

Specification of Competency Standards
for the Automotive Industry
Unit of Competency

Functional Area - Sales and Marketing

Title	Introduce to customers the characteristics of different types of vehicles and their accessories
Code	108572L1
Range	This unit of competency is applicable in workplaces relevant to the selling and marketing of vehicles, parts management and customer services. Practitioners should be able to introduce clearly to the customers the characteristics of different types of vehicles and their accessories according to the instruction laid down in the vehicle manufacturer's product manual. They should also give appropriate response to the queries lodged by the customers, giving them satisfactory reply and thereby facilitating the transaction of vehicles.
Level	1
Credit	3 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Knowledge (The characteristics of various types of vehicles and their accessories)</p> <ul style="list-style-type: none"> • According to the information provided in the vehicle manufacturer's product manual and internal training, have good understanding of the specification, performance and product characteristics of various types of vehicles as well as the functions and operation of different accessories. <p>2. Performance (Introduce to customers the characteristics of different types of vehicles and their accessories)</p> <ul style="list-style-type: none"> • According to the information provided in the product manual of various kinds of brand vehicle manufacturers and internal training, introduce clearly to the customers the specification, performance and product characteristics of different types of vehicles, such as the characteristics of vehicle engine, steering system, suspension system, braking system and transmission system. • According to the information provided in the product manual of various kinds of brand vehicle manufacturers and internal training, introduce clearly to the customers the functions and operation of accessories for different types of vehicles such as sun roof, electric doors and windows, tyres, seats, air-conditioning, meter instrument, anti-theft device and audio equipment.
Assessment Criteria	<p>The integrated outcome requirements of this unit of competency are that the practitioner being assessed shall prove that he/she is:</p> <ul style="list-style-type: none"> • Capable of knowing the characteristics of different types of vehicles and their accessories according to the information provided in the product manual of various kinds of brand vehicle manufacturers and internal training; and • In job duties relevant to the selling and marketing of vehicles, parts management and customer services, capable of introducing clearly to the customers the characteristics of various kinds of vehicles and the functions and operation of the accessories, so that the customers can have thorough understanding of the products and satisfactory reply, thereby facilitating the transaction of vehicles
Remark	