

Volkswagen NZ achieves Asia Pacific first.



19 December 2011 – VWMR1211

Volkswagen NZ has qualified seven Master Technicians according to Volkswagen requirements.

New Zealand has become the first country in the Asia Pacific region to complete the Master Technician Programme by qualifying seven Master Technicians according to Volkswagen standards. This programme ensures that Volkswagen is market leader in understanding the importance of comprehensive vehicle maintenance and customer service excellence.



(From left to right: Dean Sheed General Manager of Volkswagen NZ, Jared Lentfer of Ebbett Prestige, Mathew Archer of Euro City, Pierre Meyer of Giltrap Prestige, Anthony Johanson of Miles Continental, Neil Bauer of CCS, Darren Peattie of Bay Prestige, Scott Allchorne of Giltrap Prestige, Steve Wilson National Service Manager of Volkswagen NZ.)

The aim of the program is to secure and further enhance the service quality of the Volkswagen brand worldwide, thereby increasing customer satisfaction. In the current economic climate customers are keen to keep their vehicles in the highest possible condition and with seven Master Technicians on their team Volkswagen NZ is now in a prime position to ensure this is possible.

The certificates were presented to the Master Technicians by General Manager of Volkswagen NZ, Dean Sheed at an awards ceremony in November. The awards ceremony was attended by all Volkswagen Service Managers and demonstrates the high esteem in which these qualifications are held and the commitment of Volkswagen NZ to developing its employees to the highest standards.



To achieve Master status each technician completed rigorous training that comprised 14 modules combined into 6 courses over 18 months. The final exam is composed of 5 practical exams, 3 theory exams and a verbal communication exam. A total of 6 hours of testing for each participant is conducted over 2 days. The exams follow the strict guide lines from the factory and were supervised by the Regional Technical Training Manager from Singapore, Mr Stephen Belling.

“Aftersales support is an integral part of the support mechanism required to ensure total customer satisfaction after the sale,” said National Service Manager, Steve Wilson. “This qualification is the start of a process which will see at least 1 Master Technician in each dealership in the future. The growth of the Volkswagen brand in New Zealand and the retention of highly skilled staff is imperative for success, now and in the future. The Importer (European Motor Distributors) sees this milestone as an important step to not only raise technical competence but also to set the scene for others to follow. Volkswagen in New Zealand is growing faster than any other European Brand and is set to break records in the future.”



All New Zealand media releases are available on our website (company/press releases) in PDF format. [Click here](#) to visit the site.

Ends

For further information please contact:

Alexandra Byard
Volkswagen Marketing Co-ordinator
European Motor Distributors Ltd
Phone: (09) 360 2911
Email: abyard@volkswagen.co.nz
Web: www.volkswagen.co.nz