

AUTOMOTIVE

Mercedes-Benz responds to technician shortage with new training programs

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The three new programs fall under Mercedes-Benz AMG Academy. Image credit: Mercedes-Benz

By LUXURY DAILY NEWS SERVICE

German automaker Mercedes-Benz is helping foster the next generation of technical talent with a host of new training programs.

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The automaker is implementing new technician training and development programs, MB Star Connect, MB Campus and MB Drive, in response to the industry's talent shortage. Programs aim not only to benefit the automotive industry but to provide young people with fulfilling, challenging careers.

"We're not only helping our students jumpstart their career, but also are cultivating essential relationships between dealer employers and potential employees," said Lisa Rosenfeld, general manager at Mercedes-Benz Academy, MBUSA, in a [statement](#).

"Our students leave these programs feeling invigorated after learning innovative Mercedes-Benz technologies and driven towards making a career out of working with some of the most technologically advanced vehicles on the road."

A bright automotive future

The three new programs fall under Mercedes-Benz AMG Academy, a hub for a wide range of training courses for all levels of automotive expertise, from beginner to expert.

A need for more technicians and automotive talent within the industry is clear as, according to the 2021 MBUSA Tech Demand Survey, Mercedes-Benz USA alone has an annual demand for 1400 technicians, with 50 percent of dealerships reporting an urgent or extremely urgent need for technicians.



The MB Star Connect program is available for vocational and high school technical training. Image credit: Mercedes-Benz

The MB Star Connect program is available for vocational and high school technical training, hoping to foster relationships with dealerships that could lead to future jobs for students. This program gives high school students access to the specific Mercedes-Benz automotive curriculum.

MB Campus is available for college, vocational and post-secondary level technician training and offers students the opportunity to enroll in Mercedes-Benz automotive training while also completing their two-year degrees. This program focuses on the development of hands-on skills.

The MB Drive option is a 17-week program and is noted as one of the most sophisticated technician training programs in the country, as participants can become certified technicians. This program is also accessible to veterans, being the first program by an automaker to be approved for the GI Bill benefits in the United States.

Several luxury automakers pride themselves on offering fulfilling educational programs.

Last year, British automaker Rolls-Royce announced it was offering a record 37 spots in its 2022 apprenticeship program.

The number of places available is up by more than 15 percent compared to 2020, suggesting strong performance due to new models as well as the conception of a new generation of all-electric vehicles. This class marked the largest intake of participants since the program began in 2006 ([see story](#)).

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