



INSTITUTE OF THE
MOTOR INDUSTRY

DRIVING AUTOMOTIVE FORWARD

Our commitment to attracting and retaining automotive talent, with skills for the future

The automotive sector, which is a cornerstone of the UK economy, providing 866,000 jobs and contributing £37 billion GVA in 2023, is facing a critical challenge in attracting and retaining talent, with c. 21,000 vacancies currently unfilled. Automotive is also being reshaped by new technology such as electric vehicles and Advanced Driver Awareness Systems, meaning that future skills requirements are emerging and shifting at a rapid pace.

We have an important role to play in ensuring that potential entrants to the sector have a positive understanding and attitude towards automotive, ensuring that entry routes are clear and easy to follow.

Collaborating with employers to identify and eliminate barriers to apprenticeships, ensuring the industry is equipped with the workforce it needs to thrive is also key. By working directly with businesses, we aim to address the specific challenges they face – whether it's navigating complex funding systems, understanding qualification requirements, or finding skilled candidates. Employers must be





empowered with flexible, clear pathways to implement apprenticeship programs that align with their operational needs.

Retaining existing members of the workforce and upskilling them with the requirements of today's technologies and those that are fast emerging, is one of our key concerns.

Through ongoing dialogue, we will remove obstacles and create tailored solutions that enable more companies to invest in the future of their workforce, while also helping to influence government policies that better support apprenticeship uptake across the automotive sector.

This will help attract and retain a skilled and agile workforce that draws talent from the widest possible pool to maintain the UK's automotive sector as an influential global leader.

Our commitment to attracting and retaining talent will form part of our manifesto to drive automotive forward. For more information, visit <https://tide.theimi.org.uk/campaigns/campaigns-change>.

-  [theimi](#)
-  [instituteofthemotorindustry](#)
-  [theimivideo](#)
-  [the_imi](#)

The IMI represents over 110,000 members. On their behalf we are committed to 3 areas of focus:

ATTRACT AND RECRUIT

- Engage with employers to remove barriers to apprenticeships.
- Collaborate with the government on addressing qualification gaps.

RETAIN AND PROGRESS

- Support upskilling and career progression initiatives.
- Advocate for flexible use of funds available for education.

DEVELOP SKILLS FOR NEW TECHNOLOGY

- Anticipate emerging skill needs due to sector transformation.
- Partnerships to future-proof the sector.



THERE'S MORE TO MOTOR

As part of our work to improve perceptions of automotive, we launched our *There's More To Motor* Campaign last year. It has achieved incredible results in helping to debunk the stereotypes and encourage individuals to consider a career in the industry, to find out more, visit www.moretomotor.org.uk

THE PROFESSIONAL BODY FOR PEOPLE WORKING IN AUTOMOTIVE