

Ask me about...



**What ASE's Blue Seal
of Excellence
Recognition Program
Means to YOU**

National Institute for
AUTOMOTIVE SERVICE EXCELLENCE

The ASE Blue Seal of Excellence Recognition Program

The non-profit National Institute for Automotive Service Excellence, or ASE for short, conducts the only industry-wide, nationally recognized testing and certification program for automotive service and repair professionals.

Repair establishments that employ ASE-certified professionals display the blue and white ASE sign...and certified individuals can be identified by their credentials displayed in the customer waiting area and by the patches worn proudly on their sleeves.

ASE's Blue Seal of Excellence Recognition Program takes the quest for excellence a step further by specially recognizing those businesses with the highest commitment to ASE's goals. The best of the best, if you will.

Businesses must have at least 75 percent of their repair and service personnel ASE certified in each area of service they offer.

Establishments must submit to an annual renewal process to remain a recognized Blue Seal of Excellence business.

Participation is open to Repair Businesses, Support Businesses (Diagnostic Assistance Services, etc.) and Parts Suppliers.

Qualifying businesses receive a customized plaque, brochures, and more to help educate you, the consumer, about their commitment to excellence.

For more on ASE's Blue Seal of Excellence Program, visit www.ase.com



"We're Proud of Our Blue Seal Team"

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