

## AUTOMOTIVE

# Porsche Technology Apprenticeship Program turns 25

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*The 23-week program offers hands-on training at campuses in Atlanta, as well as Eaton, Pennsylvania and Eastvale, California. Image credit: Porsche*

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By ZACH JAMES FOR LUXURY DAILY NEWS SERVICE

German automaker Porsche's North American division is elevating an internal educational system as it reaches a major milestone.

The region's Porsche Technology Apprenticeship Program (PTAP) is celebrating its 25th anniversary this month. Graduates of the training exercise have gone on to work full-time at one of the more than 200 Porsche Centers across North America, kickstarting their careers in the luxury automotive sector.

"Our technicians are the backbone of Porsche's legacy of innovation and precision," said Timo Resch, president and CEO of [Porsche Cars North America](#), in a statement.

"We are incredibly proud to be celebrating 25 years of this unique and impactful apprentice program."

**Up next**

PTAP gives prospective technicians hands-on experience with Porsche vehicles and one-on-one training with professionals. It has been expanded across the U.S. since its founding in Atlanta in 1999.

Universal Technical Institute graduates can participate in the 23-week program, held on the vocational school's Atlanta, Eaton, Pennsylvania and Eastvale, California campuses.

Porsche also considers "dealer-sponsored candidates" from other academic backgrounds, sharing more information regarding eligibility on its [site](#). By the end of 2024, more than 1,000 alum will have completed PTAP to-date.



*The brand is providing a stepping stone for the next generation of luxury automotive workers. Image credit: Porsche*

"Our trainees are well-versed in the high-quality service that meets Porsche's exacting standards," said Randy Burnsworth, aftersales technical training manager at Porsche, in a statement.

"Technicians who graduate from our program leave confident they have the skills to excel in their career."

Porsche is providing a stepping stone for the next generation of luxury automotive workers. British automaker Rolls-Royce is also involved in this pursuit: the company is currently treating school children from the Greater Sussex area to personalized mentorship experiences ([see story](#)).

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