



**PORSCHE**



# **Porsche Training and Recruitment Center Asia**

**Market Support Qualification Concepts**

## Mission Statement

Porsche Training and Recruitment Center Asia



**Our aim is to ensure that the international Porsche dealer network has access to highly skilled and certified Porsche Service Mechatronics specialists, who provide crucial support for the business and future growth of Porsche Centres.**





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## Encouraging and consolidating growth by expanding the workforce



Porsche is an independent organisation that likes to think outside the box. Porsche is unique and unconventional. The setting up of the Porsche Training and Recruitment Center Asia (PTRCA) in the Philippines was an idea based on practical demands, and is a perfect example of the way in which we think and act at Porsche. We are implementing this idea consistently and sustainably while at the same time considering our corporate responsibility.

The world of Porsche is growing, and it is growing strongly. This growth is due not only to the new models, new technologies and new markets in which we are witnessing a rapid rise in sales, but also to the new members of our workforce who are

contributing to the structural development process in individual countries. To support this growth, we must provide our importers and dealers with easy access to a highly trained workforce – and ensure that this workforce continues to be available in the long term. The training programme in the Philippines is meeting these requirements in a unique and effective way. As well as laying the foundations for a future career for our new employees, it is central to the continued development of Porsche in the emerging markets.

We accept such challenges willingly, and in doing so set new standards. Nevertheless, we always remain true to our roots, never forgetting that Porsche is "Made in

Germany". This same Porsche philosophy is applied the world over. Over 70% of all Porsche cars ever built are still being driven on roads all over the world today – a fitting testament to the exceptionally high quality of the Porsche brand. A Porsche in Bogota meets the same quality standards as a Porsche in Berlin. Maintenance work in Brunei is of the same quality as maintenance work in Dubai. This is our promise to Porsche customers and the benchmark that we set for ourselves. We have a competent workforce worldwide, whose job it is to look after every single Porsche with the utmost care. The setting up of a separate Training Centre in the emerging markets is thus a logical step as far as our

Porsche importers and dealers are concerned.

We are supported in our efforts by a large number of partners who share our values and views and make a significant contribution towards our success. For our training programme in the Philippines, we can rely on the excellent support provided by our partners Don Bosco and PGA Cars, Porsche importers and distributors.

The sustainable, high-quality vocational training at Don Bosco lays the foundation for the specific Porsche training provided in our Training Centre. Here, the young people who take part in our programme in partnership with PGA Cars receive practical training to become Porsche

Service Mechatronics specialists before going on to work for Porsche in our emerging markets.

For these young people, this training is the beginning of a whole new life. Furthermore, by providing in-depth, practical training that is adapted to our specific requirements, we are ensuring that demand for qualified Service Mechatronics specialists in our emerging markets can be met. It also means that we can continue to offer our customers the kind of service that they expect from Porsche in the future, and ensure that the Porsche name remains synonymous with premium quality and engineering skills worldwide.



Bernhard Maier

Member of the Executive Board  
Sales and Marketing  
Dr. Ing. h.c. F. Porsche AG

## Win-win situation for Porsche and the Philippines



At Porsche, we don't spend all of our time thinking about luxury, fast cars and scooping awards for new vehicle designs. Nor are we obsessed with merely making money or seeing customers behind the wheel of a 911, Panamera or Cayenne. In the Philippines, Porsche has committed itself along with PGA Cars and the Don Bosco Technical Institute to a unique project involving the setting up of the Porsche Training and Recruitment Center Asia (PTRCA).

This is the first Porsche centre for training and recruitment of its kind to be set up outside Germany. We have created a win-win situation for everyone involved. Young Filipinos benefit from excellent career prospects and Porsche gains competent Mechatronics specialists. Providing training and employment opportunities for young, underprivileged Filipinos is our way of making a meaningful contribution to the community.

My father encouraged me to make my own way in the world and inspired me to become a business leader. He also taught me about the importance of social commitment. This is a philosophy shared by Porsche. It therefore gives me great pleasure to see this joint project between Porsche and Don Bosco come to fruition. I also value the important partnership that we have entered into with the students of the institute. They all share the same attributes of competitiveness, perseverance, patience, discipline and the dynamic talent to become successful in the highly competitive field of vehicle service technology.

As part of a practical training programme incorporating a solid theoretical foundation, the young certified Porsche Service Mechatronics specialists are sent to work in the Porsche global dealer network – applying the expertise and strong work ethic for which the people of the Philippines are renowned the world over. Our graduates will not only be among the highest earners in the country, but will also be the main breadwinners for their proud families.

In the modern world, the vision of providing highly skilled, but underprivileged young people with excellent jobs has become a reality.



A stylized, handwritten signature in black ink, consisting of a large, flowing 'R' followed by several loops and a final flourish.

Robert Coyiuto, Jr.

Chairman  
PGA Cars, Inc.  
Porsche Importer and Distributor

## Education is the key to positive development



Education is crucial for the self-development of every individual and for sustainable growth in the community. In emerging markets with low economic output, it plays an even more critical role. This is something we have learned from over 40 years of experience at Don Bosco. It is possible to set up training programmes that incorporate business interests along with a commitment to development policy, with benefits for the country and its people as well as the investing company. The success of the Porsche training programme with the Porsche Training and Recruitment Center Asia (PTRCA) in the Philippines is proof of this.

Porsche, PGA Cars and we, the Salesians of Don Bosco, have worked together to bring about this project. The in-depth, practical Porsche Service Mechatronics training means that many young Filipinos are now in a position to strengthen their career prospects, plan their future and support their families. This initiative is of enormous value.

Following successful basic training at the Don Bosco Technical Institute, around 40 young people from underprivileged backgrounds are selected for further training in the PTRCA each year, where they are trained as Service Mechatronics specialists for the Porsche Centres. The training they receive at the Don Bosco Technical Institute introduces them to the specific requirements of Porsche. In the PTRCA, the young students receive practical training to prepare them for the opportunities and challenges that they will face when working in Porsche Centres. For the young graduates, the training is a virtual guarantee of employment, and the extremely positive experiences to date justify the mutual trust between Porsche and Don Bosco.

Don Bosco THIRD WORLD YOUTH promotes project collaboration worldwide. In the Philippines, Don Bosco helps to meet the Porsche demand for large numbers of qualified technicians in its emerging markets by providing training for young people from disadvantaged backgrounds.

The graduates of the PTRCA have exceeded our expectations. In return, they have been given the chance of a better life for themselves and their families. The partnership with Porsche and PGA Cars is an important part of what we do and helps us in our mission to give young people all over the world a fair chance in life and in so doing to break the cycle of poverty. This is the purpose of the Don Bosco THIRD WORLD YOUTH projects and the training facilities of the Salesians of Don Bosco.



Jean Paul Muller

Don Bosco Mondo

## A groundbreaking success story

Rapid worldwide growth increases turnover. However, handling such rapid growth effectively demands a high degree of creativity. In the many different markets around the world, Porsche has to constantly deal with new and specific requirements. The often unconventional solutions that we develop to meet these requirements frequently set standards for other companies to follow.

### Developed to meet the needs of the markets

At the Emerging Markets Meeting in 2006, Porsche importers from the emerging markets reported rapidly growing demand for Service Mechatronics specialists. Together we examined ways of ensuring that Porsche Centres have permanent access to a pool of qualified staff, particularly for the markets in the Middle East and Asia Pacific. This prompted the decision to establish the Porsche Training and Recruitment Center Asia.

The decision by Porsche to develop and set up its own training programme in the Philippines means that Porsche is now ideally positioned to meet the specific needs of these rapidly growing markets. This is a long-term solution, which will ensure that Porsche importers and dealers have continuous access to highly skilled

Porsche Service Mechatronics specialists in years to come. It means that Porsche customers on site get the best possible service – which in turn leads to increased customer satisfaction and has a positive effect on the business of Porsche Centres. Satisfied customers remain loyal customers.

The PTRCA is the first facility of its kind worldwide. The programme founders have demonstrated their strong sense of social commitment and responsibility by giving young Filipinos the opportunity to lay the foundations for a better future for themselves and their families.

### Fast track to the productive cycle for graduates

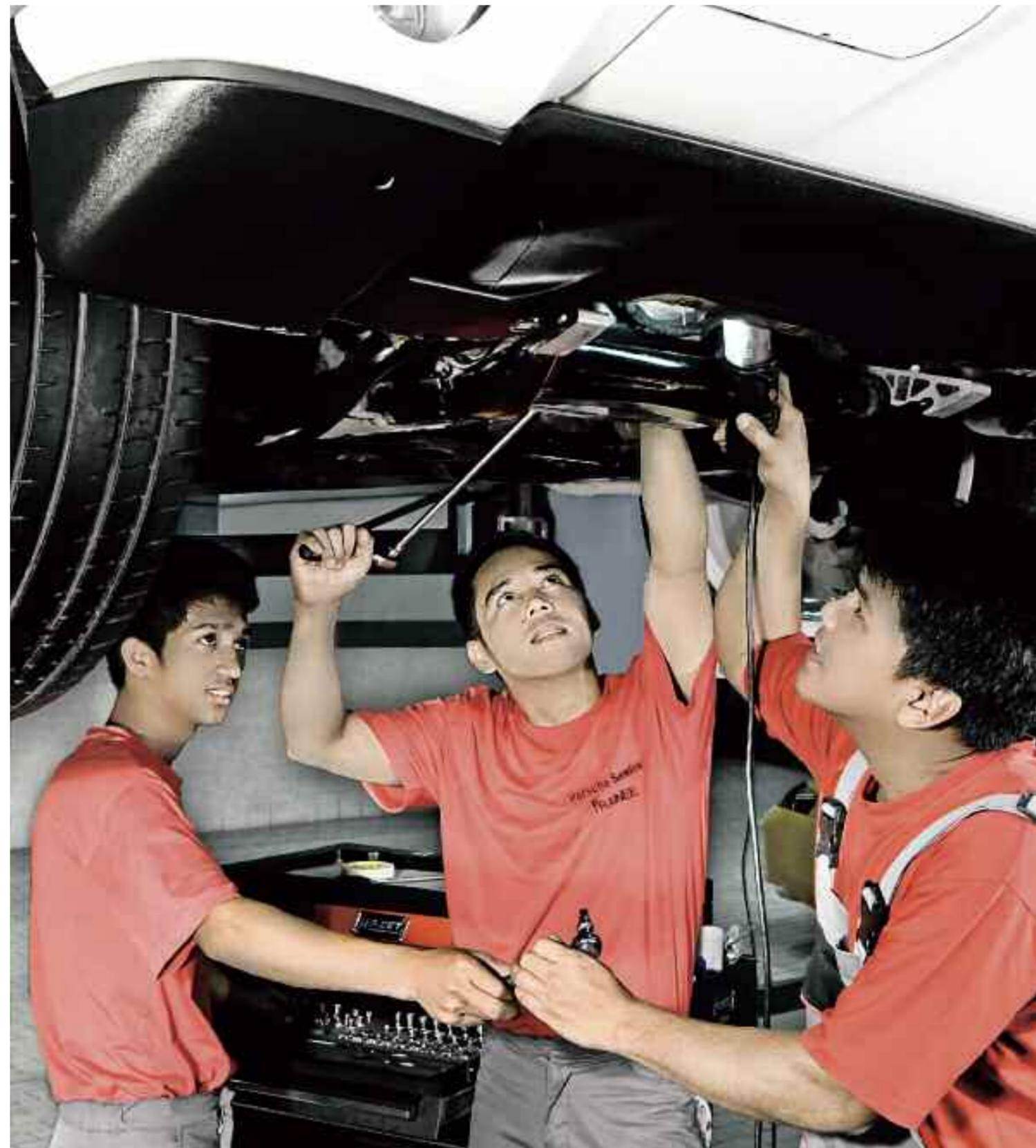
When developing the training programme, one of the key requirements was ensuring that graduates would be able to join the productive cycle of Porsche importers and dealers on site as quickly as possible. In other words, after a brief induction period they would become fully fledged Mechatronics employees in the Service area. In the PTRCA, this is achieved through the high standard of specific Porsche training offered, incorporating both theory and practical work. The Porsche Service Mechatronics specialists trained here are ideally suited to roles with importers in emerging markets.

### Why choose the Philippines?

There were a number of good reasons for choosing to locate the PTRCA in the Philippines. Firstly, English is one of the country's official languages along with Filipino (Tagalog). This significantly reduces costs for language training. Secondly, around 10% of the population are migrant workers in other countries and are used to working abroad to support their families. Schooling is available to all and the country already has technical schools. All in all, the country is an ideal location for implementation of a Porsche Service Mechatronics training programme. Furthermore, PGA Cars is a reliable cooperation partner in the Porsche dealer organisation.

### Basic conditions for the PTRCA

A number of conditions were stipulated for the PTRCA. There would need to be facilities to train up to 40 Service Mechatronics specialists each year. English was chosen as the language of instruction. The trainees would have to be prepared to work abroad and to acquire all of the basic knowledge needed to join the day-to-day operations of Porsche Centres as quickly as possible in the PTRCA.



## A groundbreaking success story



### Cooperation partners PGA Cars and Don Bosco

PGA Cars is a successful Porsche importer and dealer in the Philippines since 1996. The company is based in Manila, the country's capital. PGA Cars has enjoyed a close working relationship with Porsche for many years and has plenty of room for the integration of a Training Centre.

The Salesians of Don Bosco, a Roman Catholic religious order, was founded in 1900. Salesian communities primarily operate shelters for homeless or disadvantaged youths as well as technical, vocational and language instruction centres

for all age groups in around 130 countries worldwide. The Don Bosco Technical Institute in Makati has been providing technical training since 1960 and trains around 800 automotive technicians every year.

### The training programme at a glance

The students first complete a 10-month basic training course at the Don Bosco Technical Institute. Porsche has set up and equipped a separate training room here to allow the students to familiarise themselves with topics specific to Porsche as early as possible. The best students are then selected by Porsche to take part in the PTRCA training pro-

gramme. Here, they are trained over a period of nine months by Porsche specialists on Porsche vehicles using Porsche tools.

### Selection of PTRCA students in two phases

The young Filipinos already speak English and in the PTRCA they receive advanced English lessons - and Spanish, if necessary - as well as training in customer communication. The selection process for choosing the Porsche Service Mechatronics trainees consists of two stages. The head of the Don Bosco Technical Institute first selects around fifty of the best students from the current intake.

Twice a year, the Porsche trainer selects the trainees for the PTRCA programme using structured interview guidelines. The number of students depends on market requirements and ranges between eight and sixteen students per class.

The high-quality facilities of the PTRCA mean that the students benefit from a particularly high standard of theoretical and practical training. The graduates are qualified for further training and promotion opportunities within the Porsche organisation and make ideal candidates for immediate employment and integration in the productive cycles of Porsche importers and dealers.

### A programme without financial interests

The Porsche training programme guarantees Porsche Centres access to highly skilled Porsche Service Mechatronics specialists. There are no vested financial interests, as the organisation is non-profit. Porsche importers and dealers are expected to make just a single contribution of € 5,000 for each trained Porsche Service Mechatronics graduate in order to cover costs. This covers all of the training (19 months) provided by Don Bosco and the PTRCA, language training as well as co-ordination of the graduate placement, excluding air fare.

## Success from day one

Following a comprehensive review and detailed preparations, the decision to proceed with implementation in cooperation with the Don Bosco Technical Institute Manila and PGA Cars Inc. was made by Porsche in November 2007.

On 13 December 2007, the contract between Porsche, PGA Cars Inc. and Don Bosco was signed. This contract allows Don Bosco students to receive Porsche Service Mechatronics training as well as a guaranteed job within the Porsche dealer organisation. The competency and training profile for the Porsche Service Mechatronics training in the PTRCA was also approved in December 2007.

### Qualified Porsche trainer

The necessary financial and human resources for setting up the PTRCA and the training programme on site were also approved. In February 2008, a project team and a qualified Porsche Trainer was recruited and sent to Manila. In March 2008, both the training programme – including English instruction and intercultural topics – and the Trainer guidelines were drawn up in accordance with international Porsche standards.

### The Porsche training rooms at Don Bosco and PGA Cars

The procurement and equipping of the training rooms at Don Bosco and PGA Cars was then initiated. In the Don Bosco Technical Institute, a room measuring 70 m<sup>2</sup>

was set up, while PGA Cars provided two rooms measuring 70 m<sup>2</sup> and 40 m<sup>2</sup> respectively for theory and practical work.

The Porsche room at Don Bosco was equipped with a full multimedia technology package and an air conditioning system. It is used for basic training for all students and can quickly be converted into a practical room, where the trainers can host training sessions using actual vehicle units.

The rooms at PGA Cars comply with international Porsche Service standards and are reserved exclusively for specific Porsche training. Conversion work commenced in March 2008. The training rooms feature state-of-the-art equipment, including PIWIS information system, PIWIS Tester and special tools. The Corporate Porsche Academy, the international Porsche online training platform, gives students access to

all available Porsche online training modules. These are an integral part of the training. There are also three Porsche training vehicles as well as various training units and demo materials for the Porsche Service Mechatronics training programme.

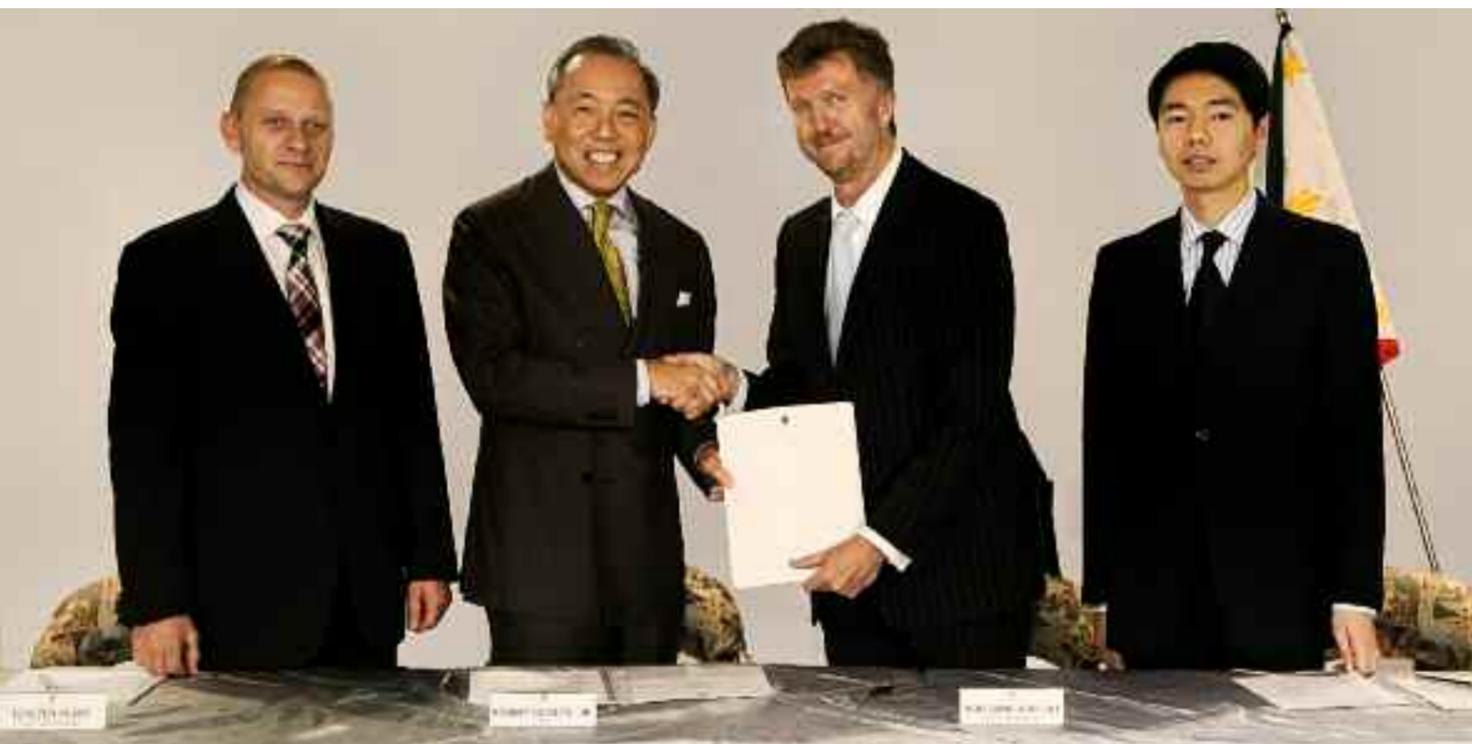
### Celebrations to mark the opening of the PTRCA in April 2008

The Porsche Training and Recruitment Center Asia opened its doors on 2 April 2008, to around 300 invited guests, including representatives from the media, customers, VIPs, ambassadors and other distinguished guests. In the first year, 2008, 16 students attended training between April and September. On 24 September, the graduates received their certificates at a ceremony attended by a number of invited guests. The students successfully qualified as Porsche

Service Mechatronics specialists, achieving an average grade of 83.5 per cent. The first batch of graduates were recruited and sent to the Porsche Middle East markets in Dubai, Saudi Arabia, Kuwait and Qatar as well as to Porsche Asia Pacific markets. The training programme was an immediate success, with Porsche importers and dealers in six countries receiving support from highly skilled Porsche Service Mechatronics specialists. Since the moment it first opened its doors, the PTRCA has proven to be an extremely successful initiative for the recruitment and promotion of qualified staff specifically for Porsche dealers and importers in emerging markets. The second graduating class successfully completed training to become Porsche Service Mechatronics specialists in March 2009. A total of 32 graduates are already working in Porsche Centres in the Middle East and Asia Pacific markets.

### Continuous development and official recognition

In March 2010, the training programme was extended to include a three-month practical phase in the PGA Cars Porsche dealership. This gives graduates the opportunity to put what they have learned into practice immediately in the day-to-day operations of the After Sales business. The training programme has thus been extended from 16 to 19 months. Two new subjects have also been added: "Alternative drives" and "Communication with the customer". In October 2010, the first graduates were recruited for the Latin America region. In December 2010, the Filipino President, Benigno Aquino, visited the PTRCA, thus underscoring the importance of the Porsche training programme to the local community.



## PTRCA graduates provide excellent service to Porsche Centres worldwide

The primary goal of the Porsche training programme for certified Porsche Service Mechatronics specialists in the Philippines is to ensure that Porsche importers and dealers in emerging markets have constant access to a pool of qualified staff, who can be integrated immediately and effectively into the productive cycle of the local operation.

This is made possible thanks to the in-depth, practical training provided in the PTRCA. The high level of ability and motivation of the graduates has led to significant international demand for certified Porsche Service Mechatronics specialists from the PTRCA. By the end of 2011, seven batches of students had successfully completed their training and over one hundred graduates had been successfully recruited since the foundation of the PTRCA. These graduates now work in Porsche dealerships in thirteen countries and are valued members of the international Porsche After Sales organisation.

The PTRCA graduates must work for Porsche for a period of at least three years. This helps to ensure continuity in human resources planning for Porsche importers and dealers on site. The high quality of the training provided in the PTRCA has also been proven in practice with the results of international exams. Porsche AG conducts certification tests in the Porsche dealerships of the Emerging Markets regions. These tests check how well the Service staff meet the requirements in the individual areas of competency. The PTRCA graduates perform particularly well in these tests. The training programme in the PTRCA guarantees successful entry to the international Porsche Service Training programme for graduates. Some graduates have already passed the certification tests with excellent results (Zertifizierter Porsche Techniker Bronze Level) and are on their way towards achieving Silver Level.

### **For the satisfaction of importers, dealers and customers**

The extremely positive results – as shown in the feedback from Porsche importers and dealers and the certification results – are proof that the PTRCA graduates are able to integrate into their respective Porsche Centres quickly and successfully, and impress their employers in the Porsche After Sales business with their efficient working methods.

Of course, we should not forget about the social benefits of this project. The Porsche training programme in the Philippines in partnership with Don Bosco and PGA Cars is the first project of its kind worldwide. PTRCA graduates go on to work with the Porsche organisation, thus enabling them to support their families directly by earning a living as well as financing education for children, which is one of the major bonuses of this project.



## Quality of training as a key success factor

Each individual Porsche is synonymous with the ultimate in engineering skills and quality. This applies not only to the development and construction of new vehicles, but also to subsequent maintenance and repair. Every Porsche customer worldwide – whether they are in Argentina, Dubai or the Philippines – can expect their vehicle to be looked after by highly skilled staff according to international Porsche standards.

### Easy access to qualified Porsche Mechatronics specialists

Our strong growth in the Middle East and Asia Pacific regions required specific measures aimed at meeting the high level of demand for qualified and dedicated Service Mechatronics specialists on site. The Porsche importers thus suggested and supported the development of a training programme and the foundation of the Training and Recruitment Center Asia by Porsche AG. In the past, qualified Mecha-

tronics specialists had to be sought, recruited and sometimes even poached from competitors all over the world, which involved considerable effort and expense. This brought problems such as high costs, lack of loyalty and no specific Porsche training.

With the foundation of the PTRCA, Porsche importers and dealers can now hire reliable and dedicated Porsche Service Mechatronics specialists with a lot less effort and expense.



What the managers say:

**Mr. Mohamed Rahman**  
After Sales Director  
Porsche Middle East

Over the past decade we have seen enormous growth in our region – both in sales and in the size of the overall Porsche car park. This has led to greater responsibility in terms of guaranteeing first-class Porsche Service for a much larger group of customers. In order to be able to continue to deliver the service quality that Porsche customers expect, we need more highly skilled Porsche Mechatronics specialists. This demand cannot be met just by recruiting locally. It is only thanks to ease of access to the certified Service Mechatronics specialists of the PTRCA that Porsche Middle East has been able to provide adequate support for the Porsche Centres in the regions. Broadly speaking, the foundation of the PTRCA has been extremely important from a strategic perspective and has been a major boost for our region.

**Mr. Salman Al Darwish**  
Chairman/CEO  
Porsche Centre Doha

Our customers want no compromises. This starts from the moment they choose their vehicle and applies in equal measure to the quality of service. We feel we owe it to our customers to seek out and hold onto the best talent in order to be able to meet their expectations and at the same time achieve our own business objectives. In Qatar there aren't enough qualified Porsche Mechatronics specialists, which means that we would usually have to look abroad, costing a considerable amount of time and money. However, even when we did find technicians, we had to spend the first year familiarising them with the specifics of Porsche and sending them on Porsche training courses before they could join our workflow. For these reasons, we decided to hire certified Porsche Mechatronics graduates from the PTRCA. They are already "Porsche trained" and have been productive members of our Service Team from day one.

**Mr. Callum Bottomley**  
Service Manager  
Porsche Centre Kuwait

The key objective for our Porsche After Sales and Service department is the satisfaction of our customers. For this reason, we only hire technicians who have received intensive training with Porsche vehicles and are able to obtain the latest Technical Information notices from Porsche AG in Germany. Based on our experiences, we can confidently say that the Porsche Service Mechatronics specialists who have come to us from the PTRCA have quickly become a great asset in helping us to achieve our stated service objectives. This is evident not only in the high level of customer satisfaction, but also the efficiency with which the PTRCA graduates work in our teams. I firmly believe that this is due to the excellent training provided by the PTRCA.

**Mr. Nasser Al Raiy**  
After Sales Manager  
Porsche Centre Oman

Along with technical ability, experience and Porsche qualifications, we expect candidates to be able to work as part of a team and have a strong focus on results. The Porsche Service Mechatronics graduates we have hired from the PTRCA have met these requirements perfectly. This has saved us a great deal of time and money in the selection of new employees. Initially we were a little wary when reading the CVs from the potential PTRCA candidates. However, we soon realised that this wasn't just a training course, but a comprehensive training programme that even incorporates intercultural training and a relocation service. We were right to place our trust in the "Porsche seal of approval" and today we are very happy to have Messrs Didolo and Beloso as loyal members of our Service Team. We plan to recruit more Service Mechatronics graduates from the PTRCA in the future.

**Mr. Diego Lopez**  
After Sales Director  
Porsche Latin America

Porsche has a strong team in Latin America. We therefore need employees who possess all of the skills that are essential for ensuring that our success is maintained. As a lean organisation, we make sure that each new recruit hired by one of our Porsche Centres has a positive impact in every area. We therefore support the PTRCA, as they provide Service Mechatronics training according to international Porsche standards and Best Practice guidelines. They provide practical training while at the same time imparting the necessary theoretical knowledge. The graduates are thus fully prepared for their new workplace and provide effective support for the Porsche Centres in our region from the very first day they start work.

**Mr. Juan C. Molina**  
General Manager  
Porsche Centre Panama

Excellent service plays a crucial role in the Porsche business in Panama and for our customers. In a small market such as ours, a well-trained Service Team can provide a real competitive advantage. Having access to the Service Mechatronics graduates from the PTRCA has therefore been extremely important for us. The process is very straightforward and saves us money. The PTRCA graduate we employed with the help of the regional office has exceeded our not insignificant expectations. He has demonstrated excellent mechanical skills and specific Porsche expertise from day one. We therefore support the PTRCA and would recommend the hiring of graduates without reservation.

## Certified Porsche Service Mechatronics job profile

Porsche importers and dealers can expect PTRCA graduates to possess all of the skills that are required for immediate integration into the workshop operation. These include not only technical, specific Porsche knowledge and mechanical skills, but also good language and social skills. The ten months of basic training with the Don Bosco Technical Institute are followed by the nine-month specific Porsche training programme in partnership with PGA Cars. In addition to the technical subjects, Porsche Service Mechatronics trainees receive English lessons (and Spanish, if necessary) and acquire communication skills.

Porsche Service Mechatronics specialists are able to carry out maintenance, service and assembly work as well as simple repairs as soon as they commence work at the Porsche Centre to which they have been deployed. They promote the Porsche brand image and contribute to the long-term preservation of the value of customer vehicles. The PTRCA graduates are ideal candidates for employment in Porsche Centres worldwide.

### General competencies

- Flexibility
- Excellent team skills
- Language skills (primarily English) for excellent communication ability and for using Porsche information systems
- Strong quality awareness
- Coherent thinking
- Technical knowledge
- Systematic and efficient working methods
- Willingness to participate in further training in order to improve personal competencies
- Ability to learn from experience
- Commitment and motivation

### Communication and behaviour

- Good communication skills, openness, ability to communicate with customers and internal partners in a wide range of situations
- Ability to provide comprehensible and specific responses to customer questions
- Utilisation of potential in the team, willingness to accept and act on personal criticism

### Methods and process competence

- Structured, efficient and comprehensible working methods, strong customer and market focus
- Knowledge of the standard Porsche workshop processes, products and services
- Ability to plan and document work processes
- Consideration of legal regulations and guidelines for road safety and the protection of persons
- Thinking and acting in compliance with quality management
- Observation of occupational safety regulations and manufacturer's specifications
- Application of operating and repair instructions, Technical Information notices and workshop literature in the performing of tasks

### Professional competencies

- Vehicle and product knowledge
- Good basic knowledge of the Porsche models' systems and of their operation in accordance with the operating instructions
- Ability to describe the vehicle systems and to provide instruction to the customer
- Safe operation of standard and optional vehicle systems
- Ability to carry out maintenance, checking and adjustment work and to learn quickly

### Maintenance

- Moving, parking, lifting and securing the vehicle
- Use of workshop equipment including all devices and aids
- Ability to carry out maintenance and assembly work independently according to manufacturer's specifications followed by quality control
- Carrying out of all visual inspections, adjustment work, changing and replacing of operating fluids and wearing parts
- Cleaning and care of vehicles in order to preserve their value

### Diagnosis

- Carrying out of function tests, reading of the fault memory and creation of the vehicle analysis log
- Basic knowledge of the diagnosis of faults, damage and signs of wear in all vehicle systems and assemblies
- Knowledge of measuring and test equipment
- Basic knowledge of testing and measurement of the engine electrics/electronics
- Basic knowledge of testing of electrical/electronic systems
- Basic knowledge of testing of networked systems (BUS/hydraulics/pneumatics/mechatronics)
- Basic knowledge of testing of chassis and brake systems
- Creation of measurement and test logs

### Repairs

- Quality-conscious approach to assembly work
- Basic knowledge of power train, chassis and brake system repairs
- Basic knowledge of body, comfort and safety system repairs
- Repair of electrical and electronic systems
- Repair of mechanical systems
- Preparation of the vehicle for handover to the customer

### Other tasks

- Retrofitting, conversion and installation work in accordance with Porsche guidelines (e.g. Tequipment)



## Service Mechatronics specialists make an immediate impact

When developing the certified Porsche Service Mechatronics curriculum, the main focus was on meeting the wishes and requirements of Porsche Centres with respect to their future employees. Both the basic training provided by Don Bosco and the subsequent specific training in the PTRCA are based on a solid foundation of theoretical and practical knowledge. Importers and dealers benefit from the ability of PTRCA graduates to join the workshop operation immediately.

### Expert management team

The Porsche training team, led by the responsible PTRCA Technical Training Manager, provides the students with in-depth, practical training that enables them to join a workshop operation immediately after graduation without the need for long induction times. The Technical Training Manager has worked in the Porsche organisation for many years and has an excellent understanding of the international Porsche

standards. He was chosen on account of his outstanding technical knowledge and his excellent skills as an educator.

### High-quality theoretical and practical training

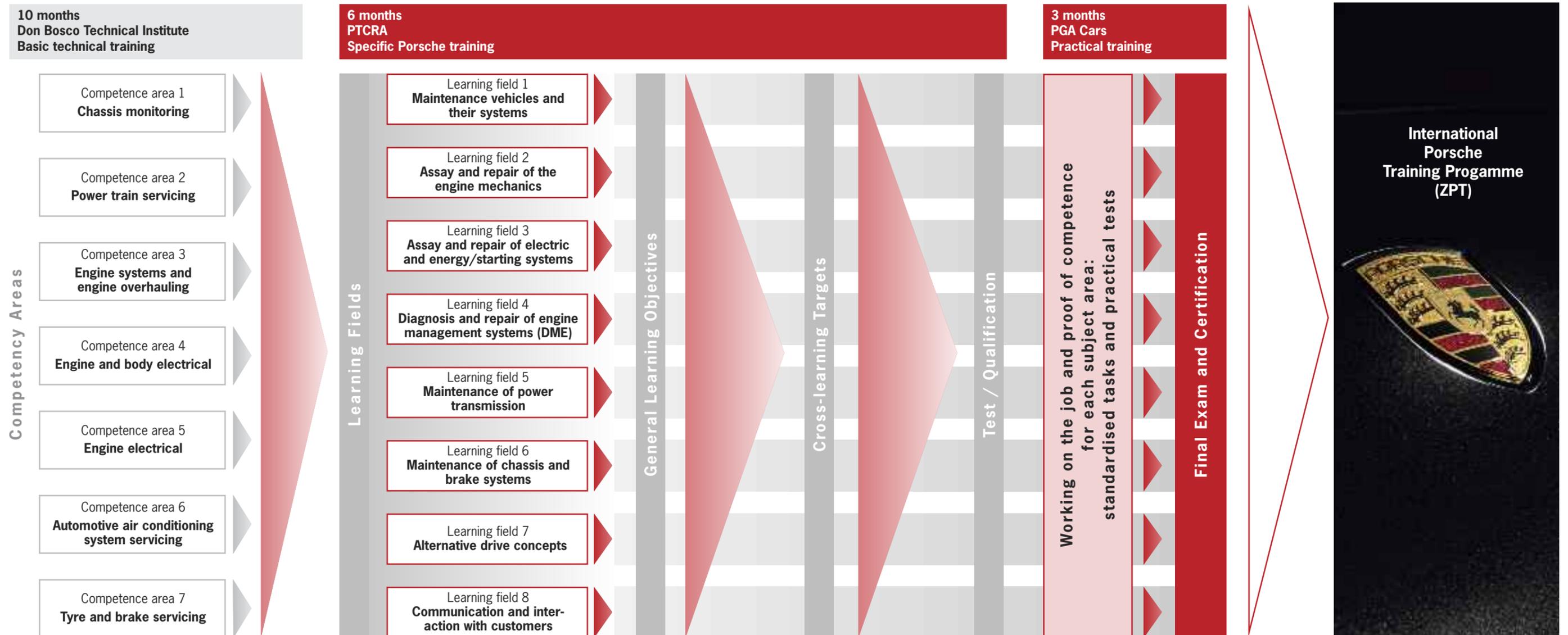
The 19-month training programme is based on the Porsche competency profile for Porsche Service Mechatronics specialists and is divided into three phases.

The subjects and teaching concepts of all phases of the training programme comply with international Porsche standards and are updated and adapted to new requirements on a regular basis by the Porsche Technical Training Manager in consultation with Porsche AG. The learning success of students is continuously checked and documented.

In the first phase, the main focus is on the development and consolidation of solid

basic technical knowledge. This ensures that all participants share virtually identical basic technical knowledge. This basic training lasts ten months and takes place in the Don Bosco Technical Institute (DBTI), where Porsche has set up a separate classroom with multimedia equipment. This is followed by six months of specific Porsche training in the high-quality facilities of the PTRCA, which ends with an exam. The students then spend a further three months undergoing intensive practical training in the

PTRCA as well as intensive, advanced training in the PGA Cars dealership. This ensures that the theoretical knowledge acquired by the participants is put into practice. The students' knowledge is continuously assessed by means of additional success reviews for specified content. The Service Mechatronics training programme ends with a theory and practical test. The final report created by the Porsche Technical Training Manager for each student also counts towards the certificate.



## Basic training at the Don Bosco Technical Institute in Makati

The Don Bosco Technical Institute in Makati (DBTI), in the Philippines, has been supporting young people from underprivileged backgrounds since the early 1970s. The institute provides basic technical training to young people with the motivation to succeed. Don Bosco was the perfect partner and the technical training already provided at the DBTI proved to be an ideal basis on which to build the curriculum for the Porsche Service Mechatronics training programme.

The 10-month basic training courses at Don Bosco start in June and November each year. Around 700 young people apply each year, of whom 200 are accepted as students. The Porsche Training Manager provides assistance in developing the curriculum and briefs the training manager in the institute in relation to current Porsche requirements with respect to the students on a regular basis. In the Porsche room at the institute, which can also be used as a practical room for unit training, the students are also given an early introduction to specific Porsche topics.

### Multi-phase selection process ensures high-quality training

Of the 200 students who take part in the basic training, Don Bosco selects the best 30-40 for Porsche twice a year. These students must first pass a number of tests in the PTRCA, after which Porsche selects the best 8-16 applicants for advanced training in the PTRCA. Only the most gifted and motivated students can therefore take part in the training in the PTRCA.

### Support for the practical phase at the Don Bosco Technical Institute

Twice a year, two of the Porsche technical trainees who are in their final year of training are sent to Manila by Porsche AG. They support the PTRCA in specific project work and at the same time learn everything they need to know in preparation for working in the Service Support Team, for example. During this time in the Philippines, they learn about a different

culture and economic region. This placement provides them with invaluable experience, which will be useful to them in their future career, particularly if they go on further assignments abroad.

The competency-based basic training at Don Bosco provides the foundation for the second training phase, which is tailored to specific Porsche learning objectives. Below is an overview of the knowledge areas covered:

Don Bosco Technical Institute/Basic Technical Training		
Competency Areas	<b>Competency area 1</b> <b>Chassis monitoring</b>	<ul style="list-style-type: none"> <li>• Front axle hub servicing</li> <li>• Drive shaft servicing</li> <li>• Power steering vane pump servicing</li> <li>• Steering gear housing servicing</li> </ul>
	<b>Competency area 2</b> <b>Power train servicing</b>	<ul style="list-style-type: none"> <li>• Clutch master cylinder</li> <li>• Clutch assembly</li> <li>• Trans axle</li> <li>• Differential shim type</li> <li>• Differential FR type</li> </ul>
	<b>Competency area 3</b> <b>Engine systems and engine overhauling</b>	<ul style="list-style-type: none"> <li>• Cylinder head overhauling</li> <li>• Engine block overhauling</li> <li>• Engine system servicing – fuel system</li> <li>• Engine system – cooling system</li> <li>• Engine system – lubrication system</li> </ul>
	<b>Competency area 4</b> <b>Engine and body electrical</b>	<ul style="list-style-type: none"> <li>• Wiring connections</li> <li>• Fundamentals of body electrical wiring diagram</li> <li>• Fundamentals of body electrical system</li> <li>• Conventional auto lighting wiring circuit</li> <li>• Combination type auto lighting wiring circuit</li> </ul>
	<b>Competency area 5</b> <b>Engine electrical</b>	<ul style="list-style-type: none"> <li>• Alternator servicing</li> <li>• Starter motor servicing</li> <li>• IIA servicing</li> <li>• Battery servicing</li> </ul>
	<b>Competency area 6</b> <b>Automotive air conditioning system servicing</b>	<ul style="list-style-type: none"> <li>• Description of air conditioning system</li> <li>• Car air conditioning system circuit</li> <li>• Troubleshooting with manifold gauge</li> <li>• Car air conditioning system servicing</li> <li>• Replacement of the compressor shaft seal</li> </ul>
	<b>Competency area 7</b> <b>Tyre and brake servicing</b>	<ul style="list-style-type: none"> <li>• Brake master cylinder overhauling</li> <li>• Front disc brake servicing</li> <li>• Front disc brake overhauling</li> <li>• Rear drum brake overhauling</li> <li>• Car jacking and tyre rotation</li> </ul>



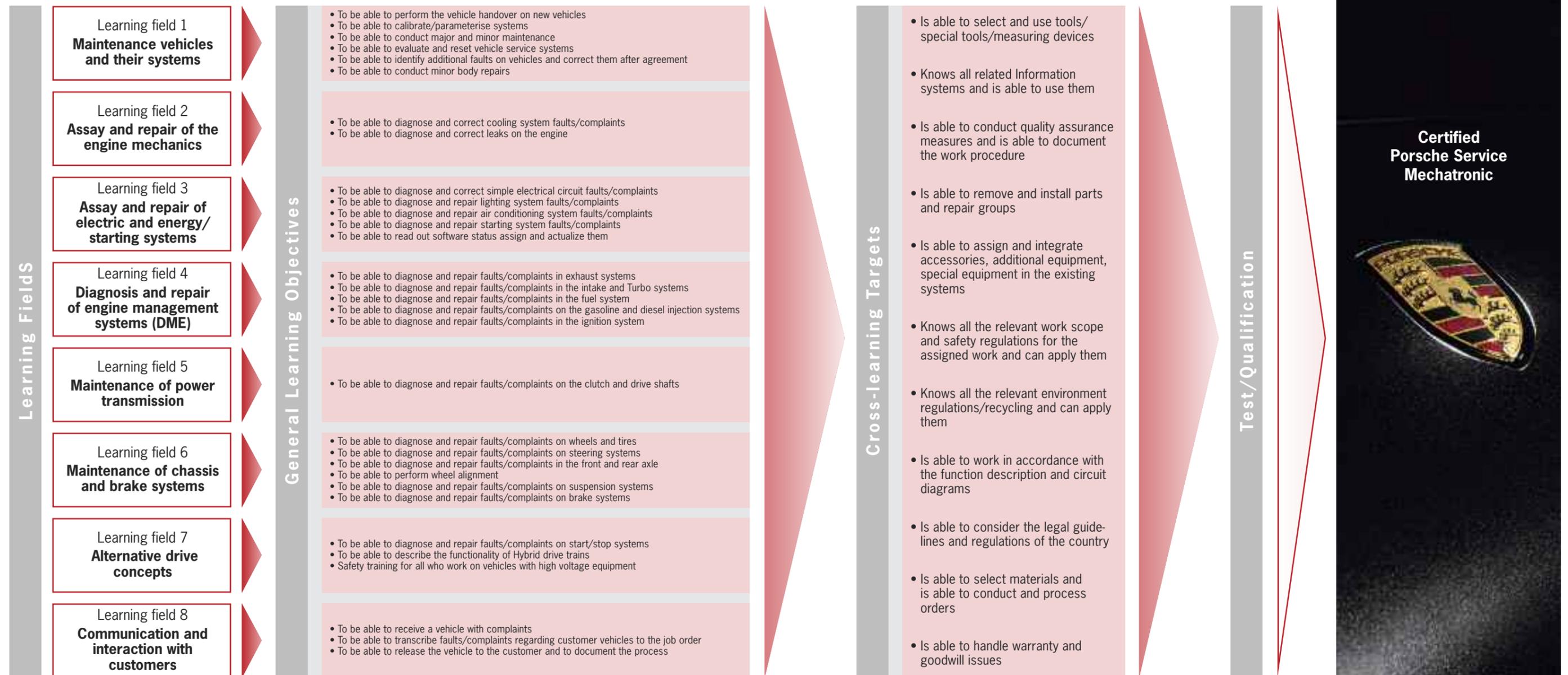
# The training programme at Porsche Training and Recruiting Center Asia

When developing the training concept, our main focus was on meeting the requirements of Porsche Centres. The same is true of the individual areas of the training programme, which concentrate mostly on specific Porsche content for this very reason. The students are taught in all competencies, which are defined in

the "Porsche Service Mechatronics" job profile, by Porsche trainers. The profile also specifies the main subjects and describes the general and detailed learning objectives.



## PTCRA/Specific Porsche training



## The engine as an example of a detailed learning objective

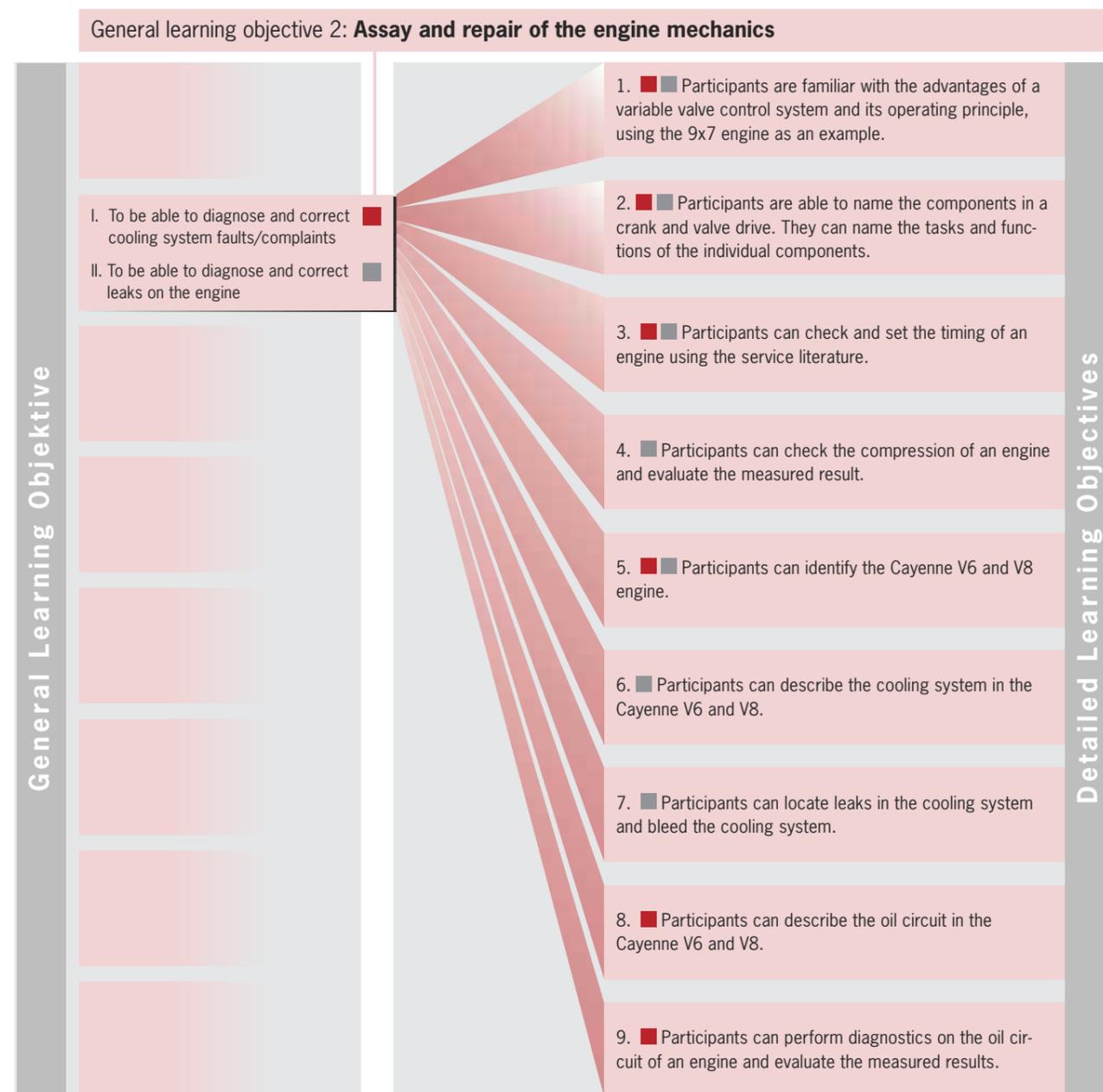
The PTRCA training programme has been developed systematically from day one by defining the general Porsche learning objectives for each learning field. Furthermore, specific detailed learning objectives are determined for each general learning objective.

The theoretical and practical assessments of the PTRCA trainees are based on these detailed learning objectives. Consequently the PTRCA trainer guidelines have been developed accordingly.

All cross-sectional competencies – for example “Is able to select and use

tools/special tools/measuring devices” – are also applied in the “Engine” training area.

The following overview presents the detailed learning objectives for the general learning objective “Assay and repair of the engine mechanics”:



## Ensuring quality and sustainability



In the PTRCA we meet the high expectations of Porsche Centres with respect to future Service Mechatronics specialists by providing the highest level of Porsche training.

To ensure the quality and sustainability of the PTRCA training and development programme, we have established extensive Porsche quality standards and procedures.

The following overview presents respective measures and highlights:

### For PTRCA trainers:

- Participation of the PTRCA trainer in the "Certified Porsche Trainer" programme for qualification and on-going training
- Creation and implementation of trainer guidelines for all training content in the PTRCA
- On-going coordination with the Porsche AG training department in Stuttgart for the purposes of updating the training content

### For PTRCA trainees:

- Selection of trainees on the basis of Porsche standards
- Creation of standardised interview guidelines for the trainee selection process
- Conducting of assessments after the respective training modules
- Practical and theory exams for each subject

### Continuous improvement:

- Regular check of the "report cards" of trainees by Porsche AG and the PTRCA team
- Creation of a monthly overall evaluation in order to be able to identify gaps at an early stage
- Review and continuous evaluation of the training content (i.e. new Porsche product features) and results at the end of each wave of training
- Feedback forms for the receiving markets to ensure Porsche dealer satisfaction and for fine-tuning as well as expansion of the programme
- A train-the-trainer seminar is hosted at Don Bosco once a month. This ensures that the teaching staff of Don Bosco stays up to date with the latest technology.

Based on the described measures the PTRCA training programme is always up to date and continuous improvement is guaranteed.

## Strong partners for a complete overall concept



### **Berlitz International**

Berlitz International is one of the largest language schools in the world. From its headquarters in Princeton, New Jersey, Berlitz currently manages over 500 separate language centres in more than 60 countries. The many years of international experience that the company has gained since its formation in 1872 in turn help the students of the PTRCA. As part of

their training programme, the students receive professional language, communication and intercultural training that is tailored to their specific requirements. They are thus fully prepared for the challenges that await them in their new workplace.

### **Goodman International Manpower**

Goodman International Manpower was licensed by the Philippines Overseas Employment Administration in 2003 to recruit and send highly skilled workers from the Philippines to international destinations. Goodman takes care of the organisation and processing of placements for PTRCA graduates, including passport applications, as well as travel arrangements

to the country of the respective Porsche Centre. The dealers are therefore virtually free from any responsibility for organising the formalities. Some visa applications must be handled by the dealer, but Goodman will be happy to provide assistance in such cases.

The services of Berlitz and Goodman – excluding air fares for placements – are included in the single contribution of EUR 5,000.

## PTRCA graduates give their view

For young Filipinos, completing a vocational training programme means much more than simply starting a career. Training provides them with an opportunity to create a better future for themselves while at the same time supporting their families financially and ensuring that their children receive a good education. Being among the 700 young people chosen to attend the Don Bosco Institute in Makati

is the first step towards achieving this goal. Students who show a strong interest in technology as well as talent and commitment are given the opportunity to progress to the next step towards securing a better future with acceptance into the PTRCA training programme. This training programme introduces the students to the world of Porsche and marks the start of an exciting new chapter in

their lives. Upon completion of the training course, students can use the skills they have acquired to provide rapid and effective support to Porsche Centres worldwide. And as part of the Porsche organisation worldwide, they have excellent opportunities for further training and promotion and can look forward to a bright future for themselves and their families.



**Kevin John Dahilig**

The 19-month Porsche training programme in the PTRCA was a fantastic experience. And as you would expect from Porsche, the training programme was very focused and run very efficiently. I found the three-month training period in a real Porsche After Sales environment to be particularly good. Good theory is no use if it isn't put into practice.



**Michael Non**

I'm very proud to be a qualified Porsche Service Mechatronics graduate. I feel extremely privileged. I'd like to take this opportunity to thank everyone in the PTRCA as well as the people responsible for this excellent programme. My dream of working in a new environment, in a new country and with new people as a Porsche Service Mechatronics graduate is now a reality.



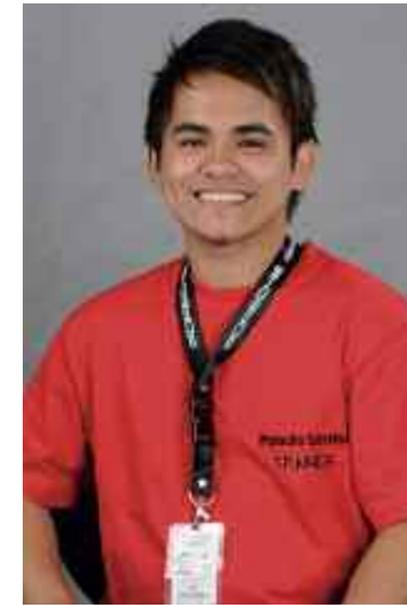
**Marlon Atanoso**

The training programme began with general technical training, in which we were taught the technical core competencies. In the 13 months that followed, the training focused on specific competencies and knowledge relating to Porsche technology. The programme covered eight different Porsche training areas – from maintenance right up to communication with the customer. In the PTRCA I also learned about German efficiency, discipline and teamwork.



**Switzer Aboboto**

The PTRCA gave us the great privilege of an opportunity to embark on a successful career in the Porsche After Sales area. After successfully completing the Porsche training programme in the PTRCA, I am now ready to broaden my horizons. I can't wait to start working in the Porsche After Sales area with one of the many Porsche Centres worldwide.



**Rouven Gamboa**

The PTRCA programme doesn't just provide technical training. Thanks to the integrated language training, I can now speak English fluently and can communicate with Porsche customers. Some of the other programme participants even learned Spanish. We received intensive communication training, in which we learned about cultural differences. I now feel very confident and well prepared for my role as a qualified Porsche Service Mechatronics graduate.



**Jorma Espiritu**

The 19-month training programme in the PTRCA really motivated me to develop my skills even further. I would like to express my sincere gratitude to the team in the PTRCA, Don Bosco and PGA Cars, who supported me on my journey to become a qualified Porsche Service Mechatronics graduate. My next goal is to qualify for the international Porsche certification programme Bronze Level. I hope to remain an active member of the Porsche Service network for many years to come.

## Summary



With the launch of the PTRCA training programme in the Philippines, we have found an efficient solution to the problem of securing continuous access to a highly skilled pool of Porsche Service Mechanics specialists for our global dealer network.

Thanks to our partnership with the Don Bosco Technical Institute in Makati, we are now in a position to discover and foster young talent at an early age. The high-quality training that they receive in the

PTRCA prepares them for deployment in the Porsche organisation worldwide.

Over 100 young Filipinos have already successfully completed the training and been posted to locations all over the world. The experience that we have gained in developing and implementing the programme, the enormous success enjoyed by the graduates and the positive feedback from Porsche Centres are proof – as if any were needed – that the decision to set up the PTRCA in the

Philippines in partnership with Don Bosco and PGA Cars was indeed the right one, and will continue to have a positive effect well into the future.

We would like to express our sincerest thanks to all of the employees and partners who have contributed to the successful implementation of this project.

## Contact

Are you interested in recruiting a PTRCA graduate? Just contact your Porsche importer or regional office for further information.

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