

BE A PART OF THE AUTOMOTIVE INDUSTRY





AN OPEN HIGHWAY: Careers in the Automotive Industry

A career in the automotive industry can take as many directions as choosing where to go on your next road trip.

Considering that individual transportation — primarily the automobile — is central to our daily life, the future is bright for those who choose this path.

"Now, more than ever, careers in the automotive industry provide invaluable opportunities to individuals, which in turn critically benefit the economy of our State. With over 34,000 jobs attributable to Franchised New Vehicle Dealerships in South Carolina, in a multitude of departments such as Management, Sales, Service, and Finance, the automotive industry is diverse, booming, stable and open to a range of skill sets. SCADA urges and invites you to consider the journey of an automotive career!"

– E. Sims Floyd, Jr. | Executive Vice President, SCADA (South Carolina Automobile Dealers Association)

Driving South Carolina's Economy

Annual Contribution of South Carolina's New-Car Dealers

Numbers reflect annual economic activity during 2022.



255
DEALERSHIPS
(new car)



34,235
TOTAL JOBS
(created by dealerships)
Includes 15,823 direct jobs and
18,412 indirect and induced jobs.



62
EMPLOYEES
(average per
dealership)



\$17.2B
TOTAL SALES
(all dealerships)



\$1.3B
PAYROLL

\$84,812
Average Annual
Earnings

\$453M
State and Federal
Income Taxes Paid

Includes income taxes paid for direct,
indirect and induced jobs.



1.4%
REGISTRATIONS
South Carolina's Share of Total
U.S. New-Vehicle Registrations

\$879M
**STATE SALES
TAX PAID**

Source: Center for Automotive
Research, NADA, S&P Global,
Taxfoundation.org, U.S. Bureau of
Labor Statistics, U.S. Census Bureau



NATIONAL AUTOMOBILE DEALERS ASSOCIATION

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DESIGN AND PRODUCTION: Job opportunities in this major include traditional supply and manufacturing activities, as well as leading-edge engineering and research for the creation of vehicles using sustainable, environmentally responsible new technologies and fuel sources.

IF YOU CHOOSE DESIGN AND PRODUCTION AS YOUR CAREER CHOICE, YOU MAY BE A PART OF:

- Improving fuel efficiency by testing vehicles or components that use lighter materials such as aluminum, magnesium alloy or plastic
- Supervising assemblers and training employees on job procedures
- Developing engineering specifications or cost estimates for automotive design concepts
- Evaluating feasibility of design ideas, based on factors such as appearance, safety, function, serviceability, budget, production costs/methods and market characteristics

SAMPLE CAREERS

Associate's Degree or Less
Annual Salary Range
\$30,000–\$60,000

- Certified Composites Technician (CCT)
- Fabricator Machine Operator
- Operator Technician
- Assembly Line Worker

Bachelor's Degree
Annual Salary Range
\$55,000–\$70,000

- Product Design Engineer
- Mechanical Designer
- Project Engineer

Bachelor's Degree + Graduate Degrees and/or Certifications
Annual Salary Range
\$80,000+

- Director of Engineering
- Technical Services Manager
- Development System Efficiency Manager
- Quality & Program Director

Career	Entry-Level Education	Annual Median Salary & Hourly Pay (2022)	Job Outlook (2022–32)	Responsibilities	Skills
Team Assemblers	High School Diploma or Equivalent	\$36,590/year \$17.59/hour	2%	<ul style="list-style-type: none"> • Work as part of a team having responsibility for assembling an entire product or component of a product • Perform quality checks on products and parts • Review work orders and blueprints to ensure work is performed according to specifications • Maintain production equipment and machinery 	<ul style="list-style-type: none"> • Active listening • Coordination • Critical thinking • Monitoring • Speaking • Time management
Automotive Engineering Technicians	Associate's Degree	\$60,460/year \$29.07/hour	3%	<ul style="list-style-type: none"> • Assist engineers in determining the practicality of proposed product design changes • Plan and carry out tests on experimental test devices or equipment for performance, durability or efficiency • Analyze performance of vehicles that have been redesigned to increase fuel efficiency, such as camless or dual-clutch engines or alternative types of air conditioning systems • Install equipment, such as instrumentation, test equipment, engines or aftermarket products, to ensure proper interfaces 	<ul style="list-style-type: none"> • Active listening • Critical thinking • Decision making • Problem solving • Reading comprehension • Writing
Commercial and Industrial Designers	Bachelor's Degree	\$77,030/year \$37.03/hour	3%	<ul style="list-style-type: none"> • Develop and design manufactured vehicles • Prepare sketches of ideas, detailed drawings, illustrations, artwork or blueprints using drafting instruments, paints and brushes, or computer-aided design equipment • Confer with engineering, marketing, production or sales departments, or with customers, to establish and evaluate design concepts for manufactured products • Participate in new product planning or market research, including studying the potential need for new products 	<ul style="list-style-type: none"> • Active listening • Critical thinking • Decision making • Judgment • Problem solving • Reading comprehension • Speaking
Automotive Engineers	Bachelor's Degree	\$95,300/year \$45.82/hour	3%	<ul style="list-style-type: none"> • Develop new or improved designs for vehicle structural members, engines, transmissions or other vehicle systems using computer-assisted design technology • Direct building, modification or testing of vehicle components • Design vehicles that use lighter materials, such as aluminum, magnesium alloy or plastic, to improve fuel efficiency • Perform failure, variation or root cause analyses 	<ul style="list-style-type: none"> • Active listening • Critical thinking • Decision making • Problem solving • Reading comprehension • Speaking



SALES: Sales is a key component in the automotive industry. To keep the sales staff up to date on the latest product development and sales techniques, dealers and manufacturers encourage continuing education by conducting regular training sessions along with offering related business courses.

**IF YOU CHOOSE SALES AS YOUR CAREER CHOICE,
YOU MAY BE A PART OF:**

- Recommending, selecting and helping locate or obtain a vehicle based on customer needs and desires
- Planning and directing staffing, training and performance evaluations to develop and control sales and service programs
- Analyzing applicants' financial status and credit to determine feasibility of granting vehicle loans
- Identifying, developing or evaluating marketing strategies based on sales objectives, market characteristics, and cost and markup factors

SAMPLE CAREERS

Associate's Degree or Less
Annual Salary Range
\$35,000–\$65,000*

- Sales Associate
- Sales Consultant
- Customer Assistant

** Varies greatly depending on
hours worked and facility type.*

Bachelor's Degree
Annual Salary Range
\$60,000–\$100,000

- Relationship Manager
- Finance Manager
- Insurance Manager

**Bachelor's Degree +
Graduate Degrees and/or
Certifications**
Annual Salary Range
\$100,000+

- Vice President of Sales
- Business Development Manager
- Sales Supervisor
- Marketing Director

Career	Entry-Level Education	Annual Median Salary & Hourly Pay (2022)	Job Outlook (2022–32)	Responsibilities	Skills
Vehicle Salespersons	High School Diploma or Equivalent	\$55,000/year \$23.44/hour Varies greatly based on units sold	3% Little growth	<ul style="list-style-type: none"> • Sell motor vehicles to consumers • Describe the features, proper use, operation and care of a vehicle to customers • Compute sales prices and total purchase prices and receive and process cash or credit payments • Maintain knowledge of current sales and promotions, policies regarding payment and exchanges, and security practices 	<ul style="list-style-type: none"> • Active listening • Coordination • Critical thinking • Persuasion • Reading comprehension • Speaking
Loan Officers	Bachelor's Degree	\$63,380/year \$30.47/hour	4%	<ul style="list-style-type: none"> • Evaluate, authorize or recommend approval of vehicle credit loans and advise borrowers on financial status and payment methods • Explain to customers the different types of vehicle loans and credit options available, as well as the terms of those services • Obtain and compile copies of loan applicants' credit histories, financial statements and other financial information • Handle customer complaints and take appropriate action to resolve them 	<ul style="list-style-type: none"> • Active listening • Critical thinking • Decision making • Judgment • Reading comprehension • Speaking • Writing
Sales Managers	Bachelor's Degree	\$127,490/year \$61.30/hour	4%	<ul style="list-style-type: none"> • Coordinate vehicle sales distribution by establishing sales quotas and goals, and establish training programs for sales representatives • Analyze sales statistics to determine sales potential and inventory requirements, and monitor the preferences of customers • Determine prices of and discounts for vehicle sales • Confer with potential customers regarding needs and advise customers on various types of vehicles available for purchase 	<ul style="list-style-type: none"> • Active listening • Coordination • Critical thinking • Decision making • Judgment • Persuasion • Speaking
Marketing Managers	Bachelor's Degree	\$135,030/year \$64.92/hour	8%	<ul style="list-style-type: none"> • Formulate, direct and coordinate marketing activities and policies to promote the sale of new and used vehicles • Direct the hiring, training and performance evaluations of marketing or sales staff, and oversee their daily activities • Develop pricing strategies, balancing dealership objectives and customer satisfaction • Initiate market research studies or analyze their findings 	<ul style="list-style-type: none"> • Active listening • Coordination • Critical thinking • Decision making • Judgment • Persuasion • Speaking



SERVICE: The service department of a dealership is a key profit center with more employees, facilities and equipment than any other department. It is also key to the success of a dealership, as customers expect courteous, prompt and reliable service.

**IF YOU CHOOSE SERVICE AS YOUR CAREER CHOICE,
YOU MAY BE A PART OF:**

- Performing minor repairs such as adjusting brakes or changing engine oil and filters
- Inspecting parts or vehicles for cleanliness, damage and compliance with standards or regulations
- Following checklists to ensure all important parts are examined including belts, hoses, steering systems, spark plugs, fuel systems, wheel bearings and other potentially troublesome areas
- Repairing or replacing defective ball joint suspensions, brake shoes or wheel bearings

SAMPLE CAREERS

Associate's Degree or Less
Annual Salary Range
\$25,000–\$40,000

- Service Attendant
- Automotive Detailer
- Customer Service Representative

Bachelor's Degree
Annual Salary Range
\$40,000–\$65,000*

- Automotive Technician
- Certified ASE** Master Automotive Technician
- Auto Mechanic

** Varies based on location, certifications, and facility type*

*** Automotive Service Excellence*

**Bachelor's Degree +
Graduate Degrees and/or
Certifications**
Annual Salary Range
\$65,000+

- Service Manager
- Master Technician

Career	Entry-Level Education	Annual Median Salary & Hourly Pay (2022)	Job Outlook (2022–32)	Responsibilities	Skills
Cleaners of Vehicles	High School Diploma or Equivalent	\$29,280/year \$14.08/hour	4%	<ul style="list-style-type: none"> Wash or otherwise clean vehicles using materials such as water, cleaning agents, brushes, cloths and hoses Apply polishes, waxes or masking materials to vehicles to preserve, protect or restore color or condition Monitor operation of cleaning machines and stop machines or notify supervisors when malfunctions occur Mix cleaning solutions, abrasive compositions or other compounds, according to formulas 	<ul style="list-style-type: none"> Active listening Coordination Critical thinking Problem solving Reading comprehension Speaking
Automotive Service Attendants	High School Diploma or Equivalent	\$29,330/year \$14.10/hour Varies greatly depending on type of facility	10%	<ul style="list-style-type: none"> Service automobiles, such as changing motor oil, installing antifreeze or replacing tires, lights, windshield wiper blades or fan belts Order stock, and price and shelve incoming parts and goods Collect cash payments from customers and make change or charge purchases to customers' credit cards and provide customers with receipts Activate fuel pumps and fill fuel tanks of vehicles with gasoline or diesel fuel to specified levels 	<ul style="list-style-type: none"> Active listening Critical thinking Problem solving Service orientation Social perceptiveness Speaking Time management
Automotive Master Mechanics	Post-secondary Certificate	\$56,920/year \$27.37/hour Varies greatly based on certifications	10%	<ul style="list-style-type: none"> Repair virtually any part on a vehicle or specialize in the transmission system Test drive vehicles, and test components and systems using equipment such as infrared engine analyzers, compression gauges and computerized diagnostic services Confer with customers to obtain descriptions of vehicle problems, and to discuss work to be performed and future repair requirements Tear down, repair and rebuild faulty assemblies such as power systems, steering systems and linkages 	<ul style="list-style-type: none"> Active listening Critical thinking Problem solving Quality control analysis Troubleshooting
Automotive Specialty Technicians	Post-secondary Certificate	\$46,880/year \$22.54/hour Varies greatly based on certifications	10%	<ul style="list-style-type: none"> Repair only one system or component on a vehicle, such as brakes, suspension or radiator Troubleshoot fuel, ignition and emissions control systems using electronic testing equipment Align wheels, axles, frames, torsion bars and steering mechanisms of automobiles using special alignment equipment and wheel-balancing machines Inspect vehicles for damage and record findings so that necessary repairs can be made 	<ul style="list-style-type: none"> Active listening Critical thinking Decision making Judgment Problem solving Troubleshooting



PARTS: A well-run, efficient parts department is essential to a successful dealership, as it supports service and sales operations. In addition, many large parts departments sell parts and accessories to the public and to other dealers and independent repair shops.

**IF YOU CHOOSE PARTS AS YOUR CAREER CHOICE,
YOU MAY BE A PART OF:**

- Recording shipment data for auto parts, such as weight, charges, space availability, damages or discrepancies for reporting, accounting or recordkeeping purposes
- Examining returned parts for defects and exchanging defective parts or refunding money
- Receiving and filling telephone or online orders for parts and responding to customer needs and complaints
- Conferring with parts department heads to coordinate warehouse activities, such as production, sales, records control or purchasing

SAMPLE CAREERS

Associate's Degree or Less

Annual Salary Range

\$35,000–\$55,000

- Parts Manager
- Shipping and Receiving Coordinator
- Warehouse Clerk
- Customer Service Representative
- Parts Inventory Specialist

Bachelor's Degree

Annual Salary Range

\$60,000+

- Warehouse Manager
- Customer Service Manager
- Parts Distribution Operations Manager
- Parts Shop Owner

Career	Entry-Level Education	Annual Median Salary & Hourly Pay (2022)	Job Outlook (2022–32)	Responsibilities	Skills
Shipping and Receiving Clerks	High School Diploma or Equivalent	\$36,890/year \$17.74/hour	2%	<ul style="list-style-type: none"> • Verify and maintain records on incoming and outgoing shipments of automotive parts • Contact carrier representatives to make arrangements or to issue instructions for shipping and delivery of materials • Pack, seal, label or affix postage to prepare parts for shipping, using hand tools, power tools or postage meter • Compute amounts, such as space available, shipping, storage or demurrage charges, using computer or price list 	<ul style="list-style-type: none"> • Active listening • Coordination • Critical thinking • Decision making • Judgment • Reading comprehension • Speaking
Parts Salespersons	High School Diploma or Equivalent	\$34,260/year \$18.23/hour	4%	<ul style="list-style-type: none"> • Sell spare and replacement parts and equipment in repair shop or parts store • Read catalogs or computer displays to determine replacement parts' stock numbers and prices • Determine replacement parts required, according to inspections of old parts, customer requests or customers' descriptions of malfunctions • Prepare sales slips or sales contracts and receive payment or obtain credit authorization 	<ul style="list-style-type: none"> • Active listening • Critical thinking • Reading comprehension • Service orientation • Social perceptiveness • Speaking • Writing
Order Clerks	High School Diploma or Equivalent	\$37,920/year \$18.23/hour	2%	<ul style="list-style-type: none"> • Receive or process incoming orders for automotive parts for services such as repairs or installations • Prepare invoices, shipping documents and contracts • Verify customer and order information, such as unit prices, shipping dates and any anticipated delays • Review orders for completeness according to reporting procedures and forward incomplete orders for further processing 	<ul style="list-style-type: none"> • Active listening • Critical thinking • Reading comprehension • Service orientation • Speaking • Writing
Storage and Distribution Managers	Bachelor's Degree	\$98,230/year \$47.22/hour	8%	<ul style="list-style-type: none"> • Plan, direct or coordinate the storage or distribution operations within an automotive parts OEM (original equipment manufacturer) • Supervise the activities of workers engaged in receiving, storing, testing and shipping parts • Issue shipping instructions and provide routing information to ensure that delivery times and locations are coordinated • Inspect physical conditions of warehouses, vehicle fleets or equipment 	<ul style="list-style-type: none"> • Active listening • Coordination • Critical thinking • Reading comprehension • Social perceptiveness • Writing



AUTO BODY REPAIR: Auto body repair specialists often work in teams, installing new body parts, repairing damage to those body parts that don't need to be replaced and repainting a vehicle so it looks like new.

IF YOU CHOOSE AUTO BODY REPAIR AS YOUR CAREER CHOICE, YOU MAY BE A PART OF:

- Sanding body areas to be painted and covering bumpers, windows and trim with masking tape or paper to protect them from the paint
- Installing replacement glass in vehicles
- Selecting paint according to company requirements and matching paint colors, following specified color charts
- Examining a damaged vehicle to determine extent of structural, body, mechanical, electrical or interior damage

SAMPLE CAREERS

Associate's Degree or Less

Annual Salary Range

\$35,000–\$55,000

- Automotive Glass Technician
- Auto Body Repairer
- Repair Scheduler
- Automobile Refinisher
- Paint Technician

Bachelor's Degree

Annual Salary Range

\$65,000+

- Physical Damage Appraiser
- Body Shop Manager
- Field Inspector
- Auto Body Shop Owner

Career	Entry-Level Education	Annual Median Salary & Hourly Pay (2022)	Job Outlook (2022–32)	Responsibilities	Skills
Automotive Glass Installers and Repairers	High School Diploma or Equivalent	\$42,350/year \$20.36/hour	7%	<ul style="list-style-type: none"> • Replace or repair broken windshields and window glass in motor vehicles • Remove all dirt, foreign matter and loose glass from damaged areas, apply primer along windshield or window edges and allow primer to dry • Select appropriate tools, safety equipment and parts, according to job requirements • Obtain windshields or windows for specific automobile makes and models from stock and examine them for defects prior to installation 	<ul style="list-style-type: none"> • Coordination • Deductive reasoning • Flexibility • Manual dexterity • Precision • Strength
Automotive Body and Related Repairers	High School Diploma or Equivalent	\$47,270/year \$22.73/hour Varies greatly based on certifications and experience	10%	<ul style="list-style-type: none"> • Repair and refinish automotive vehicle bodies and straighten vehicle frames • Follow supervisors' instructions as to which parts to restore or replace and how much time the job should take • Review damage reports, prepare or review repair cost estimates, and plan work to be performed • File, grind, sand and smooth filled or repaired surfaces, using power tools and hand tools 	<ul style="list-style-type: none"> • Active listening • Monitoring • Problem solving • Repairing • Speaking
Painters, Transportation Equipment	High School Diploma or Equivalent	\$42,280/year \$20.33/hour	3%	<ul style="list-style-type: none"> • Operate or tend painting machines to paint surfaces of transportation equipment, such as automobiles, buses and trucks • Mix paints to match color specifications or vehicles' original colors, stirring or thinning paints, using spatulas or power mixing equipment • Dispose of hazardous waste in an appropriate manner • Remove grease, dirt, paint or rust from vehicle surfaces in preparation for paint application, using abrasives, solvents, brushes, blowtorches, washing tanks or sandblasters 	<ul style="list-style-type: none"> • Analysis • Coordination • Critical thinking • Decision making • Monitoring • Reading comprehension
Insurance Appraisers, Auto Damage	Bachelor's Degree	\$62,680/year \$30.13/hour	1%	<ul style="list-style-type: none"> • Appraise automobile or other vehicle damage to determine repair costs for insurance claim settlement • Prepare insurance forms to indicate repair cost or cost estimates and recommendations • Arrange to have damage appraised by another appraiser to resolve disagreement with shop on repair cost • Determine salvage value on total-loss vehicle 	<ul style="list-style-type: none"> • Active listening • Critical thinking • Judgment • Reading comprehension • Speaking • Time management • Writing



ADMINISTRATIVE: Automobile manufacturers, dealers and body shops employ a variety of administrative staff necessary to support and coordinate operations.

**IF YOU CHOOSE ADMINISTRATIVE AS YOUR CAREER CHOICE,
YOU MAY BE A PART OF:**

- Conferring with customers by telephone or in person to provide information about new or used cars or services offered by the dealership
- Providing employees with guidance in handling difficult or complex problems or in resolving escalated complaints or disputes
- Operating computers programmed with accounting software to record, store and analyze information
- Establishing and carrying out departmental and organizational goals, policies and procedures

SAMPLE CAREERS

Associate's Degree or Less
Annual Salary Range
\$35,000–\$55,000

- Client Services Specialist
- Accounts Payable Specialist
- Member Services Representative
- Bookkeeper

Bachelor's Degree
Annual Salary Range
\$55,000–\$100,000

- Business Manager
- Customer Service Supervisor
- Comptroller
- Team Leader

**Bachelor's Degree +
Graduate Degrees and/or
Certifications**
Annual Salary Range
\$100,000+

- General Manager
- Chief Financial Officer
- Dealership President
- Chief Operating Officer

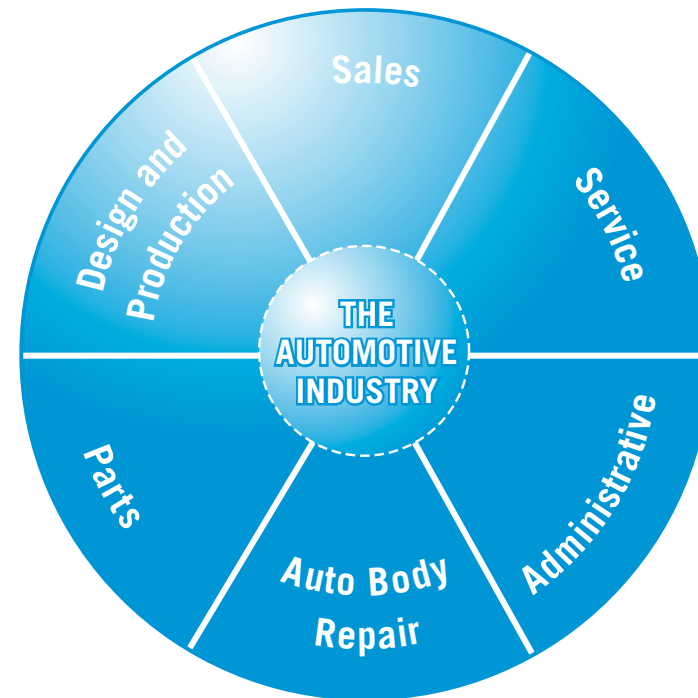
Career	Entry-Level Education	Annual Median Salary & Hourly Pay (2022)	Job Outlook (2022–32)	Responsibilities	Skills
Customer Service Representatives	High School Diploma or Equivalent	\$36,920/year \$17.75/hour	-2%	<ul style="list-style-type: none"> Interact with customers to provide information in response to inquiries about a new or used car or service to their automobile Check to ensure that appropriate changes were made to resolve customers' problems Determine charges for services requested, collect deposits or payments, or arrange for billing Complete forms, update records or issue service orders using a computer 	<ul style="list-style-type: none"> Active listening Critical thinking Reading comprehension Service orientation Social perceptiveness Speaking Time management
Bookkeeping, Accounting and Auditing Clerks	High School Diploma or Equivalent	\$45,560/year \$21.90/hour	-2%	<ul style="list-style-type: none"> Perform any combination of routine calculating, posting and verifying duties to obtain primary financial data for use in maintaining accounting records Check the accuracy of figures, postings and documents for correct entry, mathematical accuracy and proper codes Debit, credit and total accounts on computer spreadsheets and databases using specialized accounting software Comply with federal, state and company policies, procedures and regulations 	<ul style="list-style-type: none"> Active listening Critical thinking Monitoring Reading comprehension Social perceptiveness Speaking Time management Writing
Human Resources Specialist	Bachelor's Degree	\$62,290/year \$29.95/hour	8%	<ul style="list-style-type: none"> Recruit, interview and select employees Train or instruct employees in job duties or company policies Supervise the work of office, administrative or customer service employees to ensure adherence to quality standards, deadlines and proper procedures, correcting errors or problems Implement corporate or departmental policies, procedures and service standards in conjunction with management 	<ul style="list-style-type: none"> Active listening Critical thinking Decision making Reading comprehension Social perceptiveness Speaking
Dealership Owner	Bachelor's Degree	\$104,690/year \$50.33/hour Varies greatly by location	2%	<ul style="list-style-type: none"> Develop strategies and policies to ensure that an automotive dealership meets its sales and company goals Analyze financial statements, sales reports and other performance indicators Negotiate or approve contracts and agreements Consult with sales managers, service managers and other employees about sales, service and administrative operations 	<ul style="list-style-type: none"> Active listening Communication Decision making Leadership Management Problem solving Time management

THE AUTOMOTIVE INDUSTRY

A PROMINENT SEGMENT IN THE TRANSPORTATION, DISTRIBUTION AND LOGISTICS CAREER CLUSTER

THE AUTOMOTIVE INDUSTRY IS DIVIDED INTO THE FOLLOWING SIX CAREER CHOICES:

- » Design and Production
- » Sales
- » Service
- » Parts
- » Auto Body Repair
- » Administrative



SPONSORED BY:

South Carolina Transportation Education and Business Alliance
in cooperation with South Carolina Automobile Dealers Association
and
South Carolina State Department of Education Office of Career
and Technology Education

For scholarship information and
a list of all Franchised New Car Dealers
in South Carolina,
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