area of the CRC.



	the first Audi activation course in their area and Regional launch training.
<b>Appearance and Behaviour Standard</b>	<p><u>Appearance</u>  Participants are expected to wear at minimum:  Collared shirt (polo or button down)  Casual dress pants or jeans  Closed toe shoes  Some courses may require different dress codes  In addition, clothing with the following will not be accepted:  Competitive branding  Rips and or tears  Offensive logos, slogans or sayings</p> <p><u>Behaviour</u>  Participants are expected to conduct themselves in the following manner:  Polite and respectful of others regardless of position or status  Respect the needs and opinions of others  Treat every individual as an equal  Treat the environment and facilities with care and respect  Refrain from using inappropriate language  Refrain from cellular phone use during class time  Participants arriving at a training centre without the proper attire or conducting themselves inappropriately will not be allowed to participate in training.</p>
<b>Contact Information</b>	<p>For questions regarding:</p> <ul style="list-style-type: none"> <li>• Courses</li> <li>• Certification</li> <li>• Training programs</li> </ul> <p>Hours: 8am -5pm ET  Phone: 1-877-826-7918  Email: <a href="mailto:audiconcierge@audicanadaacademy.com">audiconcierge@audicanadaacademy.com</a></p>