



NEWS RELEASE

For Immediate Release:

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Local Students get to “Work” for a Car Dealership for a Day, thanks to Partnership between Junior Achievement and Hoffman Auto Group
Students get an inside look at multiple career paths in the auto industry.

Hartford, CT., October 28, 2022- For the first time, Hoffman Auto Group opened its West Simsbury campus to Junior Achievement of Southwest New England (JA). JA organized a job shadow for students from Lewis S. Mills High School to get a behind-the-scenes look into careers across the auto industry including Sales, Service, Parts, Marketing, Insurance, Accounting, and more.

The day began with a panel of 11 department heads explaining their careers within the company. The students then toured the facility and learned from professionals in each department about what critical skills and competencies they look for in a candidate. Students were able to see firsthand what it takes to run a car dealership and were inspired to consider a myriad of future career opportunities.

Jonathan Hoffman, Fixed Operations Director at Hoffman Auto Group, stated,

“I want to build a relationship that lasts beyond the students’ visit today. Their education doesn’t end with us, it begins. I am proud of the culture Hoffman Auto Group has created that fosters talent of all experience and education levels.”

Students left with a vast knowledge of career options they did not know existed before their visit. Many students remarked that the Honda Repair Shop was their favorite part, while others liked the idea of selling luxury vehicles, like the Lamborghini they got to take turns sitting in.

Said Jeremy Race, President & CEO of Junior Achievement of Southwest New England,

“We know, thanks to comprehensive longitudinal data, that 51% of JA alumni go into the career or industry of their JA volunteers. Today, we opened the minds of talented young people who will now consider careers in the Auto Industry, some of which may require a

high school diploma and others a college degree. But with future success as the primary goal, we know we left a lasting impression on these students.”

The experience was a first of its kind and one of many future career inspiration programs that Hoffman Auto Group and Junior Achievement of Southwest New England plan to bring to local students this school year and beyond.

About Junior Achievement of Southwest New England

Junior Achievement is the world’s largest organization dedicated to giving young people the knowledge and skills they need to own their economic success, plan for their future, and make smart academic and economic choices. JA programs are delivered by corporate and community volunteers, and provide relevant, hands-on experiences that give students from kindergarten through high school knowledge and skills in financial literacy, work readiness, and entrepreneurship. Today, JA reaches more than 3.3 million students per year in over 100 markets across the United States, with an additional 5.2 million students served by operations in 100 other countries worldwide. Visit <https://jaconn.org>

If you would like to find out more information about this topic or about joining Junior Achievement of Southwest New England, to make a difference in a young person’s life by volunteering this school year, please contact President & CEO Jeremy Race at jrace@jaconn.org.

About Hoffman Auto Group

The Hoffman Auto Group is regarded as one of the most respected family-owned businesses in the state. With locations in four Connecticut towns- East Hartford, New London, Waterbury and Avon- the company comprises ten dealerships, nine brands, two Collision Centers and the Hoffman Insurance Agency of Connecticut. Hoffman Auto Group offers sales, service, parts, collision repair, commercial and personal insurance. Hoffman boasts numerous accolades- including seventeen consecutive “Best of Hartford” honors by Hartford Magazine and actively supports over 100 community organizations. For more information, please visit HoffmanAuto.com