

Starting with Issue No 1 TaT set a new benchmark for a truly interesting magazine which is now a collector's item for technicians

TaT has become the most popular magazine for technicians for very good reasons.

TaT operates four busy workshops which are our technical 'laboratories' where the TaT's a fact problems are tackled, solved, tested and documented.

In addition, TaT now has a dedicated corps of top line contributors who document their fixes and pass them to TaT.

"Thanks for your seminar. It's hard to glean information from other auto electricians within WA when you are starting a small business like myself but the insight you provided has set me on a whole new train of thought and perhaps opened up some of that tunnel vision we get when so busy working. My personal ambition is to constantly improve my skills and those who work with me to provide a superior service compared to others in the industry and knowing that TaT is there to lend a hand and guide us on our way is comforting."

Thanks for sharing some of that knowledge that only 25 years experience can gather."

Gavin Craske
Current Tech Auto Electrical
Western Australia

"For those of us outside the big cities, it's great to have access to quality information and assistance."

Greg Morris
Narrabri, NSW

"Well done and congratulations getting this massive project on the road and doing such a great job. The concept is right for the industry and the trade will identify with this. You have our on-going support."

Clive Mount
Mount Auto Equip Pty Ltd

"Well you did it! You overcame the obstacles and the knockers. You had the vision to do something very much needed in your own industry, and enough fortitude to carry it through. You have set a new standard - a new era has begun."

Mark Mitchell
SuperCool Asia Pacific Pty Ltd
Euroscan Asia Pacific Pty Ltd



"What a pleasant surprise to receive a copy of The Automotive Technician. An even bigger surprise to see the quality of the content of what will no doubt become an industry must-read."

Ian Cradock
Sydney NSW

"A great publication for technicians, enabling us to learn and stay ahead. Very refreshing to see somebody giving something back to the industry."

John Doherty
Melbourne VIC

"A great read. Finally something written by technicians, for everyday technicians."

Michael Millner
Sydney NSW

"Thanks so much for your prompt assistance today. It was great to get a second opinion 'cos that's all I wanted."

Jason Smith
JDS Automotive

"TaT is such a great thing."

Nigel Tilley
Aussie Tune

"I think what you are achieving is terrific. I look forward to reading the magazine each issue. While the target demographic of TaT doesn't match our market as well as [other magazines], the magazine is a lot more readable."

Tim Grimes
Corporate Marketing Expert

"Thanks again for your help; you guys are running an invaluable service."

Shannon Crowhurst
Mirrabooka Auto
Electrics
Mirrabooka, WA

"I can see that the magazine is really coming to be accepted in the market, and the quality of advertisers confirms this."

Tim Van der Hout
APR PMM

"Thanks for your time and the effort. Love your work."

Anthony Tydd
Bendigo

"I had been wrestling with this problem on a Holden Astra with an intermittently flashing oil light and had spent an embarrassingly long amount of time on it and it had me licked."

"I looked at the picture in the magazine and it was exactly what I was looking at on the car sitting on my hoist."

"I couldn't believe that here was the solution, staring me in the face. I went and bought the recommended parts and it was done."

Graham Price
Thompson's Auto Service
Mayfield NSW

I attended your 9 steps training course in Rockingham. Mate, this stuff is gold, it really works. I started implementing some of your phone tactics the next day and it's paying off. We are looking forward to working on all these steps.

Derek
Plug's Auto Repair

"Your presentation [business training through Capricorn Society] was fantastic. It was concise, applicable to my business, entertaining, and not a "high-brow" accounting lecture. I took away some great ideas and implemented them the next day. I am proud to say that we have hit the \$100,000 (excl GST) turnover mark. We have never done this in a month before."

Rob McBrien
Bee-Ems Car Service Centre

MOTOR TRADERS' ASSOCIATION OF NSW

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Dear Deyan

I am writing to congratulate you on your brilliant initiative in producing and publishing the "TaT" Magazine for auto electricians and the motor industry at large.

I have read the first edition with considerable interest and have found it to be full of essential information for the professional in our industry. I do hope that every auto electrician and motor trader in this State subscribes to your magazine as it is only through high quality publications like this that they can keep ahead in this age of constant change.

We wish you well with the magazine and will happily assist you in any way we can.

Kind Regards,

James McCall
Chief Executive

"Value from the first edition. This can be a wealth of experience and technical information which we all need to keep up in an extremely fast moving industry. We need more and more to be networking colleagues, not just competitors."

Graham Patterson Apps Automotive Kirrawee, NSW



The main attraction - a growing internet database of vehicle specific solutions to everyday problems, delivered in a consistent, well-illustrated format.



Technical training programs usually rolled out by wholesalers and delivered by TaT trainers, covering diagnostics and electronics.



An internet based assistance service for TaT subscribers. Specialists respond usually same day to help technicians diagnose tricky issues.



A resource centre devoted to collecting and publishing stories, trends, research and profiles for sharing with TaT subscribers.



An online forum where Subscribers can share their problems and seek answers from fellow technicians.

The specialist training arm of TaT which delivers training in workshop management and marketing aimed at improving your bottom line.



The Voice of the
Motor Industry