



ATA starts driver focus

ATA is bidding to raise awareness of its accreditation programme among drivers throughout the UK.

The scheme is aiming to secure coverage in national magazines and newspapers with, in the first instance, light-hearted motoring facts that familiarise readers with the ATA brand.

A poll showing the Queen (she trained as a mechanic during World

War Two) is most trusted to carry out car repairs, ahead of Gordon Brown and Simon Cowell, has already featured in the media.

It is designed to show there is a need for a scheme that identifies competent vehicle technicians.

"With nearly 19,000 staff with ATA, if you employ an accredited tech then it's worth shouting about," said the IMI's Nigel Bevan.