



Yellow Pages **promote** **ATA technicians**

The Automotive Technician Accreditation (ATA) scheme, in partnership with the Yell Group, has announced the introduction of a new Yellow Pages Corporate Advertising Scheme (CAS) for businesses that employ ATA registered technicians.

Now, those that employ technicians who have achieved the ATA standard can attract new business and highlight the competency of their staff by including their business details within an ATA 'advertising box' in the garage services section of the Yellow Pages. The listing will show the ATA logo along with the caption "We employ ATA registered technicians".

Nigel Beaven, Head of Communications at the IMI said: "If you employ ATA technicians then its worth shouting about. New and existing

customers will know that they are in good hands when they see the ATA logo. The Yellow Pages Corporate Advertising Scheme will enable businesses to promote their involvement in the scheme and encourage potential customers to use the Yellow Pages as a source to find reputable technicians."

To share the benefits of the Corporate Advertising Scheme, businesses that employ ATA technicians should call the Yellow Pages on **0808 100 7890**.

