

# Career Awareness How-To Packets

PAA has developed multiple career awareness resources for dealerships to utilize to promote careers in the automotive and heavy-duty truck industry. With the continued challenges in attracting young people into the industry, it is critical for dealerships to form partnerships with the schools in their area!

[Middle School /  
Jr. High School](#)

[High School](#)

[Parents, Counselors,  
and/or Teachers](#)

*Click on buttons above to access the How-To Packets for each category.*

The Career Awareness How-To Packets provide resources to address various audiences making them aware of the opportunities in the new care and heavy-duty truck dealerships.

