

English Proficiency — IN THE — Automotive Industry

ACCELERATING SUCCESS BY BUILDING A MORE PROFICIENT WORKFORCE

Driving Growth Across the Globe

As “car culture” has spread across the world, the automotive industry has had a powerful impact on the global economy. By 2040, it’s predicted that there will be 2 billion cars on the road, with most growth in emerging markets like China and India as populations and incomes continue to rise.¹

Now worth more than \$250 billion globally², the automotive industry plays a significant role in the economies of many countries. In 2018, worldwide auto production exceeded 95 million; China led the way with nearly 28 million vehicles produced, followed by the United States (11.3 million), Japan (9.7 million), India (5.2 million) and Germany (5.1 million).³

Today, the major automakers produce cars on several continents, and thousands of parts and materials are outsourced and exported. To compete in this global market, automotive companies need workers with the skills to communicate with international business partners.

Steering Success Worldwide

More than 250 automobile organizations around the world use the *TOEIC*® assessments to measure English-language proficiency.⁵



Recognized at the Top

9 of the top 10 world’s largest automakers rely on the *TOEIC* program as the global standard to assess English skills.^{5,6}



Trusted by Leaders

Renowned automakers like Toyota®, Volkswagen®, Hyundai® and BMW® rely on *TOEIC* scores to help them build a more effective, English-proficient workforce.⁵



English Powers the Global Automotive Industry

English is widely recognized as the language of international communication. In the global automotive industry, where cars are assembled across countries and regions, auto workers need English proficiency to communicate with colleagues around the world.

In fact, a number of multinational automotive companies—including Daimler-Chrysler, Renault®, and Honda®—are making English their common corporate language.⁴ Even local automotive supply companies need workers who are proficient in English so they can communicate with global customers in a common language.

For more than 40 years, the TOEIC® program has set the global standard for assessing English-language communication skills in the workplace and everyday life. It's why the world's leading automotive companies rely on TOEIC scores to help them build a more effective, English-proficient workforce.

Building a Skilled Workforce for Success

An English-proficient workforce is important for companies who want to succeed in the competitive automotive industry. By measuring all four skills essential for effective communication—listening, reading, speaking, and writing—the TOEIC assessments provide the most reliable understanding of a candidate's ability to communicate with coworkers and business partners across the globe.

Whether you are seeking qualified candidates for front-line positions in sales or customer service, on the assembly line, or in highly skilled areas such as R&D and regulatory compliance, the TOEIC assessments provide valid, reliable data on all four communication skills and with a range of proficiency levels, so you can make more confident hiring, placement and development decisions.

Placing People With the Right Skills in the Right Jobs

In face-to-face meetings, phone calls and emails, automotive employees may need to communicate with employees in other countries about complex topics such as technical issues, regulatory matters, and customer inquiries. They need the right level of English proficiency to perform their roles effectively.

TOEIC scores enable you to efficiently assess the English-language skills of candidates and current employees and compare them across business units, functions and locations, enabling you to make confident hiring and development decisions and ensure that your people have the appropriate skill levels for their positions.

"The advantage the TOEIC® test offers our company is evaluating and classifying the English level of our staff, therefore it helps us assessing potentials accordingly."

—Amine Hamdad, Head of Internal Communications and Events, Renault (Algeria)

Putting Employees on the Fast Track to Success

The TOEIC program provides an accurate evaluation of each employee's strengths and weaknesses in terms of their English communication skills, so you can create training and development plans targeted to the areas they need to improve. You can use TOEIC scores to identify employees' current English proficiency levels, assign them to the appropriate language training courses, and measure their progress.



To learn more about the TOEIC® program visit **TOEICglobal.com** or contact your local ETS Preferred Network office.

¹ <https://www.weforum.org/agenda/2016/04/the-number-of-cars-worldwide-is-set-to-double-by-2040>

² <https://www.worldatlas.com/articles/all-about-the-automotive-industry.html>

³ <http://www.oica.net/category/production-statistics/2018-statistics/>

⁴ <https://hbr.org/2012/05/global-business-speaks-english>

⁵ 2019 TOEIC program client list.

⁶ 2019 Forbes® Global 2000 list



For more than 40 years as an industry leader, the TOEIC® program has set the global standard for assessing English-language communication skills needed in the workplace and everyday life. The TOEIC assessments are the most widely used around the world with 14,000+ organizations across more than 160 countries trusting TOEIC scores to inform the decisions that matter.