



**AutoYouth**

ALLIANCE

POWERED BY AUTORAISE

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# Partner Overview

**AutoYouth Alliance**

**February 2026**

Launch Event Sponsors



**DRIVEN**

***AutoRaise Youth Alliance –  
because the best way to  
change the story is to let  
young people tell it.***

# What Is the AutoYouth Alliance?

**The AutoRaise Youth Alliance (AYA) is a new initiative from AutoRaise, created to give young people a real voice in shaping the future of apprenticeships and careers within the automotive repair industry.**

**It brings together current apprentices and early-career technicians from across the UK, providing them with a platform to share experiences, ideas, and feedback that help influence industry practice, education, and policy.**

# Purpose

- To make apprenticeships more visible, aspirational, and representative - and to ensure young people are not just talked about, but heard.
- The AYA will act as a direct link between the next generation and the employers, training providers, and industry bodies working to secure the sector's future.



*“I fell into the trap of feeling that university was my only choice. I think that schools and colleges need to make students more aware that that's not their only choice.”*

*You can have a successful career through an apprenticeship as well, and maybe schools need to explore that more to show the different pathways that students can take.”*

**- Max**

# Why it matters

The automotive repair industry faces a critical skills shortage. While thousands of young people have the passion and potential, many don't know this career even exists, or don't see themselves represented within it.

By bringing apprentices together through the Youth Alliance, AutoRaise aims to:

- Give young people a meaningful voice in the industry.
- Build confidence, leadership, and communication skills among members.
- Use authentic apprentice stories to inspire the next generation.
- Help employers, training providers, and partners better understand young people's needs and expectations.



## How It Works

- **Members:** Apprentices and newly qualified technicians from across the UK.
- **Meetings:** Virtual sessions, plus an annual in-person event during National Apprenticeship Week.
- **Focus Areas:** Perception of apprenticeships, inclusivity, mental health, communication between employers and learners, and the modernisation of training.
- **Outputs:** Social media takeovers, short videos, blogs, and consultation input into national campaigns and industry projects.

# How Partners Can Support



- Nominate apprentices to join the Alliance.
- Provide opportunities for AYA members to visit, shadow, or contribute to industry events.
- Share AYA content across your own platforms to amplify young voices.
- Offer mentoring, training, or sponsorship to help sustain the programme.

## The Vision

To create a generation of confident, empowered young professionals who feel proud of their industry – and to ensure their voices help shape its future.

AutoRaise Youth Alliance – because the best way to change the story is to let young people tell it.

# Press Summary



The AutoRaise Youth Alliance (AYA) is a new national network giving young people a genuine voice in the future of automotive repair.

Bringing together apprentices and early-career technicians from across the UK, the AYA provides a platform to share ideas, experiences, and insights that help shape how apprenticeships are designed, promoted, and supported.

Its goal is simple: to make apprenticeships more visible, aspirational, and inclusive - ensuring young people are not just talked about, but heard.

Through social content, events, and consultation with industry partners, the AYA will showcase real apprentice stories, highlight challenges, and help employers and educators better understand the next generation of talent.

Partners can get involved by nominating apprentices, offering mentoring or opportunities, and sharing AYA content to amplify youth voices across the industry.

Because the best way to change the story is to let young people tell it.

*For further information:*

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**AutoRaise**  
THE AUTOMOTIVE SKILLS CHARITY

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