

ATech Educator News

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September 2017

Apples to Oranges

Value Added, by definition, refers to the “extra” features of an item of interest that go beyond the standard expectations and provide the consumer something “more”. These extra features can be in reference to a product, a service, or even a person. If you have two manufacturers that make similar products, but one offers superior service and extended warranties, the end user can see the greater sense of value, thus the “**Value Added**”, even if they have to pay more for the end product. With the advent of the internet, companies have to find that competitive advantage to rise above the fray and justify their pricing in a very discerning market. They have to separate themselves from the pack with “Value Added” features that the consumer wants and needs.

Value Added is also something that is perceived by the consumer through a company’s reputation, years of refinement and “Branding”. Bose doesn’t just sell speakers, they sell “an Uncommon Sound Experience”. BMW doesn’t just sell cars, they sell “the Ultimate Driving Machine”. Nike doesn’t just sell sportswear, they sell sportswear that is worn by professional athletes worldwide that “Just Do It”. Value Added can be created in many different ways.

The end user of any product has four things that they consider when buying a product. These four things are **quality, reliability, price, and service/support**. Many companies can deliver on most of these and some companies can deliver on all of these, but value added is what sets one company apart from the rest.

At ATech, product quality and reliability are paramount to the success of our business. It all starts on the production floor. This is where *one person* takes on the task

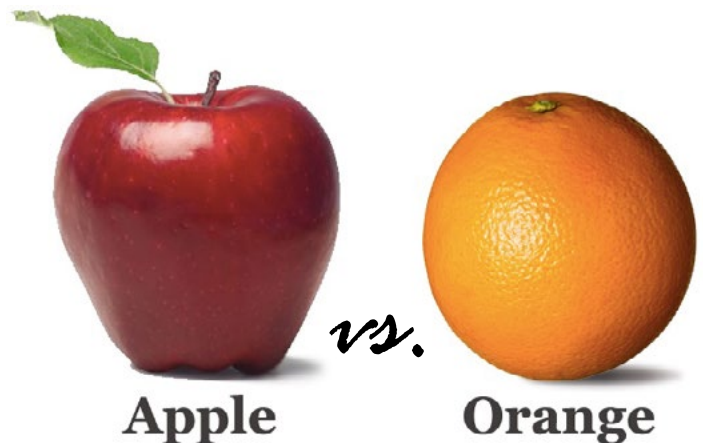
of building one trainer. At completion that person signs their name on a tag inside the trainer. The trainer then must pass quality control. The QC person

checks the trainer out (some trainers take over an hour to complete), then signs the tag to attest it has passed. At this point you can rest assured that the trainer works and will operate as advertised. We guarantee your satisfaction or we make it right.



Do all vehicles look the same? Of course not! They offer different features and options. The same is true of training equipment. We invite you to compare our features in your research.

Price requires no explanation, however, **value** should be a consideration. Is the performance of each item identical? Start by comparing specifications for each. Ask to



review the courseware and the operations manual. Will this product perform the way that you need it to? Does it include all the components to operate out-of-the-box? Is there a yearly license fee? ATech provides a published price list for all of our products. We provide quotations that spell out the shipping costs. We provide service and support in the business, second to none. If components fail, ATech provides technical support and service to our equipment for as long as the replacement parts are



available. We will do everything possible to give you the best training aids to present to your students that money can buy. Sometimes it is hard to compare apples and oranges. They aren't the same, no matter how hard you try

and compare. If you look closely at everything that goes into our final product you will see that quality is what we build and quality is what you get. We promise to never paint over rust or grease. We promise to never jeopardize safety over profit and we promise to answer every question with more than what you asked for. That is just the ATech way. **The Gold Standard**

Our professional team of Product Representatives offer clear, concise, and accurate information. The sale is just the beginning of a long-term relationship that we enjoy with our customers. For example, a few years back we had a customer contact us in a panic. The school, located on an island in the Pacific, was hit by a typhoon. The school had experienced water damage to multiple computers and software in the automotive lab. The instructor was not only stressed about the losses, but how would

he ever afford replacements. We were able to assist with restoring the lab by replacing all of the ATech software within 24 hours of his request, and at no charge to the customer. It is with great pride that we build and supply



quality products and service to our industry. If we may be of assistance to you or your organization please feel free to contact us at sales@atechtraining.com or at 859-485-7229. We also invite you to visit our website at www.atechtraining.com.

Jeff Bogue, Product Representative



CAT Conference Fall 2017

October 20th and 21st

Hosted by:

Pasadena City College

Pasadena, CA

Contact:

Wendy Lucko

Website: www.calautoteachers.com/conferences.html

We look forward to seeing you!

READY FOR IMMEDIATE DELIVERY



Starting System

MODEL 811C

Charging System

MODEL 812C

Lighting System

MODEL 821C

Power Window System

MODEL 840C

Power Door Lock System

MODEL 850C

Supplemental Inflatable Restraint System

MODEL 1552

Engine Performance Troubleshooting Trainer

MODEL 3601

Intermittent Fault Box

MODEL 2112

Electrical/PWM/Fault Trainer

MODEL 2210

Electronic Ignition (EI) System

MODEL 1772

Integrated Electronic Ignition System

MODEL 1792

Engine Cooling Fan System

MODEL 310FJ

Blower Control System

MODEL 320FJ

Drum/Disc Brake (4-wheel)

MODEL 400/4W

Manual Transaxle Rebuild

MODEL 110



ATech

Automotive Technology

Call Now to Place your Order (Press 2 for Sales)

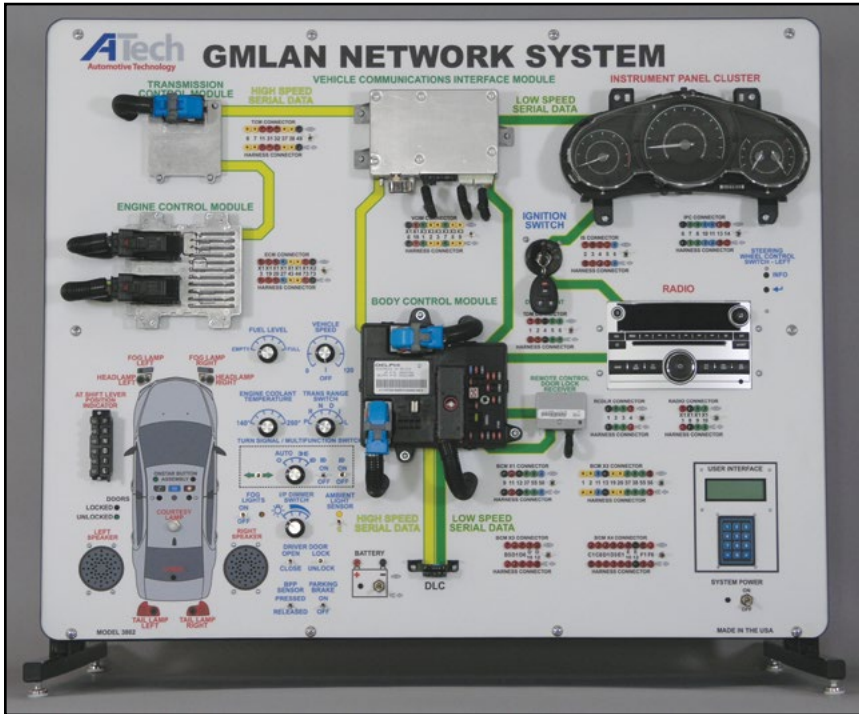
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E-mail: sales@atechtraining.com

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GMLAN Network System (model 3802)



Student Response and Local Fault Insertion Panel

Activities:

- Reading and Clearing DTCs
- Driver Information Center Warning Message Display
- Instrument Panel Cluster Response to CAN Messaging
- Radio Module Response to CAN Messaging
- Diagnostic Circuit Check
- Power Mode Test
- On-Star Operations
- Theater Lighting Effects
- Body Control Module Operation
- Remote Lock Operation
- Vehicle Speed Messaging
- Engine Temperature Messaging
- Fuel Level Messaging
- Gear Selection Messaging
- Reading all Module Parameter Identifications (PIDs)
- Scan Tool Output Operations
- CAN Network Faults
- CAN Network Electrical Troubleshooting

Features:

- New vehicle components, connectors, and factory wire colors.
- Provides an advanced level of instruction by duplicating actual on-vehicle troubleshooting procedures.
- Intermittent and hard faults can be inserted using the Instructor Management Program (IMP) via a computer connected to the trainer or over the ATech Lab System (ALS).
- Hard faults can be inserted by using the built in keypad on the GM LAN Network.
- Ability to perform actual service manual test procedures.
- Compatible with ATech's Instructor Management Program (IMP).
- Courseware includes Instructor Guide, Student Manual, and Service Manual Information.

Call Now to Place your Order (Press 2 for Sales)

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