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AACF ASE and ACF Announce Partnership to Provide “Support Beyond Certification” for Automotive Professionals



Sacramento, Calif. – September 23, 2025 – The National Institute for Automotive Service Excellence (ASE) and the Automotive Aftermarket Charitable Foundation (AACF) are proud to announce a new partnership designed to expand support for ASE Certified professionals and their families facing unexpected hardships.

The initiative, launched under the theme “*Support Beyond Certification*,” reflects a shared commitment to strengthening the entire technician community—not only through professional excellence but also through personal resilience and security.

ASE has long set the benchmark for professionalism in the automotive service industry. Since 1972, more than a quarter of a million professionals have earned ASE Certification, the industry’s standard credential across automotive service, parts, collision, truck, school bus, and transit bus segments. Car owners benefit from trusted technicians, shops gain visibility through ASE’s Blue Seal of Excellence, and certified professionals earn the respect they deserve. AACF complements this mission by serving as the industry’s safety net since 1959—providing emergency financial assistance to individuals and families in the automotive aftermarket affected by illness, injury, natural disasters, or other life-changing events.

“ASE is dedicated to ensuring that service professionals are recognized for their skills and commitment to excellence,” said Jennifer Holland, Assistant Vice President of Marketing, ASE. “Through this partnership with AACF, we’re extending that support beyond the test—giving technicians and their families a trusted resource when life takes an unexpected turn.”

“This partnership bridges the gap between professional recognition and personal support,” said John Kairys, Executive Director, AACF. “Together with ASE, we are reinforcing to every technician that they are not only valued for their skills but cared for as individuals. This is what it means to truly support our aftermarket family.”

The collaboration will include coordinated communications to ASE Certified professionals, raising awareness of AACF’s services and resources. Joint initiatives will feature co-branded campaigns, social media outreach, and integration of AACF information into ASE certification and recertification touchpoints. ASE will also join AACF in supporting key events during AAPEX/SEMA Week, further demonstrating the industry’s united commitment to its workforce.

By combining ASE’s professional standards with AACF’s compassionate mission, the partnership ensures technicians can thrive both in their careers and in their personal lives. The result is a stronger, more resilient industry where the people behind the service bays and parts counters know they are supported at every level.

For more information, or to get involved, visit <https://www.aftermarketcharity.org/asecares>

For more information contact Misty Walker, Misty@AftermarketCharity.org.

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About the Automotive Aftermarket Charitable Foundation (AACF)

The Automotive Aftermarket Charitable Foundation (AACF) has been helping aftermarket families turn tragedy into triumph since 1959. Like the industry, AACF is driven by passion and devoted to family. It's tough to ask for help, but when someone in the aftermarket family faces profound circumstances, AACF is there when it seems like there's nowhere else to turn. As a nonprofit, this is accomplished through the support of generous donors, awareness partners and dedicated volunteers. To learn more, visit www.AftermarketCharity.org.

About the National Institute for Automotive Service Excellence (ASE)

The National Institute for Automotive Service Excellence (ASE) was founded in 1972 as a non-profit, independent organization dedicated to improving the quality of automobile and truck service and repair through the voluntary testing and certification of technicians. Over a quarter of a million professionals currently hold ASE certifications, making it one of the most widely recognized credentials in the automotive industry. Thanks to ASE's certification program, everybody wins: car owners can trust ASE Certified Technicians, shops can gain visibility through the Blue Seal of Excellence Recognition Program, and professionals receive the respect they've worked hard to earn. Learn more at <https://ase.com>