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## FORD ASSET: 22 YEARS AT CENTENNIAL



*Wheels & Wings*

Ford Canada and their dealerships have supported the ASSET (Automotive Student Service Educational Training) apprenticeship program at Centennial's School of Transportation since 1987. Our partnership with Ford allows us to deliver the training program with state-of-the-art technology. The ASSET training program offered at Centennial is kept current through generous donations of new model vehicles; service equipment and printed support material used to effectively teach the students in the program.

The ASSET instructors receive up to date training directly from Ford training instructors on an ongoing basis. Professor Steve Tunney has been a Ford instructor since 1987 and Coordinator/Professor Roger Gouveia joined the Ford ASSET program in 1991.

The Ford ASSET program has graduated approximately 500 students thus far. Most of the graduates are actively employed with Ford as Technicians, Service Managers, Warranty claims experts and Service Advisors. Some have gone on to teach Automotive programs at local high schools and as councillors for high school students in automotive programs. For the last six years Ford has enhanced the program enabling the students to earn four senior technician credits to the graduate's credentials upon graduation. Along with the four specialty credits, Ford also awards the technicians with \$1,000.00 and a leather jacket.

**The Ford Story:** The Ford Motor Company is an American multinational corporation and the world's fourth largest automaker based on worldwide vehicle sales, following Toyota, General Motors and Volkswagen. Based in Dearborn, Michigan, a suburb of Detroit, the automaker was founded by Henry Ford and incorporated on June 16, 1903. In addition to the Ford, Lincoln and Mercury brands, Ford also owns Volvo Cars of Sweden and a small stake in Mazda of Japan and Aston Martin of England. Ford's former UK subsidiaries Jaguar and Land Rover were sold to TATA Motors of India in March 2008.

We're on the Web!

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[centennialcollege.ca](http://centennialcollege.ca)

# FORD'S ASSET PROGRAM: 22 YEARS OF SUCCESS!

For twenty-two years, Centennial and Ford have been teaming up to provide students with state of the art training in Ashton-bee's classroom and labs as well as on the job work experience at local Ford dealerships. Pictures on these pages show Professors Gouveia and Tunney working with small groups of Ford ASSET students.



# RECENT GRADUATES OF FORD'S ASSET PROGRAM



## ACTIVITY IN THE ASHTONBEE HANGAR



## FORD ESCAPE: Electric-power-assisted Steering



Electric-power-assisted steering has become commonplace in the auto industry. Electric steering saves energy by eliminating the pumping losses of a traditional hydraulic power-steering pump. A hydraulic pump operates all the time, even when not in use. Electric steering draws energy only when the steering is being used. In the Ford Escape, this has resulted in a 3-5 per cent fuel economy gain.

### Notable Features

Large front struts and lower control arm bushings help improve ride and comfort, optimizing handling. Low-friction stabilizer bar links make steering precise, while the independent suspension allows each wheel to absorb bumps individually.

View the SoT video (2 minutes) by clicking [here](#)