

# Driving the development of skills in automotive retail

Distribution, especially in the automotive sector, is a key future employment area in Europe. However, there is a lack of training for people who want to learn more

Distribution, sales and dealer management within the automotive industry is a growing field, but there is currently a lack of training available for people who want to work in the sector.

That's why a team of European universities got together to create and test new training materials for car and motorcycle dealers and students who want to go into distribution. Christian Stadlmann, Project Co-ordinator for the Developing New Distribution Skills project, said,

“ Funding allowed us to explore challenges in distribution and to identify new skills and competences, so that automotive dealers and higher education students will be well prepared for the future... We have got a better understanding of how to initiate, lead and finish an international research and co-operation project, which helps us a lot in new research applications and activities.”

The project team – which also included two automotive companies – interviewed experts, car retailers and motorcycle dealers from across Europe to find out their opinions about their future challenges and the key qualifications required for success.

As a result, the project team were able to identify skill gaps and develop some important tools for the automotive sector, including a self-assessment tool for dealers to benchmark themselves, as well as international case studies and teaching materials. The project has also created an international network of automotive distribution specialists who will be able to continue working together into the future.



## Erasmus

Field: Higher Education

Action: Cooperation between Higher Education Institutions and Enterprises

### Key facts and figures



Organisations:  
6



Countries:  
5



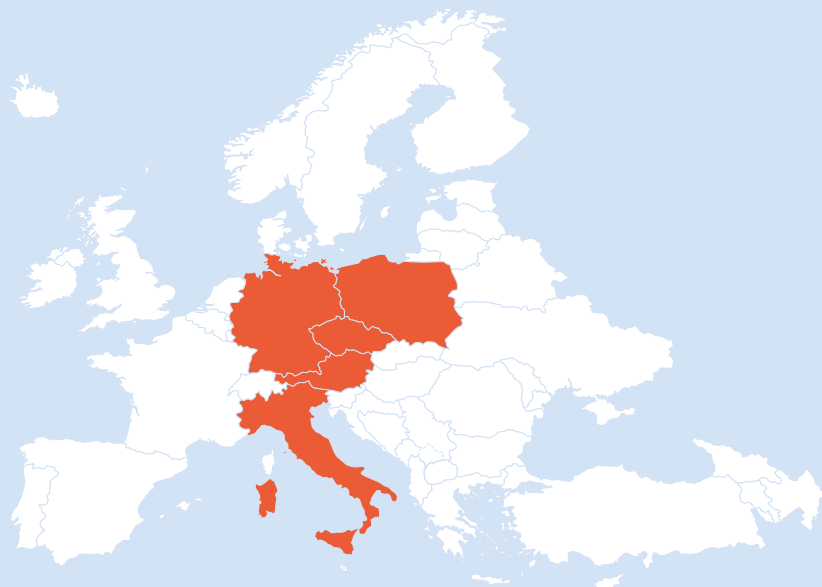
EU grant:  
€247,866



Project duration:  
2011-2014

### Project title

Developing New Distribution Skills for SMES and HEI Students - DNDS



### Lead organisation

Name: FH OÖ Studienbetriebs GmbH

Location: Wels, Austria

Website: [www.fh-ooe.at](http://www.fh-ooe.at)

### Partners

KTM Sportmotorcycles AG, Austria; Škoda Auto Vysoká škola, Czech Republic; Snap-On Business Solutions GmbH, Germany; Università Politecnica delle Marche, Italy; Uniwersytet Gdański, Poland

### More information

Project website:

[www.new-distribution-skills.eu](http://www.new-distribution-skills.eu)

The Erasmus+ Project Results Platform:

<http://ec.europa.eu/programmes/erasmus-plus/projects>