



The benchmark of industry standards.



The benchmark of training standards.

# MEDIA RELEASE

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## How do you trust an automotive business?

In 2016 the Motor Trades Association of Queensland (MTA Queensland) introduced the Professional Circle, a symbol representing 'proof of professionalism' in the Queensland automotive industry. This symbol is designed to assure consumers that they are dealing with a respected professional where customer satisfaction is their main priority and where the benchmark of Industry Standards are met.

Queenslanders are encouraged to use automotive businesses that are displaying the Professional Circle at their premises. By choosing a business displaying the Professional Circle you can be reassured that the business maintains the highest industry standards and meets all the criteria set by the automotive industry's peak body, MTA Queensland.

MTA Queensland Group CEO, Dr Brett Dale said, "MTA Queensland's Professional Circle branding allows customers to quickly and easily identify an automotive business as trustworthy and professional.

"Consumers can be confident that businesses displaying the Professional Circle upholds 10 Commitments including honesty, professionalism, transparency, courtesy, integrity, care, clarity, proactivity, accountability and compliance. The 10 Commitments provide consumers with an accreditation of professionalism that they can have faith in."

"In addition to the Professional Circle, businesses will display a '10/10 Certification' which is a further endorsement of their 10 Commitments to the Professional Circle."

**\*\*\*ENDS\*\*\***

### For more information:

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### Background:

**MTA Queensland** is the peak organisation in the State representing the specific interests of businesses in the retail, repair and service sector of Queensland's automotive industry located in the State. There are some 13,000 automotive value chain businesses employing in excess of 90,000 persons generating in excess of \$14.5 billion annually. The Association represents and promotes issues of relevance to the automotive industries to all levels of Government and within Queensland's economic structure.

The Association is the leading automotive training provider in Queensland offering nationally recognised training, covering technical, retail and the aftermarket sectors of the automotive industry through the **MTA Institute** - a registered training organisation. It is the largest private automotive apprentice trainer in Queensland employing many trainers who are geographically dispersed from Cairns to the Gold Coast and Toowoomba and Emerald. The MTA Institute last financial year accredited courses to in excess of 2 000 apprentices and trainees.

