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Import Parts Certification Program

Knowledge Means Sales

Import nameplates represent more than 50 percent of the new light vehicle sales volume and will continue to grow as a percentage of the overall vehicle population. Are you confident that your counter personnel are knowledgeable about nameplate vehicle systems and in a position to sell the right parts the first time to your customers? Want to boost your sales of parts for imports?

The AIA Import Parts Certification Program can benefit your staff and company in two ways:

1. Exhibit your counter personnel's knowledge of import nameplates by having them pass the Basic Level and Master's Level Certification tests, and then promote their expertise to your customers.
2. If you're not quite sure about the level of expertise of your counter personnel, the Basic Level test can be used as a training exercise, to help them increase their knowledge about parts for imports and to provide them with added self-confidence.

The tests are offered online and do not have to be completed in one sitting. With substantial discounts on each test (one test costs less than the total of one average sale), you can't afford not to take advantage of this AIA program.

Those who pass the Basic Level and/or Master's Level Certification tests by achieving a score of 80 percent or better will receive certificate and patch by mail identifying them as certified Import Parts Specialists or Master's Level Import Parts Specialist.

For more information, including sample questions, [click here](#); visit the AIA website; or contact Sue Kalish at 301-654-6664; e-mail susan.kalish@aftermarket.org.

As always, thank you for supporting AIA!

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