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23

# CALIFORNIA TECHNICIAN REPORT

**CNCDA**  
FOUNDATION

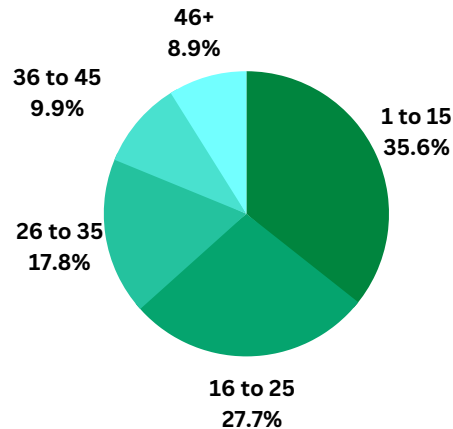
[CNCDAFoundation.org](http://CNCDAFoundation.org)

# CALIFORNIA NEEDS TECHS...

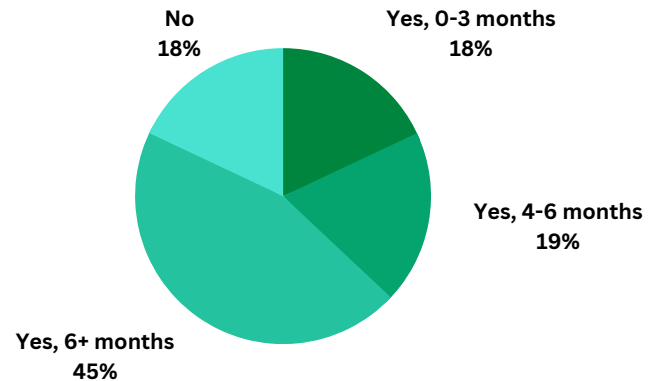
2022 California New Vehicle Dealership Profile: \$33 Million Repair Orders | 31,856 Techs Employed at Dealerships

The results of our 2023 survey indicate that there is a significant shortage of technicians in California. Notably, and unlike many other entry-level careers, 82% of these employers offer mentor programs. Additionally, the majority pay for training either in person or online. Also worth noting, California dealers are creating opportunities for career advancement for technicians with most progressing from entry level jobs and into salaried positions within 1-2 years of initial hiring.

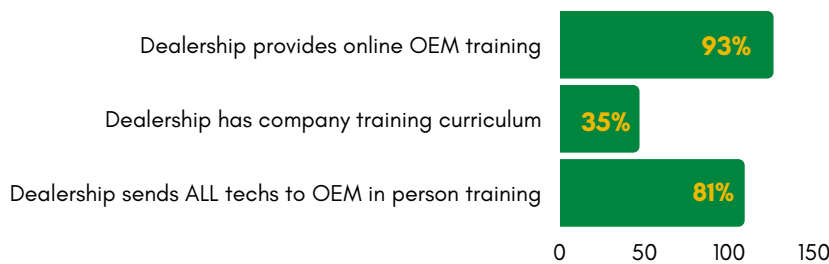
Number of techs employed at dealerships:



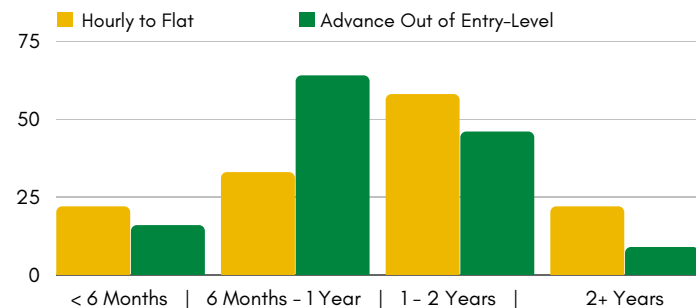
Number of dealerships with mentor programs where new trainees work with master techs:



Paid Dealer Training:



Advancement Opportunity:



## ACT NOW!

TOTAL NUMBER OF UNFILLED POSITIONS AT CA NEW CAR DEALERS:

5,792

AUTO TECHS NEEDED TODAY!

### Entry-Level Tech

80% of dealers send techs to OEM training regularly

47% Promote Within 1 Year

81% After Year 2

10% Fully Electric Certified

35% OEM Certified

20% ASE Certified

### Senior-Level Tech

81% of dealerships paid over \$100,000 to their top techs

84% Make at least \$31hr in 2 Years

50% Fully Electric Certified

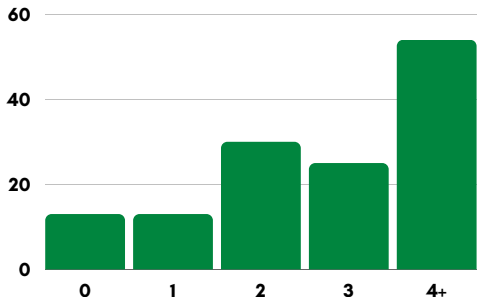
88% OEM Certified

47% ASE Certified

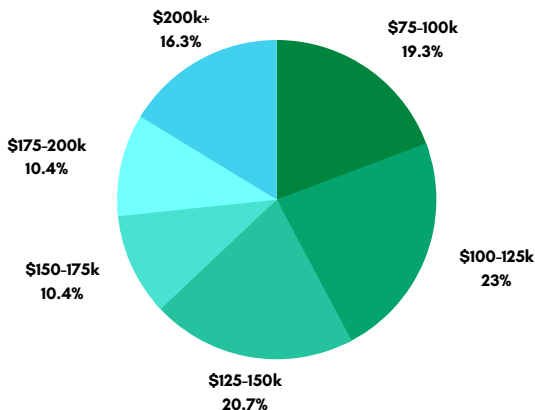
TO

**\$82.5 Billion** in New Vehicle Sales | **\$8.10 Billion** Service Department Sales

**How many techs need to be hired in the next 12 months:**

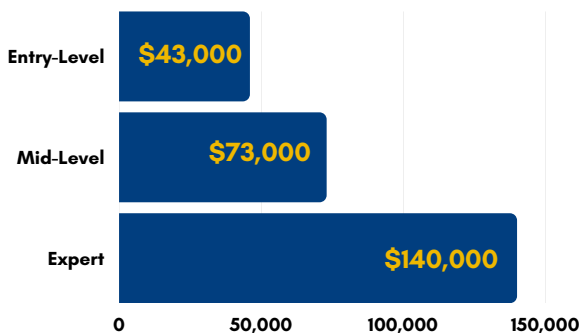


**What was the salary of your highest-paid technician:**



On average, California new vehicle dealers are currently experiencing a severe shortage of technicians, needing an average of four additional techs per dealership. The number three-ranked most desirable quality in a new tech hire is a willingness to work hard and 53% of these are jobs requiring no certifications. The average tech's entry-level salary is \$43,000, while the average highest-paid tech in the state is \$140,130. A career as a service technician in California not only pays well but comes with job security and satisfaction.

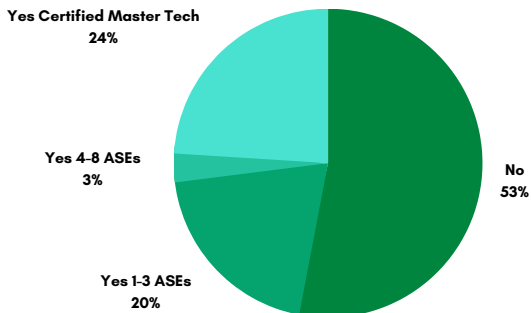
**Average salary for technicians:**



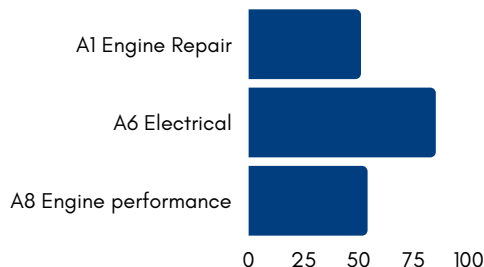
**Severe Shortage**  
**each dealership needs**  
**4+ techs**  
**on average in California.**

85% of entry tech respondents indicated that they would recommend the career to a family member or friend. The number one benefit listed by entry-level techs is advancement opportunities, showing that these jobs offer career growth at an accelerated pace.

**ASE Certification by Experienced Techs:**



**Top 3 Rated Certifications by Managers:**



**85%**

**OF ENTRY**  
**TECHS WOULD**  
**RECOMMEND**  
**THE CAREER**  
**TO A FRIEND**

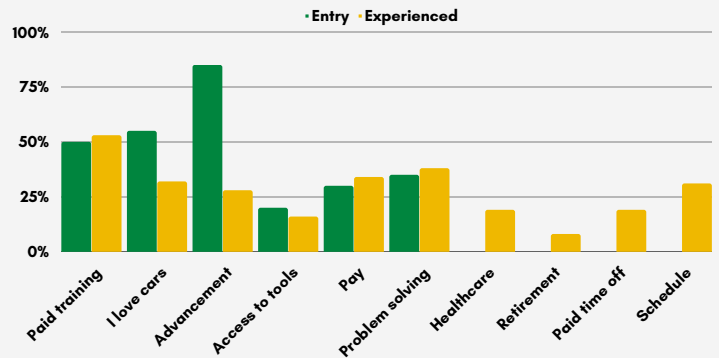


# Conclusion

The data shows that the majority of the respondents have at least one certification and that certifications are important for auto technicians to establish credibility and increase earning potential. Additionally, the data suggests that there is a severe need for auto technicians to handle the increasing demand of the auto industry. Overall, the industry offers stable, consistent, and lucrative employment opportunities.



**Top 3 benefits of working at dealerships listed by techs:**

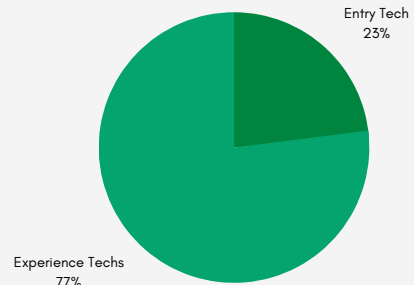
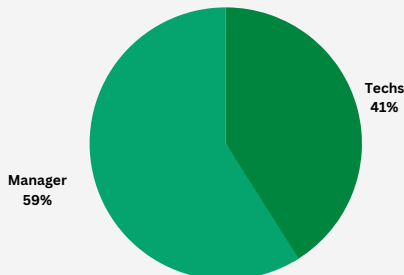


# Methodology

The goal of this survey is to determine the number of auto technicians needed in the new vehicle retail industry and to address the shortage of skilled auto technicians in California, by helping to establish the auto industry as a viable and attractive career path for individuals who are seeking long-term employment and growth opportunities.

The survey was conducted using an online questionnaire that was distributed to California dealership employees. The questionnaire covered a range of topics related to their work, such as job satisfaction, training, development opportunities, workload, and technology utilization.

### Response Breakdown:



### OUR MISSION

CNCDA Foundation is dedicated to creating career pathways for highly skilled automotive service professionals throughout California.

**CALIFORNIA NEW CAR DEALERS ASSOCIATION FOUNDATION**

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