

WOMEN IN

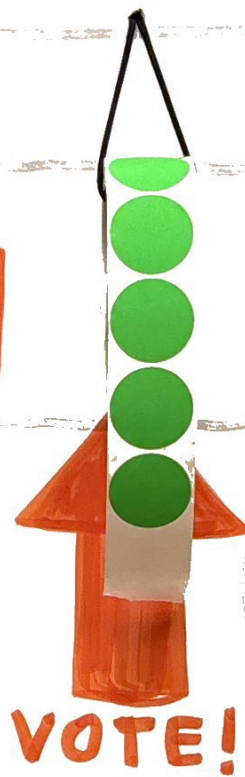
AUTO CARE

INNOVATION

GALLERY



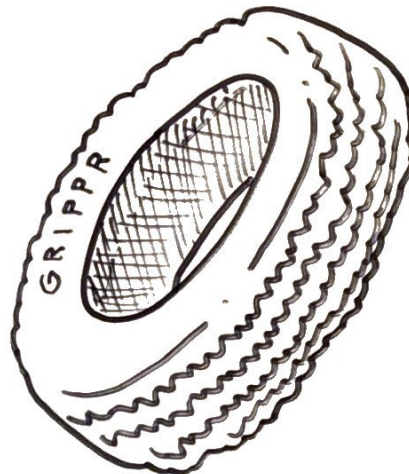
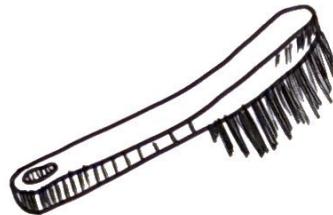
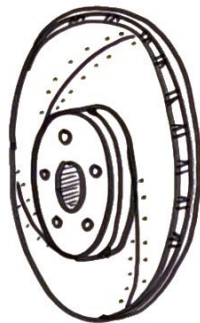
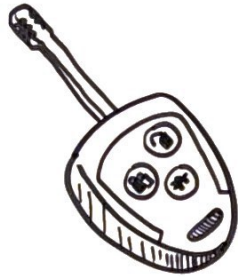
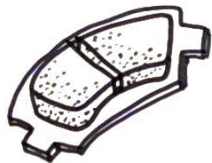
TAKE 2-3
DOTS FROM
the ROLL



STICK THEM
NEAR the IDEAS
YOU LIKE BEST!



VOTE!



*NOT TO SCALE

SAM
SCIPPIO
2024

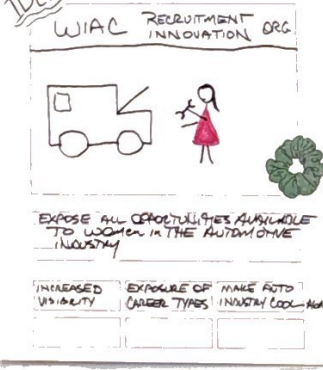
+

CRAIGHTON BERMAN
2024

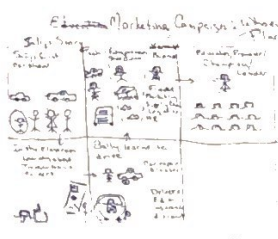
INSIDE PEEK



Recruiting Women to the Industry!



- recruiting in schools & classes
- social media "how to" "day in my life"
- organization dedicated to attracting women
- name for learning about cars for younger
- Recruiting team - funding from industry leads
- Social Media: Instagram
- Industry Leaders / People to create engagement
- Game development / Toy company
- organization - to maintain accountability
- Building - for events and employees
- Monitor increase in jobs
- update apps to continue engagement



EDUCATE ABOUT THE AUTOMOTIVE INDUSTRY: BUILD THE HYPE!

Testimonials: "Day in the life"

translatable skills from other industries

It's more than just being a mechanic

EDUCATE ON OPPORTUNITIES

CONVINCE PARENTS - AUTOMOTIVE IS A LUCRATIVE CAREER!!

PROFITABLE

PRESTIGIOUS

CHALLENGING

IMPORTANT

VITAL!

Intentional Allyship

transforming outreach - championing - special women

mentorship - small steps to big things

"DAY IN THE LIFE" Campaign



HOW-TO VIDEOS

INTERNAL DEVELOPMENT

- How do we attract more women into the automotive industry?
- women mentoring women - offices / international
 - women career fairs / intern fairs
 - mentorship
 - elevate work-life balance
 - career path advancement opportunities
- Simple, Intentional Presence of Women
- Intentional Mentorship

H^W² (Highline Warren Women)

For Inclusion, Recruitment, Advancement

- Investment of Diversity
- Outreach
- Recruitment
- ELT - Especially Women + Diversity
- HR
- W:AC
- Volunteers
- Buy in from ELT (Sponsor)
- Elections - By Laws - Audit
- Regular Cadence - Meetings

50/50 @ ELT Inclusive by Survey

40% Women in 2040

50/50 @ Intern Level

At least 3 women on Board

Internal Advancement - 10% of open positions filled in

Annual H^W² Conference - Lead 25% of connection

Network of women + diversity that ally + sponsor + support the advancement + inclusion of women + minority employees of Highline Warren.

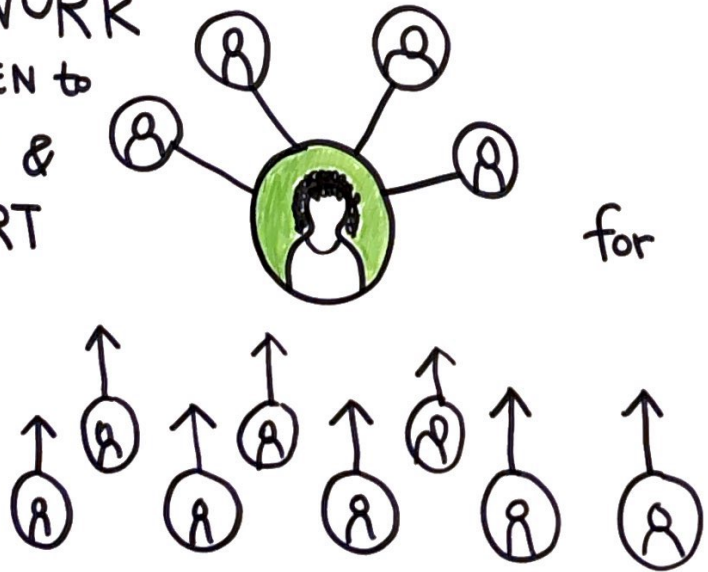
Scholarship Career Day Internship Educate Network Mentorship

SIMPLE and INTENTIONAL



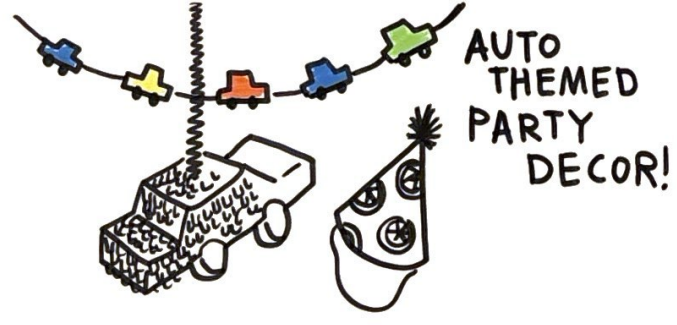
PRESENCE of WOMEN

NETWORK OF WOMEN to UPLIFT & SUPPORT



for INCLUSION, RECRUITMENT, & ADVANCEMENT of DIVERSITY

girls



AUTO THEMED PARTY DECOR!

DRIVING GIRLS TO AUTO

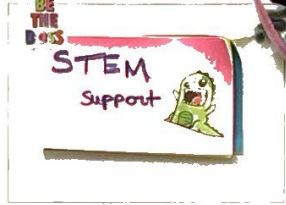


- Auto-themed toys aimed at girls (Barbie)
- Summer camps - weekend camps for girls (Tech & Cars)
- Focus on "fun" aspects that represent summer in the car field
- Work in Auto-Pop (Marketing & Sales) - focus on girls
- Mattel, Disney, Hasbro, other auto companies
- Partner with kids' stores & summer camps
- Support from auto stores
- Play-by-play for teachers focused on auto

Target girls' hobbies - are there to increase excitement in careers and education around the auto field. We want to capture...
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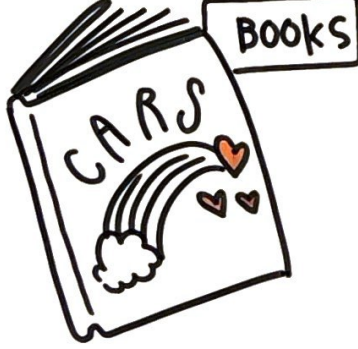
More Women



STEM Support
 - Introducing young women to the vast world of the auto industry not just being a mechanic's job, but many other roles in the industry and exciting opportunities in the future

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BOOKS



The Future of Auto is Women

Bring awareness to children, especially young women, through education of the automotive industry

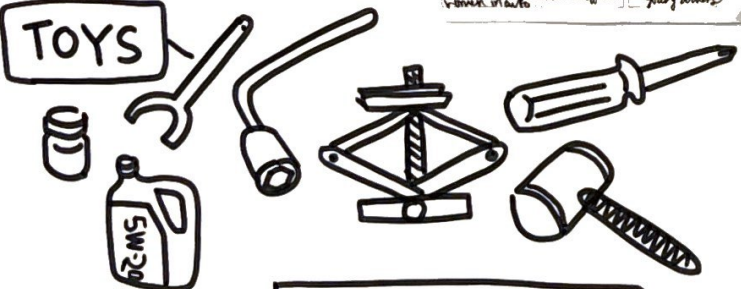
position for trade women, increase participation, bring awareness of a young age, safety for young drivers

sec notes on back
 WAC, insurance cos, software dev, schools, artist ed, trainers, parents, auto care
 involving education + curriculum follow trends of involvement

"NEUTRALIZE THE GENDER BIAS"

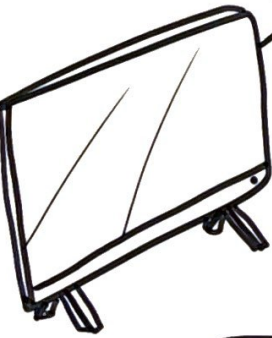
Spread the word about the industry
 Changing things (WFP)
 Engage women in the industry
 Make women shop owners
 Increase participation of women
 Increase participation of women
 Increase participation of women

Introduce general automotive knowledge into all skills training
 Introduce general automotive knowledge into all skills training
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 Introduce general automotive knowledge into all skills training



TOYS

TV CHARACTERS



EVENTS

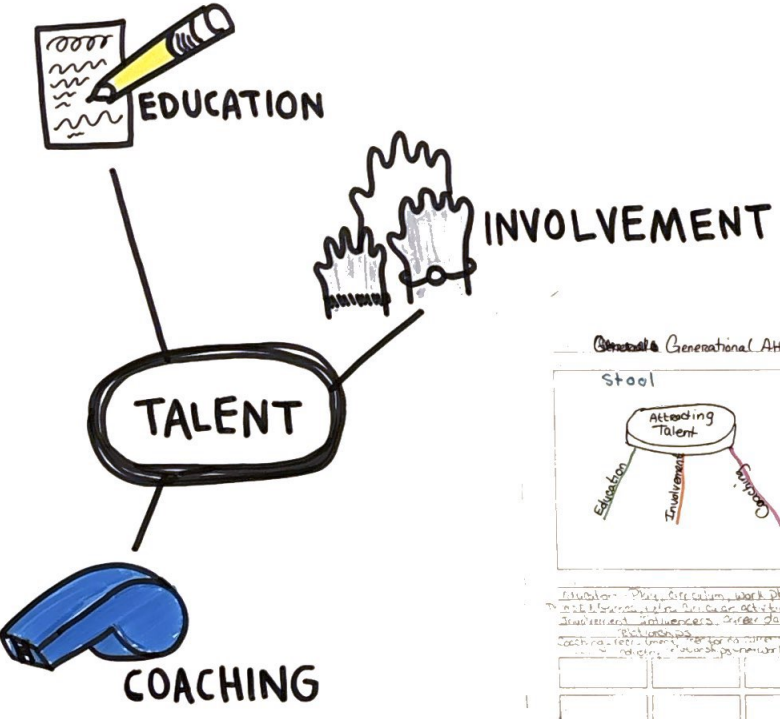


INTRODUCE TO AUTO INDUSTRY WORLD...



more than just mechanics

BIG IDEAS



Generational Attraction

Stool

Attaching Talent

Education, Involvement, Support

Education: Support of kids for community, job shadowing, involvement in where to learn, common list, social media outlet, coaching, making your career day, management, etc.

Workshops: 1. Mrs. A. Schools, 2. Job Shadowing, Community Leaders, 3. Parents, 4. Business, 5. Community, 6. Social Media, 7. Career Day, 8. Management, 9. Job Shadowing, 10. Career Day, 11. Management, etc.

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INDUSTRY SPONSORS for CLASSES & WORKSHOPS

Attracting More Women to the Industry!

GET LOUD!

1. IDENTIFY WHERE TO FOCUS THE MOST ENERGY

2. Create and send targeted Ads / campaigns to: MOMS / DADS / TEENS / ETC.

3. Take the support + message to government level! Put Pressure!

4. Build the sound

5. Find & Secure Sponsors for classes, workshops, scholarships, industry events etc.

6. Reach School level

#ENDTHESTIGMA #WIAAC

Societal Change starts at home! creates a generational shift!

Recognition @ school / Sporting events

Education / Outreach

Curriculum for girls to learn from (books)

Education an app in the Auto Industry - Design, Finance, Legal, HR, + So much more!

TUE 19

EVENTS & TRAININGS

ADAMS HIGH

OIL CHANGE WORKSHOP TUE. 8-23

PARENT/TEACHER CONF FRI. 9-12

THE WIZ JR. PLAY SAT. 9-13

NO CLASS MON. 9-15

TOYS TO BRIDGE GENERATION GAP

Industry Biz Kit to work day

Age Approp Interaction / Outreach

EARLY EXPOSURE TO SCHOOL

Career Map

Influencers

Outreach that gap the generations

Recruiting Skill set / Exposure

PAY/BENEFITS INCENTIVES

HEALTHY/SAFE WORK SPACE

WORKSHOPS IN SCHOOLS AND COMMUNITY CENTERS

YMCA

SOCIAL MEDIA INFLUENCERS

GOVERNMENT INVOLVEMENT

Put pressure!

EXPERIENCE

JAN: TIRE CHANGE 
 FEB: FUSES 

MONTHLY NEIGHBORHOOD "HOW-TO'S"

MAR: OIL CHANGE 
 APR: BRAKES 

MAY: DETAILING 
 JUN: LIGHTS & BULBS 

Generation



The "History" of Cars

Modern cars seem to all look the same... they're all made of metal and plastic.

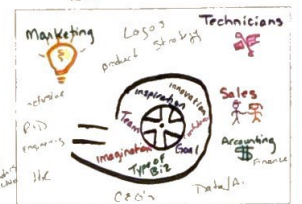
Generating interest in cars is not an easy business. And it's hard to make a profit without having to invest a lot of money.












Please be interested to get more... please provide feedback. Please arrangements... a big community... and the "History" of cars.












The "History" of cars is... it's hard to make a profit without having to invest a lot of money.












Performance...  

"Rev it up!"
The Generation of Auto Care




meet with...           

School Support...           

National Competitions...           

Come Play with Cars (hands on Automotive experiential workshop series)



Intro diff generations super inclusive and safe space to explore or learn and grow their automotive interest and knowledge

Network of local shops coming together location(s) Facebook events (goes) GINISOUTS - cookies sale/badges?

sponsors draw funding local food treats local shops/vendors/car groups

calm non-judgmental educational space that includes opportunity for all generations quick stations - fun explore diff cars

educate	gather	opportunities
playful	confidence	fun

the community

inclusive	Easy going	Bringing the community
family friendly	friendly	factual

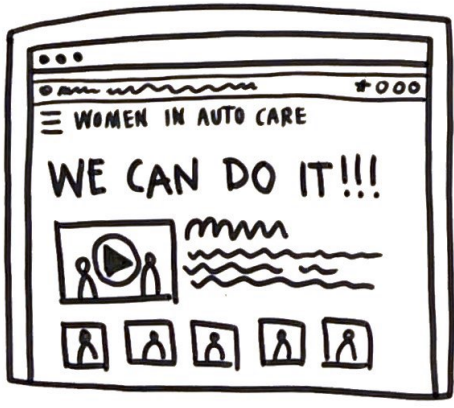
inspiring Fun	Inclusive community	creative training
innovating into education	Confidence Building	career training



COMPUTER SIMULATION GAME

↓

BUILD AN AUTO COMPANY OVER A SEMESTER OF SCHOOL




ONLINE PLATFORM WITH

- INTERVIEWS
- TRAININGS
- VIDEOS
- OTHER RESOURCES

Closing Generation Gap

Hologram



create a platform! content to engage women into the industry through a variety of technology! social media, using the skills, the power, will interest women of different ages. create a resource center of education from allies and external resources.

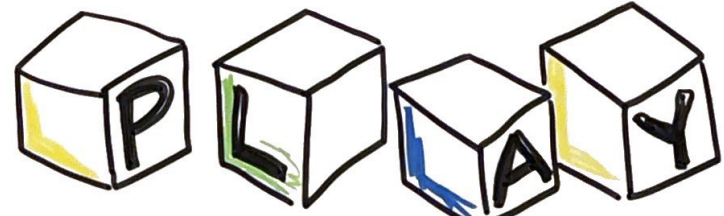
Modernization of the Tech	Resource Center	Partner w/ community
Diverse Testimonials	Age Specific Influences	variety of Tech to engage

Get young + older generation to understand Zoom, VR, Hologram, 3D communication

OEM's, major retailers, software companies, etc. colleges, Women in Auto Care, Influencers

Board of directors, Build a resource center of training, external resources, and outreach to our target audience, and expand our connections

WOMEN IN AUTO CARE	WE CAN DO IT!	ASE
Resource Center	Resource Center	Resource Center



WITH CARS

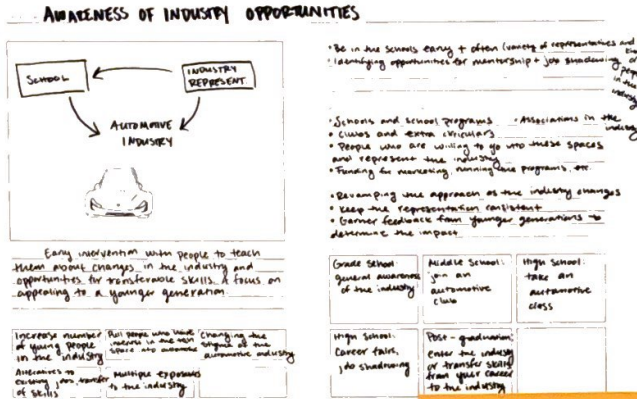


PARTNER WITH LOCAL SHOPS TO CREATE SAFE SPACE TO EXPLORE & LEARN

education



SCHOOL CLUBS + EXTRA CURRICULARS



- ## AWARENESS of
- OPPORTUNITIES
 - CHANGES
 - ALTERNATIVES
 - ASSOCIATIONS
 - MENTORING
 - JOB SHADOWING

EDUCATION

Formal	Informal	Self-Directed Learning
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Training notes on how to overcome some common vehicle challenges

Cancel at University level

Grants



Financial Planning

Research Grants / Scholar Grants, id potential brands to partner with for supplies & tools, connect with leaders, industry awards for fundraising opportunities, encourage shop owners to offer paid training

Partners: Shop owners, industry leaders, top brands, government, trade schools
 Resources: phone, computer, internet

Contractual agreements with brand partners & industry leaders. Funding is something that would apply for annually.

Kept relevant in market	Lower start-up cost	Brand awareness & reputation
Mentorship	Strong foundation to start in	Future growth potential (Career)

Scholarships, Govt Grants, Industry Fundraising, Tool Donation, brand partnerships

Generational financial & Long Term Planning

RIGHT 2 REPAIR

MEGA-CAMPAIGN



COMPETITION WITHIN the INDUSTRY - a VIRTUOUS CYCLE!



USING TIKTOK to SPREAD the MESSAGE

A. INDY COMPETITION GET THE MOVEMENT!



SOMETHING WE CAN DO STARTING TOMORROW! GO BACK TO OUR OFFICES AND CREATE A COMPETITION CAMPAIGN WHO EVER GETS THE MOST SIGN UPS IN THE NEXT 15 DAYS GETS A DEPARTMENT JOIN THE MOVEMENT!

- COMPETITION WITHIN OUR COMPANIES FOR WHO EVER GETS THE MOST SIGN UPS
- IT FOR LINK
- MARKETING
- BUDGET SPONSOR
- BUDGET FOR GRAND PRIZE
- DO A QUARTERLY COMPETITION

TO ALL EMPLOYEES BE PAID TO SIGN UP! WE DO IT AGAIN NEXT QUARTER!

2 MORE DAYS! \$1,000 LETTERS DOES ANYONE HAVE ANY IDEAS? WE DO IT AGAIN NEXT QUARTER!

WE KNOW GET MORE BUSINESS!

GOING ON A CRUISE!

B. Building Influence



Have an influencer create content on a consistent basis to persuade customers to support the right to repair efforts

VIRAL! R2R Bill Passed! 60% increase in letters sent!

campaign on social media platforms specifically starting with tiktok

- influencers with large following on tiktok
- automotive aftermarket businesses

Continually pushing the campaign until tiktok is based creating ever green content so it is always relevant

- Relatable content
- Funny videos
- Showing what it may look like if R2R doesn't pass

sounds/templates that are popular

videos being shared onto other social platforms

C.

Advertising, planning, and strategy in the retail space (both DIY & Pro)



Support a shop @ the shop... We need to partner with departments for items of more... In constant communication have access internal departments, and our customers about the process.

- Happy customers
- Small business success
- More knowledge customer
- Empowering the consumer
- Building strong relationships with the retailer & customer
- Customer loyalty



TARGET PROS and CONSUMERS at RETAIL - on SHELF, PAID MEDIA, DEALS and PROMOS!



Team NAME: Right 2 Repair Unicorns
Drive Awareness with industry icons with clear concise action

1. OTR machines outlines action for purchase, trade in, and service dealers.
 - Autocare, medium, low, and low-mileage of activities
2. Social & paid reach
 - In-shop computer
 - Holding fun events
 - Webinars to take home
 - Simple banner with messaging the activity progress of 20% so state
 - Adapts RMI & obvious message
 - Soft fear tactic
 - Paid media
 - Soft of funds
 - ADPAC & Adjoint campaign

3. Call to action messaging for shops
 - Encourage them to register on shop & retail
 - People connect reality



1. ALLIANCE with LARGE COMPANIES
2. SOCIAL & PAID MARKETING
3. CALL-TO-ACTION MESSAGING for SHOPS

RIGHT 2 REPAIR

INDUSTRY



Right to Repair for the Right Repair!

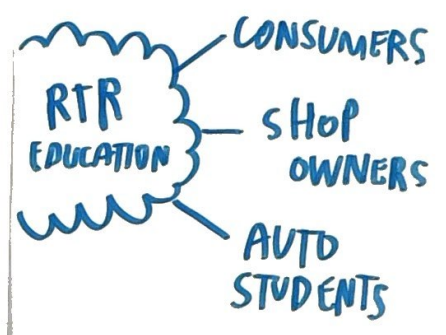
Education: Shop owners, Tech schools, Drivers Ed.

Suppliers, Distributors, Repair Shops, Community/Events, Auto Care.

The promotion @ Serv, AAPEX

Super Bowl ad

Created By: Team Rosie!



R2R - Shop Owner Awareness & Action

"Cost you nothing, Saves you thousands!"

"Keeps you in the Drivers seat!"

"One click, Instant Impact!"

Industry people visiting shop owners to ensure they are aware of Right to Repair. Shop owners don't want it. Use a one page w/ easy points of call out to make it easy to understand & support.

Awareness of Educate Shopowners | Make It Easy | Execute

1. Rally people in the industry to visit & shop owners to educate them
2. Create simple message to support the cause: 1 page w/ bullet 3 Ask them to educate their customers
1. Identify people willing to visit shop owners
2. Content of materials - clear message
3. Supplies, Buy in and Engage them

1. Visit/Follow up

VISIT 3

INDUSTRY LEADERS EDUCATE SHOP OWNERS...



IN-STORE MESSAGING

RIGHT TO REPAIR

Education: Videos, Part distributors, make video interactive for mechanics, use of smartphone - video support, script, presenter QR code at counter

Part distributors: people if software - step to go, advice - regularly contact, software services spread in car system, implement messages in car system, out of place - auto time - movies

Update RTR.com - Supply - bullet print & seconds - watch video - address - organized events / media support - statement of case - QR code

Right to Repair and the bill to maintain our choice w/ repair

VIDEO EDUCATION

QR CODES TO DRIVE ACTION

TEXT CAMPAIGNS FOR CONSUMERS



CONSUMER

RIGHT 2 REPAIR

IDEA Right to Repair



How might we further the right to repair movement, with consumers



Pop-ups, media events and engagements
Celeb. spokes person
Create a simple, high line social media campaign
Communication thru workshops, tvs, radio tags
AAA
BMW
Ed (BMW)
Experiential partners
NAPA
Autzone
DeW
Advantage



CELEBRITY SPOKESPERSON

POP-UPS + MEDIA EVENTS



RTR MASLOT

"Your car - you care - you have a right to repair"

Not enough consumer awareness about right to repair - need general campaign to educate people on all car owners

email AutoCare Association funded campaign - celeb. spokes person (general appeal)

Continue with broader educational tv and social media campaign

Basic, silly, some humorous educational campaign

30 second animated commercial aimed at general consumer. Defines right to repair on a level that appeals to all ages, all demographics. Featuring voice over - unscripted style - School of Rock

Use all channels, right to repair to all car owners - choose where to make car

Using humor to try to attract audience - support education

Get Bill posted

spell out Right to Repair

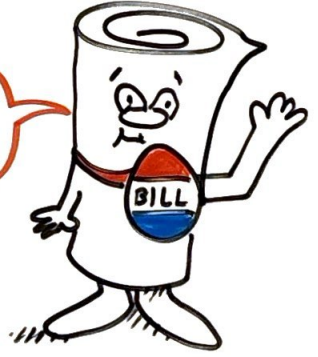
privacy technology

Use AI to make character based on "I'm just a bill"

Catchy jingle

♪ YOUR CAR YOU CARE ♪
YOU HAVE A RIGHT TO REPAIR!

I'M JUST A RTR BILL...



MEDIA + CAMPAIGNS

NATIONAL CERTIFICATION EDUCATING CONSUMERS LEGISLATION ON SAFETY

Public Campaign
National Certification Campaign - national teen certification safety

high school graduates
↳ college & career readiness
↳ promoting trade schools to younger generations

make it easy to spread the message
↳ Subcommittee of NAC (d) (b) (4) member

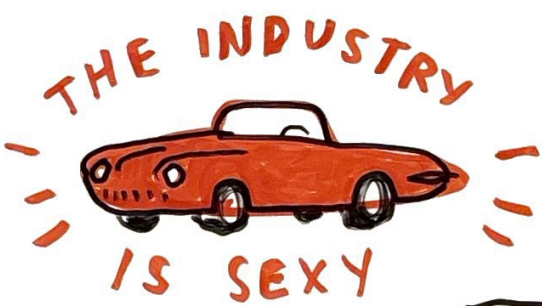
License vs Liability

GRASS ROOTS
WE CREATE CANALS DESIRE FOR US ALL TO USE LOCAL NEWS

Standardization of industry
improve work environment / pay

reducing barriers of entry for techs all states!!
license vs liability

improve reputation of industry
solution for transportation needs and our country



MAKING IT SEXY

Authentic influencers / role models
↳ share stability
↳ share industry

Broaden the horizons of opportunity
↳ required maintenance
↳ more than the gig to learn something new

Industry data to show options & salary opportunities
↳ no secret 2nd name program: I want, but mechanic
↳ a commitment from all companies to show days in the life of career paths

Stay in front of kids via social media: challenges related to a car
↳ Podcasts / vlogs / reels
↳ creative subliminal messages
↳ utilize characters from movies/shows
↳ our show presence: games, fix a car

Showing there are a variety of career paths to the younger generations appealing to what interests them through the channels they're absorbing. Showing this industry is "sexier" than the current thoughts.

How to target all generations

Target through Social media
↳ Industry news

Something all generations can relate to
↳ use media that each generation understands

ASE test update tech

Use the Riveter

VR

Use technology that can reach across the generations

Multiplatform posts or interviews with women in the industry of all ages and experience

Education Training

Build a Resource Center of videos

Age Specific Influencers

Show Tech AR / VR

Centralize adv. tech. for training
↳ schools / cert. / train
↳ OSE / OEM / man. & cert



Motivation to Join the Industry as a 2nd Career

Grassroots campaigns
↳ industry
↳ general population
↳ networking
↳ social

in consumer wants
↳ i.e. vaca-time flex hours
↳ 'core' benefits

that be to that needs in some way

amount of tech used
↳ in shops, suppliers & manufacturers

Learnings
↳ 2nd career
↳ work-life balance

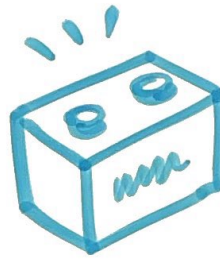
Be where they are!!
↳ Covid shows alternative ways us running
↳ 300 security

Influencers - across the board! Divers Group!
↳ day in the life
↳ Becker to verify everyone's coaching part
↳ Centralized board

adapting to current trends in industry
↳ old consumer vs
↳ social media / modes of communication

MEDIA & CAMPAIGNS

HOW IT'S MADE



CAMPAIGN - "We are Automotive"

@ RECESS

School drop off line for auto! Parents & carers are taking the time to work on cars

Fast Forward to CHi's own repair shop

HELICOPTER IS A HELICOPTER LIGHT?

Children of Passion taking into caravans

second last

ARE AUTOMOTIVE

CHILDREN OF PASSION

TIKTOK HOW TO CHANGE A TIRE

COMMUNITY

SUPPORT

CLASSES

CAMPAIGN

I am Automotive different women in different parts of the industry

Influencers

Young Female being rejected/ told to try to get into the industry

Free \$\$\$\$ scholarships!

Woman in Auto Care Young girl on tiktok watching mechanic videos comes across car repair videos and starts idea to work on cars

Building a community

I AM AUTOMOTIVE

Attract & Retain

Rebrand the industry (tech/STEM)

Culture DEI

Associations + bend together to set a clear vision of the industry →

Show people of Power story

REBRANDING

Company name

Brand identity (tech/innovation)

Business focus

CULTURE CHANGE MANAGEMENT

GENERATIONAL DIVERSITY IS AN OUTPUT OF INCLUSIVE CULTURE

WHY HAVE WORK NAMES FOR GEAR AND ATTRACKOAT

EMBRACE DEI, FINANCE

TECHNICAL SKILLS

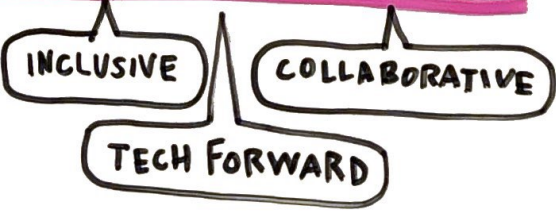
INCLUSIVE - DEI - SEE YOURSELF SAFE TO GROW

COLLABORATIVE - NOT A WATERBULL BING - AGILE

TECHS - OPEN HELPER FOR STUDENTS, TEACH + ATTRACT & RETAIN

I AM AUTOMOTIVE

REBRAND FOR THE STEM WORLD



- Sales
 - Cat mgmt
 - HR
 - Logistics
 - Distribution
 - Transportation
 - Marketing
 - Finance
 - Operations
 - Cust. Service
 - Technicians
 - Shop Owners
 - Parts Stores
 - R+D Dept
 - IT
 - Safety
 - Quality
 - Product
 - Planning
 - Data Analysis/Re
 - Communication
 - Key Mkt/ Cust
 - Industry Reps
 - Education/Training
 - SERVICE ADVISOR
 - Board Room
 - manufacturing
- (D-LIFE MOSAIC) → YOU SHOULD BE ABLE TO COLLECT OUT VIEW IMAGE OF CAR COLLECTED IN VIEW INDIVIDUAL ROLES
- ↳ SHOW MULTIPLE GENERATIONS EMPLOYEES INVOLVED AT
- AFTER SEEING MANY ROLES SUCH AS PACK CUT... SENT TO THE MESSAGE & SUCH
- (SEE additional paper for list of roles)

MEDIA & CAMPAIGNS

WHAT ROSIE ARE YOU?



WILL YOU BE NEXT?

↑ SCAR JO?

