



For Immediate Release

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NASTF LAUNCHES TECHNICIAN OUTREACH

October 13, 2012; New Orleans, LA – The National Automotive Service Task Force (NASTF) has established itself as a respected automotive industry brand since the birth of the project in 2000. Today there are fewer than 2,500 recognized industry participants in NASTF and the organization’s leadership seeks to expand its awareness and direct contact with many more of the estimated 775,000* technicians employed professionally in the United States.

“NASTF is the unique link between the independent auto service industry and the OEM service support teams where valuable information, tools and education resources reside,” says Skip Potter, NASTF Executive Director. “Techs at non-franchise shops need to know how to use NASTF but it’s up to us to tell them we are here.”

The NASTF Technician Outreach campaign will focus on two primary elements: Expand the number of events where NASTF will mingle, in person, with technicians; and drive techs to the NASTF website where they will ultimately navigate to helpful OEM resources.

One of the most respected tech training events of next year will be the 21st Annual VISION HiTech Training & Expo 2013 and NASTF will be there, scheduling its Spring 2013 General Meeting for the afternoon of Friday, March 8, 2013 at the Overland Park Convention Center in Kansas City. The NASTF Board of Directors will also hold their monthly meeting during the VISION event and NASTF will be available on the event’s trade show floor.

NASTF will award a special prize for one lucky technician who registers at www.nastf.org before March 11, 2013. NASCAR crew chief legend, Leonard Wood is to be inducted into the NASCAR Hall of Fame in February 2013 and NASTF will draw one name to receive his/her pair of a limited edition mechanics glove signed for NASTF by Wood, who NASTF recognizes as the “first fastest American mechanic”.

NASTF was established in 2000 to identify, communicate and resolve gaps in the availability and accessibility of automotive service information, service training, diagnostic tools, and equipment for the benefit of automotive service professionals and their customers. NASTF was incorporated in 2006 as a 501(c)(6) not-for-profit organization. Additional details can be found at www.nastf.org.

NASTF takes no position on any legislation that may be proposed or pending in state or national legislative bodies

* AAIA Factbook estimate for 2011.