

The Race to Recruit

Across North America, fleets are feeling the effects of an aging workforce, growing vehicle complexity, and too few young people entering the skilled trades.



THE CHALLENGE IN NUMBERS



IT'S MORE THAN A RECRUITING PROBLEM

Technician shortages are driven by a combination of interconnected challenges.



AWARENESS
PROBLEM



VISIBILITY
PROBLEM



PIPELINE
PROBLEM



RETENTION
PROBLEM



HIRING-FRICTION
PROBLEM



CULTURE
PROBLEM

A STRONGER TALENT PIPELINE STARTS NOW



START EARLY

Introduce students to fleet technician careers as early as sophomore year in high school.



PROVIDE A CLEAR ROADMAP

Show the technology, shop environment, physical demands, and advancement opportunities.



CREATE OPPORTUNITIES

Offer shop tours, job shadowing, internships, and direct interaction with working technicians.



BUILD FOR THE FUTURE

Invest in development, leadership, and a strong shop culture to keep technicians engaged and growing.

