

AFTERMARKET BUSINESS WORLD™

NOVEMBER 2013

DOING BUSINESS IN JAPAN

U.S. firms have hurdles to crack Japanese market

DOMESTIC:

Industry News
Hot Auto Products
Opinion/Commentary
Special Reports

INTERNATIONAL:

International News
Global Events
Events Coverage
Import/Export Guide

SearchAutoParts.com

• Distribution • Collision Repair • Service Repair • Technicians
Got something to say? Go to workshop.searchautoparts.com.

- Click once to zoom in
- Click & hold to move page around



Vehicle Systems Research

Auxiliary Lighting PHILIPS

Brakes RAYBESTOS

Fuel Pumps AIRTEX

Wheel Bearings GMB



DOING BUSINESS IN JAPAN

U.S. firms have hurdles to crack Japanese market

BY ANDREW ADAMS
CONTRIBUTOR

For many decades Americans turned to home-grown automakers to satisfy their motoring needs, purchasing vehicles produced by The Big Three of Ford, General Motors and Chrysler. It wasn't really until the 1970s that these manufacturers faced any real mass-market foreign competition with the rise of Japan's motor manufacturing behemoths.

Japan had entered into car production soon after the end of World War II, but for many years

- Click once to zoom in
- Click & hold to move page around



Analysis by market

EMERGING

Technology: Connected vehicle pilot program in Michigan extended.

INTERNATIONAL

Vendors: Domestically produced vehicles steering Nissan's global marketing push.

CUSTOMERS

Dealerships: Dealer acquisition, value of deals continue to increase.

Research

Vehicle Systems Research: A focus on auxiliary lighting, brakes, fuel pumps and wheel bearings.

Online Special Reports

FROST & SULLIVAN

Oils: Fuel economy concerns will drive lube oil preferences.

AFTERMARKET BUSINESS WORLD (Digital ISSN 1938-0593) is published 12 times yearly by Advanstar Communications Inc., 131 W First St., Duluth MN 55802-2065. Subscription rates: digital only \$65 for 1 year.

©2013 Advanstar Communications Inc. All rights reserved. No part of this publication may be reproduced or transmitted in any form or by any means, electronic or mechanical including by photocopy, recording, or information storage and retrieval without permission in writing from the publisher.

Authorization to photocopy items for internal/educational or personal use, or the internal/educational or personal use of specific clients is granted by Advanstar Communications Inc. for libraries and other users registered with the Copyright Clearance Center, 222 Rosewood Dr., Danvers, MA 01923, 978-750-8400 fax 978-646-8700 or visit <http://www.copyright.com> online. For uses beyond those listed above, please direct your written request to Permission Dept. fax 440-756-5255 or email: mcannon@advanstar.com.

Advanstar Communications Inc. provides certain customer contact data (such as customers name, addresses, phone numbers, and e-mail addresses) to third parties who wish to promote relevant products, services, and other opportunities that may be of interest to you. If you do not want Advanstar Communications Inc. to make your contact information available to third parties for marketing purposes, simply call toll-free 866-529-2922 between the hours of 7:30 a.m. and 5 p.m. CST and a customer service representative will assist you in removing your name from Advanstar's lists. Outside the US, please phone 218-740-6477.

Aftermarket Business World does not verify any claims or other information appearing in any of the advertisements contained in the publication, and cannot take any responsibility for any losses or other damages incurred by readers in reliance on such content. Aftermarket Business World welcomes unsolicited articles, manuscripts, photographs, illustrations and other materials but cannot be held responsible for their safekeeping or return. To subscribe, call toll-free 877-527-7008. Outside the U.S. call 218-740-6477.

Opinion



Donny Seyfer
Is there a tech shortage?



AASA's OAC
U.S. firms' activity picking up



Bob Moore
How rich is your data?



Mark Smith
The race to the finish.



Stephen Barlas
EPA opens door to I/M changes.

Vehicle Systems Research

Auxiliary Lighting PHILIPS

Brakes RAYBESTOS

Fuel Pumps AIRTEX

Wheel Bearings GMB

Doing business in Japan

“Cars in Japan have an estimated life span of about 10 years.”

the American public viewed Japanese products as flimsy mass-produced junk. To counter this conception the fledgling car manufacturers Toyota and Honda set out to produce vehicles that would be preferred by consumers.

Their determination paid off and by 2003 Toyota's profit margin was eight times higher than the industry average. In the 1980s, in contrast to U.S. rival vehicle manufacturers who were moving their production facilities overseas, Japanese automakers had started building large manufacturing plants in the U.S. At the present time Japan is the second largest car manufacturer in the world having recently been overtaken by China.

Japan's home market for motor vehicles accounts for some 10 percent of the world total of vehicles in use, making it third in the worldwide automobile market. This breaks down into some 59 million cars, 18 million trucks and two million SVs.

Because of its own very strong vehicle production base foreign companies face

strong competition in the automotive aftermarket, but there are still significant opportunities in areas such as, alloy wheels, sports performance parts, shock absorbers and new technologies.

There are three main factors that affect Japan's automotive aftermarket, these are:

- the average lifespan of a vehicle;
- average vehicle mileage;
- the level of quality of new vehicles.

In Japan the average lifespan of a motor vehicle is shorter than for a comparable vehicle in Europe or the U.S. lifespan for a U.S. vehicle is estimated at 10 to 15 years with the European lifespan standing at about 13 years. In contrast to this cars in Japan have an estimated life of about 10 years.

Alongside this the average vehicle mileage is less than for U.S. vehicles and the quality of motor vehicles manufactured in Japan is very high. These three factors combine to produce

- Click once to zoom in
- Click & hold to move page around



TONY & SONS
auto shop

REPEAT BUSINESS SHOULDN'T MEAN DOING THE SAME JOB REPEATEDLY.

For repairs that are right the first time, your best bet is an original equipment part. NTK Oxygen Sensors are original equipment on more vehicles worldwide than any other brand. For details, go to NGKsparkplugs.com

NTK OXYGEN SENSORS
The World Leader

Know Your Parts
AASA

Be Car Care Aware

Facebook: Become a fan on Facebook
facebook.com/NGKsparkplugs

Vehicle Systems Research

Auxiliary Lighting PHILIPS

Brakes RAYBESTOS

Fuel Pumps AIRTEX

Wheel Bearings GMB



NOVEMBER 2013

Industry News

Join our Community

Hot Auto Products

Contact Us

5 International Trends

9 Dealership Market Trends

11 Technology Solutions

13 Bob Moore

14 Stephen Barlas

15 Mark Smith

Sign up for weekly Distribution e-newsletters
SearchAutoParts.com

a very much lower demand for automotive replacement parts than for a comparable U.S. or European vehicle.

One area where demand stays constant is the supply of parts for vehicle servicing including wiper blades, shock absorbers, air and oil filters and spark plugs. Most Japanese car owners are very careful about the maintenance of their vehicles and will usually keep a full service history. To meet this demand for servicing there are some 28,000 licensed dealers and a further 90,000 independent repair garages. There are also over 60,000 gas stations that supply vehicle additives and chemicals, tires, wiper blades etc. The U.S. has a market share of 12 percent of the import market for aftermarket parts with China being the main importer.

Imported parts in Japan are usually distributed through wholesalers who are very often members of the Japan Auto Parts Association (JAPA) as well as through gas stations, independent garages, tire stores and mass merchandisers such as “Autobacs Seven” and “Yellow Hat” retail stores. These mass merchandisers are very receptive to selling quality,

competitively priced imported auto parts and accessories such as tires, electronic equipment, chemicals and additives. A large proportion of the Autobacs Seven stores are “specialised / full certified garages” and can carry out critical parts repairs while the Yellow Hat stores are primarily a merchandiser of spare parts and accessories.

Licensed repair facilities in Japan fall into two categories, dealer repair shops and independent repair garages. Of these, dealer repair shops source over 90 percent of their materials and parts from manufacturer affiliated wholesalers whereas the independent repair garages procure parts and accessories from both independent wholesalers and car manufacturer wholesalers. These independent garages use mostly fast moving, frequently replaced non-OEM parts such as spark plugs, fan belts, filters, tires and shock absorbers. These independent wholesalers provide a very important function for independent garages by giving frequent daily deliveries of replacement parts.

Success for a U.S. automotive aftermarket company in the...**CONTINUE READING** □



- Click once to zoom in
- Click & hold to move page around

YOUR AVERAGE 4-YEAR OLD CAR IS STILL USING 40-YEAR OLD BATTERY TECHNOLOGY.



Step your customers up to an ODYSSEY® Extreme Series™ battery with 99.99% pure lead, compression packed plates to deliver twice the overall starting power and three times the life of conventional design batteries. Plus a spill-proof, vibration-proof AGM design that charges faster and more completely than ordinary batteries. To find your nearest source, visit www.odysseybattery.com.

Powered by **EnerSys**
Power/Full Solutions



ODYSSEY
Extreme
SERIES™

© 2013 EnerSys. All rights reserved. Trademarks and logos are the property of EnerSys and its affiliates unless otherwise noted. Subject to revisions without prior notice. E.&O.E.

Vehicle Systems Research

Auxiliary Lighting PHILIPS

Brakes RAYBESTOS

Fuel Pumps AIRTEX

Wheel Bearings GMB



NOVEMBER 2013

Industry News

Join our Community

Hot Auto Products

Contact Us

5 International Trends

9 Dealership Market Trends

11 Technology Solutions

13 Bob Moore

14 Stephen Barlas

15 Mark Smith

Sign up for weekly Distribution e-newsletters
SearchAutoParts.com

VENDORS

Domestically produced vehicles steering Nissan's global sales push

BY JAMES E. GUYETTE
News Correspondent

As Japan's Nissan aggressively increases its worldwide marketing initiatives, many of the vehicles will be manufactured in the U.S. – offering new jobs and opportunities for the auto-maker's American vendors. Along with the enhanced international sales plans comes a strong corporate focus on environmental stewardship geared toward bringing about significant reductions in energy consumption and pollution throughout the production process.

TRENDS & MARKET Analysis

The company is projecting that by 2015 its U.S. factories will nearly double the number of export markets being served.

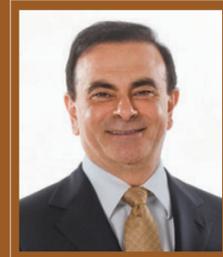
In August Nissan shipped the first of more than 900 American-made, right-hand drive Pathfinders to Australia and New Zealand, meaning that its Smyrna, Tenn., assembly plant

Vendor Newsmaker

Q&A

CARLOS GHOSN

Chairman, president and CEO of Nissan



Is the company on track to reach its goal of having 8 percent market share and 8 percent profitability by 2016 ?



What did Ghosn say? Continue reading online.

[Read full interview](#)

is now exporting to 61 markets across the globe.

Starting in 2014, the company's factory in Canton, Miss., will become the global source for Murano production, assembling exports

- Click once to zoom in
- Click & hold to move page around



More articles by **JAMES E. GUYETTE**

RELATED articles

TAIPEI AMPA

The 30th Taipei Int'l Auto Parts & Accessories Show
www.TaipeiAMPA.com.tw



Join us on



Without Taiwan You Don't Get Parts

Venues:

TWTC NANGANG Exhibition Hall
TWTC Exhibition Hall 1

Concurrent Events:



AutoTronics Taipei

www.AutoTronics.com.tw



MOTORCYCLE TAIWAN

www.MotorcycleTaiwan.com.tw



EV TAIWAN

www.EVTAIWAN.com.tw

Organizers: TAITRA TEEMA



Vehicle Systems Research

Auxiliary Lighting PHILIPS

Brakes RAYBESTOS

Fuel Pumps AIRTEX

Wheel Bearings GMB



NOVEMBER 2013

Industry News

Join our Community

Hot Auto Products

Contact Us

5 International Trends

9 Dealership Market Trends

11 Technology Solutions

13 Bob Moore

14 Stephen Barlas

15 Mark Smith

Sign up for weekly Distribution e-newsletters
SearchAutoParts.com

“Nissan’s Smyrna, Tenn., assembly plant is now exporting to 61 markets across the globe.”

destined for as many as 119 international markets.

“Shipping right-hand drive vehicles half way around the world from Tennessee at one time may have seemed exotic to us, but now it’s an increasingly common event on our path to becoming a net exporter,” says Bill Krueger, senior vice president of manufacturing, purchasing, production engineering and supply chain management.

He notes that the expansion to Australia and New Zealand “is just the latest milestone in an aggressive and growing export strategy.” With 12 percent of U.S. production going overseas last year, export volumes are expected to approach 14 percent in 2013 as the company continues to localize global products to the U.S. and launch in new markets around the world.

“While we quickly increase our capacity to satisfy local demand in the region, Nissan’s U.S. plants have been charged to

take a lead role in the production of some of our most important global models. As a result, more American-built Nissan vehicles will make their way to more global markets than ever before,” Krueger says.

By the end of this year, Nissan anticipates expanding shipments of its Altima, Pathfinder, Maxima and Infiniti QX60 models into new markets such as Ghana, Nigeria, the Philippines, Vietnam, Israel, Argentina and other parts of Latin America.

In addition, production of 4-cylinder gasoline engines for Infiniti and Mercedes-Benz models will begin in early 2014 at a new Renault-Nissan Alliance powertrain plant in Decherd, Tenn. The project is a joint venture with Daimler, with a capacity of 250,000 units per year.

Nissan’s production capacity will eclipse 2 million units throughout North America,



- Click once to zoom in
- Click & hold to move page around

- WHERE YOU BUY YOUR PARTS -

SHOULD HAVE THE SAME DEVOTION TO
SERVICE
AS YOU HAVE

The right parts. The right place. The right time. Auto Value and Bumper to Bumper parts stores deliver the products you need with the service you deserve. Service is the Difference. We Get It!®



alliance1.com

- Vehicle Systems Research
- Auxiliary Lighting PHILIPS
- Brakes RAYBESTOS
- Fuel Pumps AIRTEX
- Wheel Bearings GMB



South America and Central America by early 2014, driven by recently added capacity at its U.S. plants along with new facilities in Mexico and Brazil.

“In response to strong growth opportunities throughout the region and in an effort to isolate the company from volatility in global currencies, Nissan is rapidly expanding its manufacturing footprint in the Americas region with an investment of more than \$5 billion in new plants and increased production volumes,” according to Krueger. The company is adding more than 10,000 jobs across the region.

Nissan reports that it has been the market share leader in Mexico for 50 consecutive months, and that this growth is to be further bolstered by a new \$2-billion manufacturing complex, supplier park and quality proving ground in Aguascalientes, Mexico.

Now nearing completion, during the initial phase of development the site will annually support production of up to 175,000 units of the firm’s “B” platform vehicles while complementing two existing Mexican manufacturing facilities in Aguascalientes and Cuernavaca.

Construction is also in progress on a new \$1.5 billion manufacturing complex in Resende, Brazil, which will have annual

capacity of 200,000 “V” Platform vehicles. Production is slated to begin during the first half of 2014. It is the inaugural plant of its kind for Nissan in South America, designed to provide “much-needed production volume” to support the company’s goals for Brazilian market share growth. In 2012 Nissan was the top-growing automaker in Brazil for the third consecutive year.

Less-polluting paint

The automaker is equally intent on becoming ecologically sound by actively seeking to lower energy consumption while emitting fewer pollutants.

With the recent additions of the Infiniti QX60 and the Leaf, and with production of the Rogue on the way to the Smyrna, Tenn., operation, the company has added the “most advanced paint plant in the world that sets new standards for quality, efficiency and environmental impact,” says Susan Brennan, Smyrna’s vice president of manufacturing. The system is capable of reducing energy consumption by 30 percent, carbon emissions by 30 percent and volatile organic compound (VOCs) emissions by 70 percent.



- Click once to zoom in
- Click & hold to move page around

BREAK THE MOLD

VISIT US AT AAPEX
BOOTH #847



AUTOTEX

PINK



At AutoTex PINK, we care about more than the bottom line. In addition to supplying the highest quality and best wiper program available, we are tirelessly committed to partnering with our customers to raise breast cancer awareness. A portion of every sale of AutoTex PINK wiper blades goes directly to the National Breast Cancer Foundation, for sales in the United States or the Breast Cancer Society of Canada. AutoTex PINK is more than just a statement; it’s a real partnership, a selfless commitment, and an investment in life-saving change.



Call to order 800.692.3962 | Order Online at www.autotexwipers.com |



Vehicle Systems Research

Auxiliary Lighting PHILIPS

Brakes RAYBESTOS

Fuel Pumps AIRTEX

Wheel Bearings GMB



NOVEMBER 2013

Industry News

Join our Community

Hot Auto Products

Contact Us

5 International Trends

9 Dealership Market Trends

11 Technology Solutions

13 Bob Moore

14 Stephen Barlas

15 Mark Smith

Sign up for weekly Distribution e-newsletters

SearchAutoParts.com

A three-wet paint process applies all three paint layers in succession before the vehicle goes into the oven. Previous processes required a dehydration process between the primer application and top-coat layers. Implementation of this new technology reduces energy consumption, cost and emissions while increasing production efficiency, says Brennan, who adds that the facility is the automaker's "Showcase Project" as part of the U.S. Department of Energy's Better Buildings Better Plants Challenge. Nissan has committed to a 25-percent reduction in energy consumption at its U.S. plants by 2020.

"These efforts align with our global strategies of zero-emission leadership and corporate social responsibility to employees, stakeholders and customers," he says.

Important accolades have been bestowed by the U.S. Environmental Protection Agency (EPA) Energy Star program, including the "2013 Partner of the Year- Sustained Excellence Award."

"Since becoming an Energy Star partner in 2006, we have saved more than 800 billion BTUs (British thermal units) in our vehicle assembly process," says Krueger, adding that the energy reductions are enough to power the company's Leaf electric vehi-

cle for more than 750 million miles.

He reports that the Decherd, Tenn., powertrain plant recently achieved "Energy Star Challenge for Industry" recognition for lowering the amount of energy needed to assemble engines by 7 percent in just 12 months by investing in more efficient equipment and establishing a compressed air leak reduction program.

In Mexico Nissan has expanded a green energy program so that 50 percent of the energy used by the Aguascalientes Vehicle Assembly Plant comes from renewable resources that include wind power and landfill gas. For more than a year, the plant has used a wind farm in southern Mexico and methane from garbage at the city dump – cutting the factory's utility costs by more than 10 percent.

The program leverages Mexico's largest wind farm, which consists of 35 large wind turbines located some 600 miles away. The wind replaces about 5.3 million gallons of fuel oil. The company also currently gets about 5 percent of its power from generators that run on methane from a local landfill with aims to almost double that.

...CONTINUE READING ▢

- Click once to zoom in
- Click & hold to move page around



"Some jobs are tough.
TechSmart® parts are tougher."

– Steven Baker, Owner
Lee's Crossing Tire and Auto

Finding the right parts doesn't have to be hard. Smart technicians choose TechSmart® because of our commitment to engineering quality parts that meet or exceed OE standards.

Join the thousands of technicians like Steven who choose TechSmart® Parts when they need to get the job done right.

TechSmart

SMP

Steven is TechSmart – Are You TechSmart?

Learn more about Steven and tell us what makes you TechSmart.
Go to www.TechSmartParts.com



Vehicle
Systems
Research

Auxiliary
Lighting
PHILIPS

Brakes
RAYBESTOS

Fuel Pumps
AIRTEX

Wheel
Bearings
GMB



NOVEMBER
2013

Industry News

Join our Community

Hot Auto Products

Contact Us

5 International Trends

9 Dealership Market Trends

11 Technology Solutions

13 Bob Moore

14 Stephen Barlas

15 Mark Smith

Sign up for weekly
Distribution e-newsletters

SearchAutoParts.com

DEALERSHIPS

Dealer acquisitions, value of deals continue to increase

BY BRIAN ALBRIGHT
Contributor

As automotive dealership profits rise to near record levels, interest in acquiring dealers is up. According to a new report from The Presidio Group, the number of auto dealerships sold to private buyers rose by more than 2.5 times in the first half of 2013 compared to 2012, while the value of U.S. acquisitions by public retailers rose 8 percent.

TRENDS & MARKET Analysis

According to Presidio's mid-year "Automotive Retail Buy-Sell Report," this activity is being driven by all-time-high dealer profits; a healthier dealership base; dealership acquisitions providing high rates of return; and demand for franchises outstripping the number of interested sellers.

"The window is wide open for dealers who are interested in retiring and/or selling their

Dealer Newsmaker

Q&A

KRISHNA JAYARAMAN
automotive industry analyst,
Frost & Sullivan



Are there technical limitations to how OEMs can connect to vehicles over the air and what infrastructure is needed?



What did Jayaraman say? Continue reading online.

[Read full interview](#)

businesses," said Alan Haig, head of automotive services at Presidio Merchant Partners, the investment banking arm of The Presidio Group. "Dealership values are high because profits are strong and there are more buyers than sellers in



- Click once to zoom in
- Click & hold to move page around

➔ More articles by **BRIAN ALBRIGHT** ➔ **RELATED** articles

MORE Model Coverage
FEWER SKU's
HIGHER Profits

We Fit
OE Fit, Form & Function

Contact Us Today
to learn why many auto repair pros are installing Walker quality products.
For more information call (636) 257-1700 or go to www.walkerproducts.com

Walker
Innovative Engine Management Solutions
YOUR FIRST CHOICE IN QUALITY PRODUCTS
Walker Products Inc. ©2013

ISO 9001
TS 16949

Vehicle Systems Research

Auxiliary Lighting
PHILIPS

Brakes
RAYBESTOS

Fuel Pumps
AIRTEX

Wheel Bearings
GMB

NOVEMBER 2013

Industry News

Join our Community

Hot Auto Products

Contact Us

5 International Trends

9 Dealership Market Trends

11 Technology Solutions

13 Bob Moore

14 Stephen Barlas

15 Mark Smith

Sign up for weekly Distribution e-newsletters
SearchAutoParts.com

“Profits are up, in part, because dealers have focused on cost cutting since the recession.”

the market today. We're also seeing more deals done at higher prices. Transaction values of \$50 million or more used to be pretty rare, but now there is greater interest in deals of this size from both public and private dealership groups. In fact, private groups may be the most aggressive buyers at this time.”

This represents the continuation of an ongoing trend. Dealer acquisitions hit rock bottom in 2009, with public company acquisition spending only reaching \$20 million in the U.S. By 2011 that figure had jumped to \$500 million, then to \$502 million in 2012. Moreover, international acquisitions went from just \$12 million in 2009 to \$224 million in 2012. For the first half of 2013, U.S. acquisitions total \$133 million, while international buys have reached \$248 million.

Through the first half of 2013, there were 26 acquisition announcements between private buyers, compared to 10 in the first half of 2012. “That is a significant increase, and we believe that is largely indicative of

the level of spending going on right now,” Haig says.

There is also a population of dealers that has been waiting to exit the industry. “There is an aging dealer group out there who would have sold their dealerships between 2008 and 2010, but because of the recession decided not to,” Haig says. “You could call it pent up demand to sell. But that's also married with the strong profits dealers are showing, so the value of these stores is high and buyers are motivated to put capital to work today, because they see the future is likely to be good for dealership profits. For sellers, it's a good time to get out; for buyers, it's an optimal time to buy, too.”

Profits up, dealers rebounding

Profits are up, in part, because dealers have focused on cost cutting since the recession, and put more focus on service and parts sales in the face of declining ...CONTINUE READING □



- Click once to zoom in
- Click & hold to move page around

HOW THE WORLD IS WIRED



Factory-installed Separator Clips

Matching Boots

Numbered Leads

Patented Hi-Gloss Clear Coat

Protective Loom

Factory installed upgrades are specific to vehicle make and model

The Intermotor® brand has built its reputation by engineering and distributing a full line of genuine import parts – parts that are unrivalled for quality, original look, fit, form and function. But we don't stop there. Our goal is to achieve excellence by pushing for the “plus” – the extra details that set our products above the rest and ensure complete satisfaction.

Add unmatched coverage for ALL import nameplates, and we can safely say:

Intermotor 
Genuine Import Parts
The world has met its match.



Vehicle Systems Research

Auxiliary Lighting PHILIPS

Brakes RAYBESTOS

Fuel Pumps AIRTEX

Wheel Bearings GMB



NOVEMBER 2013

Industry News

Join our Community

Hot Auto Products

Contact Us

5 International Trends

9 Dealership Market Trends

11 Technology Solutions

13 Bob Moore

14 Stephen Barlas

15 Mark Smith

Sign up for weekly Distribution e-newsletters

SearchAutoParts.com

TECHNOLOGY SOLUTIONS

Connected vehicle pilot extended

Crash avoidance technology continues testing with nearly 3,000 vehicles

BY BRIAN ALBRIGHT
Contributor

The Department of Transportation's pilot program to test vehicle-to-vehicle (V2V) and vehicle-to-infrastructure (V2I) crash avoidance technology has been extended for another six months.

TRENDS & MARKET Analysis

The Connected Vehicle Research Program, initiated by the Department of Transportation (DOT) and spearheaded by the University of Michigan Transportation Research Institute (UMTRI), has been conducting a pilot study in Ann Arbor, Mich., involving nearly 3,000 vehicles from eight OEMs. Using a wireless communication method called dedicated short range communications (DSRC), the vehicles are communicating with each other and with special roadway infrastructure equipment that helps alert vehicles to potential crash conditions. The data from the pilot will be used to develop new regulations for crash avoidance systems.

More articles by **BRIAN ALBRIGHT** [RELATED](#) articles

Technology Newsmaker

Q&A

JOE MOORE

Director of Purchasing,
Performance Warehouse



Q What do you think is the biggest supply chain challenge you face in your business?

A What did Moore say? Continue reading online.

[Read full interview](#)

The National Highway Traffic Safety Administration (NHTSA) has said in the past this type of V2V and V2I communication could address nearly 80 percent of crash scenarios involving non-impaired drivers.

According to the organizations involved in

- Click once to zoom in
- Click & hold to move page around



Designed with the Professional in mind



Serious professionals trust INNOVA® expert diagnostic tools to help them make fast, accurate and profitable repair decisions.

- ▶ ASE-certified technicians help design INNOVA® tools with the needs of pros in mind
- ▶ INNOVA® scan tools allow fast retrieval of vital diagnostic information, helping technicians efficiently complete more repairs
- ▶ All tools come with shop management software reports to manage vehicle diagnostics
- ▶ RepairSolutions® with extended diagnostic support available
- ▶ Designed for heavy shop use
- ▶ ASE bilingual technical support for professionals available Mon - Sat, 6am - 6pm PST. USA based

To learn how INNOVA® can save you time (and make you money).



www.pro.innova.com



INNOVA

EXPERT DIAGNOSTICS

Vehicle Systems Research

Auxiliary Lighting PHILIPS

Brakes RAYBESTOS

Fuel Pumps AIRTEX

Wheel Bearings GMB



NOVEMBER 2013

Industry News

[Join our Community](#)

Hot Auto Products

[Contact Us](#)

5 International Trends

9 Dealership Market Trends

11 Technology Solutions

13 Bob Moore

14 Stephen Barlas

15 Mark Smith

Sign up for weekly Distribution e-newsletters
SearchAutoParts.com

“The pilot program involves testing vehicles in two ‘corridors’ with 12 intersections between them.”

the pilot, the extension will continue previous activities and provide an opportunity to collect additional data, particularly for motorcycles.

During the first year of the study, the Department of Transportation reports researchers collected 1.4 billion data points and more than 40,000 hours of video. According to a written statement sent to *Aftermarket Business World* from the DOT, “We want to leverage the investment that we have already made in this project to learn more. We are currently analyzing the substantial amount of data and video collected to determine the safety effectiveness of this technology.”

The pilot program involves testing vehicles in two “corridors” with 12 intersections between them. The intersections include traffic signals that can communicate with equipped vehicles. The roadside equipment sends and receives data along 73 lane-miles of roadway in northeast Ann Arbor. The primary routes covered include

a mix of freeways and city streets that were selected to capture the majority of test participant drivers during daily commutes.

“The roadside equipment consists of DSRC devices that recognize the signals transmitted by the equipped vehicles,” says Dr. James Sayer, research scientist at UMTRI. “The roadside equipment is connected to the City of Ann Arbor’s fiber optic backbone, and there are two locations where variable Signal Phase and Timing (SPaT) have been enabled, but not activated. Once activated, SPaT would allow for a variety of applications, including dynamic signal phasing based on traffic volume, and the creation of ‘green waves’ where signals could be progressively controlled in sequence to maximize traffic flow.”

Ford, General Motors, Honda, Hyundai, Mercedes-Benz, Nissan, Toyota and Volkswagen jointly developed ...CONTINUE READING □

- Click once to zoom in
- Click & hold to move page around



Want More?



Do you want more of the latest technology? More products to sell? More support, training, and profit for your business?

Visit us at the 2013 AAPEX Show, November 5-7, 2013, Booth #2246 Sands Convention Center, Las Vegas, Nevada

More than just the world’s leading clutch company, Schaeffler is a leading partner of engine, chassis and drivetrain products to the automotive vehicle original-equipment and replacement parts markets in North America.

5370 Wegman Drive • Valley City, OH 44280
Phone 800 274 5001 • Fax 330 273 3522
www.Schaeffler-Aftermarket.us

If you want MORE, you will want to stop by and say hello and check out the latest in engine, chassis and drivetrain technologies that you will be seeing in the years to come.

Let us show you how we can keep your business on the road.



SCHAEFFLER
AUTOMOTIVE AFTERMARKET



Vehicle Systems Research

Auxiliary Lighting PHILIPS

Brakes RAYBESTOS

Fuel Pumps AIRTEX

Wheel Bearings GMB



Industry News

Join our Community

Hot Auto Products

Contact Us

5 International Trends

9 Dealership Market Trends

11 Technology Solutions

13 Bob Moore

14 Stephen Barlas

15 Mark Smith

Sign up for weekly Distribution e-newsletters
SearchAutoParts.com

How rich **IS YOUR DATA?**

The other day I was speaking with a longtime colleague who works in sales for an after-market manufacturer. He very proudly shared some news with me that he was pretty sure would impress me.

“I know you are into all this ‘data stuff’ so I thought you would be interested to hear that we are now ACES and PIES compliant,” he said.

I congratulated him on joining the 21st Century and asked him a question he didn’t seem ready for.

“That’s fantastic, and how rich would you say your data is?” I asked.

“Our data is ACES and PIES compliant,” he repeated. “What’s rich got to do with it?”

I explained to my friend that ACES and PIES were two very different, yet complementary data standards. Being ACES “compliant” is a “Yes” or “No” proposition. Your data either complies with the ACES vehicle and part type standard or it doesn’t. Being compliant means you have mapped your parts to the specific vehicle identification code based on each unique application. This includes year, make, model and other characteristics a vehicle has that actually affect what part is used (like 4WD, A/C, fuel injection, etc.). In other words,

complying with ACES is a task that is clearly defined. PIES is not the same.

Unlike ACES, PIES “compliance” is not a single task to be accomplished and filed away. In the stereotypical vernacular, PIES is a journey, not a destination. It is a little like asking someone if they are “college educated.” The person who took Beginning Basket Weaving in community college can answer “Yes,” the same as a Ph.D. from an Ivy League school.

So it is with PIES. One supplier of a particular part may provide only the most basic attributes to their channel partners and customers. This might include things like price, package dimensions, weight, UPC, etc. Another supplier of that same part may present all those basics fields plus a bevy of “selling” data. Selling data may include application specific installation videos, three-dimensional product images or a multitude of “lifestyle images,” of people using their product. This is where data becomes a “silent salesperson” to the masses. Technically, it’s not so silent since you also can include sounds in your PIES data.

What is interesting is that both companies can claim to be PIES “compliant.” It’s just that in the case of the former, we are talking about basket weaving at a com-

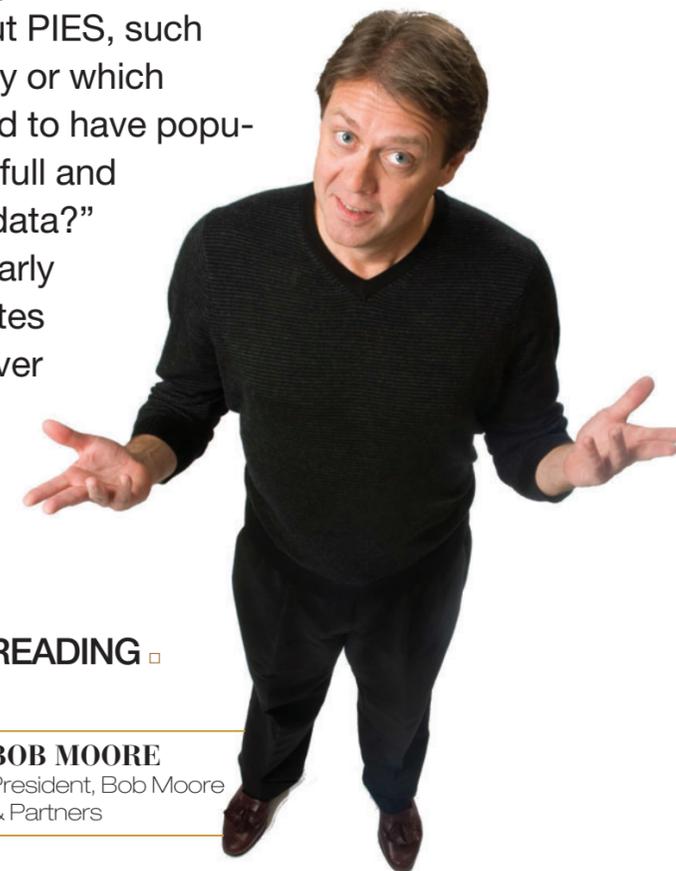
“Unlike ACES, PIES ‘compliance’ is not a single task to be accomplished and filed away.”

munity college while the latter can be the equivalent of a Harvard Ph.D. Hence my question to my friend about how “rich” his data was.

People always ask me for specifics about PIES, such as, “How many or which fields do I need to have populated to have ‘full and rich’ product data?” My answer nearly always frustrates them. “Whatever your reselling channel partners require is what you need.”

...CONTINUE READING ▢

BOB MOORE
President, Bob Moore & Partners



CLICK TO ZOOM

- Click once to zoom in
- Click & hold to move page around

Vehicle Systems Research

Auxiliary Lighting PHILIPS

Brakes RAYBESTOS

Fuel Pumps AIRTEX

Wheel Bearings GMB

➔ More articles by **BOB MOORE** ➔ RELATED articles ➔ **AUTHOR** bio



NOVEMBER 2013

Industry News

Join our Community

Hot Auto Products

Contact Us

5 International Trends

9 Dealership Market Trends

11 Technology Solutions

13 Bob Moore

14 Stephen Barlas

15 Mark Smith

Sign up for weekly Distribution e-newsletters
SearchAutoParts.com

EPA opens door **TO I/M CHANGES**

The Environmental Protection Agency is considering whether it ought to “right size” its current inspection and maintenance (I/M) requirements for autos as part of its implementation of new ozone air emission standards.

The I/M programs require owners to get their car emission levels inspected every year or two depending on the state, with a service station pulling data off the onboard diagnostic (OBD) computer. Dynamometers must be used on the decreasing number of cars on the road built before the arrival of OBD systems, required by the EPA in 1996.

Any change in EPA I/M requirements would affect cities and counties currently required to have those programs, and any additional localities that may be designated ozone non-attainment areas when the EPA next adjusts the ozone standard, expected sometime in 2014. The agency last tightened the ozone standard in 2008 to 0.075 parts per million. That level was set by the George W. Bush administration.

The Obama EPA tried to lower the standard further in the first year of that administration, but the White House Office of Management and Budget blocked the EPA’s attempt. Forty-six “areas” in the U.S.

covering 227 counties and 123 million people are out of compliance with the 2008 standard. Many of them have or will implement I/M programs.

The agency’s options for right-sizing include establishing state- or insurance company-funded programs where vehicle owners could get free emission system repairs from local technical colleges, instead of having to pay a service station. Another option would be for states to adopt some sort of program to accelerate the retirement of vehicles.

Arthur Marin, executive director, Northeast States for Coordinated Air Use Management (NESCAUM), agrees that practical flexibility is warranted for the future. But he argues that the EPA right-sizing options “are not well developed.” He says if the EPA wants to make changes in the I/M program, it should do that through a separate rulemaking, not in the context of ozone standard implementation.

Because of the EPA’s attempts to lower the 2008 standard, the agency’s implementation of that standard was delayed for a number of years. It was only last May that the EPA published a proposed rule setting out potential timeframes for states to submit what are called “SIP” plans to the agency. That

“I/M is a controversial program, especially if older cars are tested using dynamometers.”

proposed rule included some ideas on right-sizing the I/M program, whose details are specified in a separate I/M rule.

Marin says if the EPA wants to change I/M requirements it should do so via a separate rulemaking. Most cities with populations of more than 100,000 have I/M programs, for example.

Any tightening of the 0.075 ppm standard in the future would subject many more cities and counties to I/M requirements. Paul Miller, deputy director of NESCAUM, says it is reasonable to expect the EPA to ask for comments on lowering the standard to 0.60-0.70 ppm, which is what it did in

2009 ...CONTINUE READING ▢



STEPHEN BARLAS
Washington Correspondent

➔ More articles by **STEPHEN BARLAS** ➔ RELATED articles ➔ **AUTHOR** bio

• Click once to zoom in
• Click & hold to move page around



Vehicle Systems Research

Auxiliary Lighting PHILIPS

Brakes RAYBESTOS

Fuel Pumps AIRTEX

Wheel Bearings GMB



Industry News
Join our Community

Hot Auto Products
Contact Us

5 International Trends
9 Dealership Market Trends

11 Technology Solutions
13 Bob Moore

14 Stephen Barlas
15 Mark Smith

Sign up for weekly Distribution e-newsletters
SearchAutoParts.com

The race **TO THE FINISH**

Our parts store and warehouse burned June 6, 2013. What a journey this has been. Many of the things we have gone through I have shared with all of you in previous articles. Dealing with insurance companies, city code, county code, state code, fire marshals, inspectors, utility companies, and the onslaught of contractors and deadlines.

I feel like I'm giving an acceptance speech for having won a Grammy, not wishing to leave anyone out. But I did, alas — all of my suppliers and the effort we now shoulder in regards to restocking, building and erecting shelves, displays and general merchandising.

Before I continue, let me first say, our new store is beautiful inside and out. In years past, during new store set-ups, after the basic infrastructure is set up, we hurriedly ordered a massive amount of inventory, and slammed it on the shelves and slapped it on the displays. It was never perfect, but at least the task was performed quickly. We would always make adjustments later. Right?

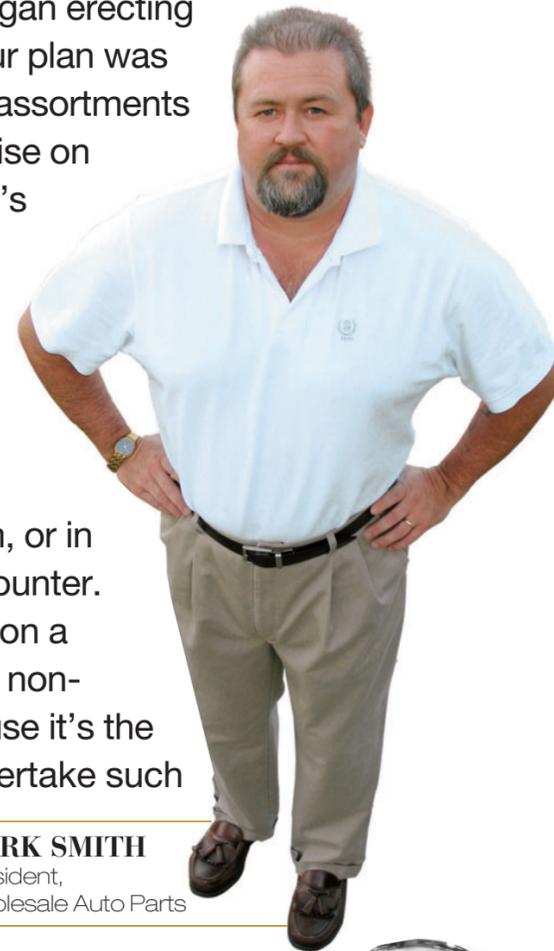
Once a gondola or end-cap is full of merchandise it rarely gets moved. The same goes for other display shelving and your warehouse shelving. So, with a beautiful new showroom and a virgin warehouse floor, we thought we'd think things through. That being said, much fore-

thought is required to encourage, coax or promote the desired outcome.

We decided to focus our immediate effort on the showroom before we began erecting shelves and displays. Our plan was to get all of our hanging assortments and hang-tab merchandise on the wall. Why? Well, that's where it should be. Not hanging on gondolas that have shelves for placing and displaying merchandise that won't hang. Not lying on other shelves in the showroom, or in a pile cluttering up the counter. Worse, not just hung up on a pegboard wall in various non-sensible locations because it's the only place it'll fit. To undertake such a task...**CONTINUE**

READING □

MARK SMITH
President,
Wholesale Auto Parts



- Click once to zoom in
- Click & hold to move page around

“Neat new peg hooks really make your stock look a lot better.”

ReadyMount®
Strut Assemblies

WE'VE EXPANDED OUR LINE BY MORE THAN 25%

Gabriel
ReadyMount®

Precision Engineered

Fit-Tested

Ride-Tested

We rival the competition for coverage, but they can't match us for quality.

We're adding over 40 new, **first-to-market** designs to our rapidly expanding premium ReadyMount® line, which means the first name in ride control should always be your first choice for pre-assembled struts. Just like every new shock and strut we make, every new ReadyMount pre-assembled strut design is Precision-engineered to the OE design, Component- and Unit-tested, and Fit- and Ride-tested to ensure unbeatable quality. Plus, each new strut design has been validated to 1,000,000 cycles and features our advanced G-Force™ Technology. So, check out Gabriel.com today, explore our expanded line of nearly 200 ReadyMount strut designs and learn why they're the perfect fit for you and your customers.

Learn more!
Scan to see how you get more with Gabriel ReadyMount!

The Original Gabriel®
Ride the independent spirit.

➔ More articles by **MARK SMITH** ➔ **RELATED** articles ➔ **AUTHOR** bio

Vehicle Systems Research

Auxiliary Lighting PHILIPS

Brakes RAYBESTOS

Fuel Pumps AIRTEX

Wheel Bearings GMB



NOVEMBER 2013

Industry News

Join our Community

Hot Auto Products

Contact Us

5 International Trends

9 Dealership Market Trends

11 Technology Solutions

13 Bob Moore

14 Stephen Barlas

15 Mark Smith

Sign up for weekly Distribution e-newsletters
SearchAutoParts.com

U.S. firms' activity **PICKING UP** **IN EMERGING MARKETS**

U.S. companies are increasing their global footprints in emerging, high-growth markets – due in large part to increasing confidence in the domestic economy.

U.S.-based companies increased mergers and acquisitions (M&A) activity in emerging and high-growth markets in the first half of 2013, according to a recent news release by KPMG International.

The release quoted Mark Barnes, national leader of KPMG's U.S. High Growth Markets practice: "U.S. companies are exhibiting higher levels of confidence domestically and we're starting to see this translate into increased acquisition activity in emerging markets."

KPMG noted that the most popular geographic targets for U.S. companies in the first half of 2013 were Brazil, India, South American countries, South and East Asia, Central America and the Caribbean.

Those results certainly mirror responses to the quarterly "How's Business" global aftermarket business survey by the AASA Overseas Automotive Council (OAC) of its regional directors and board of governors about their experiences in Q3 2013.

The OAC board of international aftermarket business executives also reports Brazil as their top growth market. The coun-

try's economy is strong – and more economic growth is expected as the country prepares to host the 2014 Soccer World Cup and 2016 Summer Olympics. Brazil's aftermarket infrastructure also is growing. AutoZone has located at least 10 stores in Brazil currently and has aggressive expansion plans to add more when those are established.

As in the KPMG report, OAC members cited Latin America as a growth market, "Our Latin America Region is right on track with projections," one respondent stated. While noting that Venezuelan business has declined, a survey participant added, "Other (Latin American) regions have picked up...Business in Mexico is going strong!" Another stated, "Business is steady in Mexico, the Middle East and South America."

...CONTINUE READING □

DAN PIKE
Vice President, Membership and
Member Services, AASA



- Click once to zoom in
- Click & hold to move page around



GABRIEL READYMOUNT FULLY LOADED STRUTS: DESIGNED, TESTED AND PROVEN

Gabriel is relentless in its efforts to provide the most durable preassembled strut available because strut assemblies are vital to vehicle safety. With ReadyMount®, you and your customers won't encounter individual component problems, full assembly alignment problems or hidden problems.

Gabriel precision engineers each new ReadyMount application to strict tolerances based on a clear understanding of the original equipment part, the vehicle design, and performance requirements. Only components that meet Gabriel's high standards are used in the assembly.

Gabriel starts with a MacPherson strut or coil-over shock design validated to 1,000,000 cycles with a super-finished chromed piston rod for superior corrosion resistance.

PLUS, Gabriel rigorously tests the other component parts of the ReadyMount assembly, not JUST the strut. More than ten grueling component and full ReadyMount unit tests are conducted on each new design to ensure function, proper wear and durability. Finally, engineers do a complete teardown analysis to certify there is no excessive wear on components.

Then, Gabriel takes it a step further by Fit-testing and Ride-testing each new design on the same vehicle application for which it was designed to ensure faster installations, fewer comebacks and an ideal fit.

Not all manufacturers go to these lengths to test their products and if they did, they might not like what they'd find. But it's the right thing to do and the right way to do it. We think it's what you should expect, especially from the company that designed the first automotive shock absorber in 1907.



The Original
Gabriel
Ride the independent spirit™

950 Maplelawn • Troy, Michigan 48084
Answerman/ Tech Line: 1-800-999-3903,
M-F, 8AM-5PM, CT • www.gabriel.com

Vehicle
Systems
Research

Auxiliary
Lighting
PHILIPS

Brakes
RAYBESTOS

Fuel Pumps
AIRTEX

Wheel
Bearings
GMB

➔ More articles by **DAN PIKE** ➔ RELATED articles ➔ AUTHOR bio



Industry News

Join our Community

Hot Auto Products

Contact Us

5 International Trends

9 Dealership Market Trends

11 Technology Solutions

13 Bob Moore

14 Stephen Barlas

15 Mark Smith

Sign up for weekly
Distribution e-newsletters
SearchAutoParts.com

Is there a **TECH SHORTAGE?**

Recently I had the opportunity to participate in an online web discussion sponsored by Advanstar Communications in which our moderator *Motor Age* Technical Editor Pete Meier posed several questions to a group of stakeholders regarding future auto repair employees.

As a repair shop owner and board member of the Automotive Service Association I represented the employers. We had teachers and members of a group that help support the seeding and growth of young talent. As you know there are a lot of doom and gloom predictions about the likelihood of auto repair attracting talent in the future.

While I share the concern, I think there is still plenty of time for all the forces present in our industry to combine efforts to change our approach to attracting our next superstars. One of the things that became obvious during the discussion was the level of agreement on what the problems are and what the best solutions are. I encourage you to watch and listen to the discussion that is archived here.

During our discussion there was a theme that emerged that I want to focus on here: "Is there a technician shortage?"

While there are fewer people choosing to repair cars it is important to keep in mind the number of repairs is fairly steady. While there are more vehicles on the road most of them require less service and wider maintenance intervals. Anecdotally this means there are about the same number of repairs but there is a growing shift in the types of repairs and that is where the real problem lies.

Fluid maintenance has been a long-term win/win for both

“Fluid maintenance has been a long-term win/win for both repair shops and vehicle owners.”

repair shops and vehicle owners and as a result it will continue to be a staple of the auto repair industry. These services have become more difficult often involving the use of scan tools to perform properly. In the world of commoditized oil changes and transmission fluid services I see this shifting more of this work to shops that are equipped with diagnostic equipment. With the shift in educational requirements students will see in the next few years I have no concerns that entry-level techs will have a handle on this work....**CONTINUE READING** ▢



DONNY SEYFER
Operations Manager
Seyfer Automotive, Inc.

- Click once to zoom in
- Click & hold to move page around

MIKE BOYER JOINS TASCOSALESREPS

Mike Boyer has joined tascosalesreps as Senior Vice President/ Partner. Mike will be based in Memphis, TN. "With 28 years in the automotive aftermarket, Mike brings an unmatched level of experience and leadership to tascosalesreps. He has proven results in sales management, retail and category management. Mike's interaction with all levels of the aftermarket from major customers to leading domestic and international suppliers gives him an

insight that will move tascosalesreps forward," says Cal Wilkins, President and CEO of tascosalesreps.

The tascosalesreps headquarters is located in Memphis, TN. The company has over 33 years in Automotive Aftermarket and has 28 skilled employees. The tascosalesreps team infuses excellent new talent into the organization, knows the market and utilizes a data driven, fact-based method to sales.

TASCOSALESREPS SPONSORS AAIA'S MEMBER CENTER

Tascosalesreps is proud to sponsor the Automotive Aftermarket Industry Association's Member Center at the 2013 AAPEX Show. The Member Center offers association members a variety of amenities in a quiet location off of the show floor. The center also provides nine conference rooms available for private meetings.

The AAPEX Show is just weeks away and tascosalesreps is gearing up for great success at the 2013 show. "The AAPEX Show provides a great opportunity to create powerful business connections. We are thrilled to sponsor the Member Center and encourage members to take advantage of this useful space!" said Mike Boyer, Senior Vice President/Partner of tascosalesreps.

As leading manufacturer's representatives, tascosalesreps remains market conscious and focused in the weeks before the

2013 AAPEX Show. "We always strive to perform at a higher level," said Cal Wilkins, President/Chief Executive Officer of tascosalesreps. "Industry Week gives us the opportunity to learn about what is new as well as meet the newest members of the aftermarket industry."

More information about tascosalesreps including the recent recognition as AAIA's Head of the Class can be found on the web at:

www.tascosalesreps.com
<https://www.facebook.com/Tascosalesrepscom>
<https://twitter.com/TASCOSALESREPS>
<http://www.aftermarket.org/News/2013-AAIA-Head-of-the-Class-Award-Winners-Announced.html>

Vehicle
Systems
Research

Auxiliary
Lighting
PHILIPS

Brakes
RAYBESTOS

Fuel Pumps
AIRTEX

Wheel
Bearings
GMB

More articles by **DONNY SEYFER** → RELATED articles → AUTHOR bio



NOVEMBER
2013

Industry News

Join our Community

Hot Auto Products

Contact Us

5 International Trends

9 Dealership Market Trends

11 Technology Solutions

13 Bob Moore

14 Stephen Barlas

15 Mark Smith

Sign up for weekly
Distribution e-newsletters

SearchAutoParts.com

AUXILIARY LIGHTING

Cool, bright beams define trends illuminating auto lighting realm

BY JAMES E. GUYETTE
News Correspondent

Vehicle lighting maintenance is among the most commonly underperformed or ignored automotive services, and shining a light on the importance of these tasks can bring a bright spot to your sales ledger.

Most customers only replace a light bulb when it fails. As light output fades over time, drivers become accustomed to the reduced performance level and tend to disregard the need. "Likewise, many drivers have neither the time nor the ability to take care of their lights," according to Dennis Samfilippo, general manager of Philips Lighting Business Group Automotive, N.A.

"This presents a tremendous opportunity for automotive service retailers," he says, noting that the company is eager to make technicians and industry sales personnel more aware of the benefits presented by offering the latest lighting options to their customers. "This opportunity

can present itself on even the most routine of shop visits," he points out.

"More light is a powerful selling tool," says Samfilippo as he describes how the company has conducted extensive category management research on a global level to learn more about its customers and their knowledge and perception of automotive lighting.

What they discovered was that "current lighting strategies and point of sales materials provided by major lighting manufacturers are confusing to the customer. As a result, Philips enhanced its light bulb upgrade line based on the results of this research, focusing on product improvement, positioning and the addition of new SKUs."

An interactive website recently rolled out by the company illuminates the advantages and benefits of each type of light so people can determine the most suitable purchase options. A 3D light simulator presents an exterior view of the lights and also demonstrates their perfor-



Your ultimate choice
for the road ahead

Philips Vision, VisionPlus and X-tremeVision Headlight Bulbs

Philips halogen upgrade headlight bulbs deliver 30%, 60%, or even up to 100% more light on the road. More light at night makes driving safer and more enjoyable. Give your customers the headlight that's right for the way they drive – from Philips.



To learn more call 1-800-257-6054
www.philips.com/automotive

PHILIPS

Vehicle Systems Research

Auxiliary Lighting
PHILIPS

Brakes
RAYBESTOS

Fuel Pumps
AIRTEX

Wheel Bearings
GMB

More articles by **JAMES E. GUYETTE** RELATED articles

- Click once to zoom in
- Click & hold to move page around



Industry News

Join our Community

Hot Auto Products

Contact Us

5 International Trends

9 Dealership Market Trends

11 Technology Solutions

13 Bob Moore

14 Stephen Barlas

15 Mark Smith

Sign up for weekly Distribution e-newsletters
SearchAutoParts.com

“Most serious accidents occur at night, when the driver’s vision is weakest.”

mance from the driver’s point of view.

“Many technicians miss the chance to increase revenue when they only offer a standard replacement lighting solution to customers,” Samfilippo observes, urging installers and retailers to upsell their customers from a standard bulb to a premium lamp. “Philips is continually educating and encouraging technicians to offer Philips upgrades not only to increase revenue, but also help their customers put more light on the road and increase driving safety.”

Category management

“It’s a fact that the most serious accidents occur at night, when driver’s vision is weakest,” Samfilippo explains. “As bulbs age their performance fades overtime. Add this factor to driver vision loss due to age and you have a serious combination that can affect the margin of safety.”

When customers come in with a burned out headlight, consideration should be given to replacing both headlights along with upgrades engineered to improve the driver’s field of vision. Samfilippo says you can also boost ticket value by offering a complete lighting package that includes headlight upgrades, LED interior and exterior bulbs together with headlight lens restoration and windshield treatment services.

The company has recently released two new “ultra-convenient” automotive bulb cabinets designed to help you stock the right mix of replacement bulbs for both the typically anticipated lighting sales as well as upgrade opportunities.

“The cabinets provide simplified, organized, protected storage for any mix of Philips bulbs, including standard and premium replacements – such as Philips’ halogen headlamps, that offer anywhere from 30 percent to 100 percent more light,

as well as the CrystalVision Ultra, which is engineered to create the whiter, brighter look of Xenon,” according to Samfilippo.

Lighting the way forward

A new initiative is designed to help retailers and installers render a broad-based focus on vehicle lighting maintenance by providing on-hand product availability that enables customers to immediately select the bulb that best fits their needs.

The company has simplified its selling proposition to focus on two platforms: Safety and style. Philips upgrade bulbs include the Vision, which has 30 percent more light; the VisionPlus that is 60 percent brighter; and the halogen X-treme Vision, which beams up to 100 percent more light than a standard halogen lamp, according to Samfilippo.

“The consumer can now simply choose the level of light on the road that fits their personalized driving conditions,”

Samfilippo says. As for style, he reports that the CrystalVision Ultra has the whiter and brighter look of Xenon, which has become a popular trend among custom and performance enthusiasts.

The new line of X-tremeVision LED interior and exterior bulbs are now offered as direct replacements for the miniature incandescent bulbs typically used in a vehicle’s exterior and interior. Bringing up to five-times more light output, “they offer significant advantages when used as upgrades or replacements for incandescent miniature lamps, says Samfilippo, citing high durability, less power draw and a substantially longer service life.

Operating also in the OEM realm, the company continues to research engineering innovations designed to deliver the latest in lighting technology for new vehicles rolling off assembly lines in addition to its aftermarket products. □

- Click once to zoom in
- Click & hold to move page around

CLICK
TO
ZOOM

Vehicle
Systems
Research

Auxiliary
Lighting
PHILIPS

Brakes
RAYBESTOS

Fuel Pumps
AIRTEX

Wheel
Bearings
GMB



NOVEMBER
2013

Industry News

Join our Community

Hot Auto Products

Contact Us

5 International Trends

9 Dealership Market Trends

11 Technology Solutions

13 Bob Moore

14 Stephen Barlas

15 Mark Smith

Sign up for weekly
Distribution e-newsletters
SearchAutoParts.com

BRAKES

Ensuring fit, form, function puts the brakes on customer comebacks

BY JAMES E. GUYETTE
News Correspondent

Counter people, repair center managers and technicians out on the shop floor – no matter what your level of industry experience – all need to work together to share relevant information and assist customers coming in for brake services as they ponder the best buying decision for their particular vehicle.

Upselling to premium products and taking the time to do the job right are the keys to maintaining a profitable operation, according to Terry Heffelfinger, vice president of product development, R&D and quality at Brake Parts Inc., the makers of Raybestos brakes.

“Performing a proper brake job is really more about restoring the brake system,” says Heffelfinger, adding that the best way to prevent comebacks and maintain profitability is to use parts incorporating the designs and structural integrity of the original components while

providing a complete repair focused on longevity and performance.

Jim Marsh, a Raybestos technical instructor, says many technicians – even experienced ones – are skipping crucial steps within the brake system repair procedures. He poses a series of questions: Are you using a dial indicator to check lateral runout? Are you following catalog application references? Are you properly cleaning the brake pad brackets and hub surfaces? Are you indexing the rotors to the studs? Are you replacing the hardware? Are you lubricating all the metal-to-metal contact points?

He points out that ignoring even one of these steps can cause a comeback and perhaps cost you a previously loyal customer.

“It’s been said a million times, but using parts that match the form, fit and function of OE is critical for a quality repair,” says Raybestos rotor product manager Ryan Bishop. “Some rotors are selling for 10 to 20 points less, but

More articles by **JAMES E. GUYETTE**

RELATED articles

- Click once to zoom in
- Click & hold to move page around



GET THE BITE WITHOUT THE BARK

RESTORE BRAKING PERFORMANCE
Semi-Metallic and NAO Formulations
Long-lasting Durability

REDUCED VIBRATION
Premium Shims and Backing Plate
Exact and Secure Fit

SMOOTH RIDE
Slots and Chamfers
OE or Better

APPLICATION SPECIFIC
2013 Audi Q7
Raybestos® Professional Grade® OE-Matched
Disc Brake Pad P/N: PGD1014M *

Use your smart phone and connect to: Raybestos.com

* Visit www.Raybestos.com for full application listing.



SAFETY FIRST ENGINEERING GUARANTEES THE BEST DESIGN FOR THE APPLICATION

Independent, third party testing verifies the premium shims will dampen noise... and the OE-or-better slots and chamfers will provide a smooth, quiet ride... as well or better than the original part. Raybestos® Professional Grade® OE-Matched disc brake pads use semi-metallic and NAO friction material that matches OE and is engineered to restore factory performance. Visit Raybestos.com or call 800-323-0354 for more information.



© Copyright 2013, Brake Parts Inc. LLC. All rights reserved. / Raybestos trademark used under license from Affinia International, Inc.

Vehicle Systems Research

Auxiliary Lighting PHILIPS

Brakes RAYBESTOS

Fuel Pumps AIRTEX

Wheel Bearings GMB



NOVEMBER 2013

Industry News

Join our Community

Hot Auto Products

Contact Us

5 International Trends

9 Dealership Market Trends

11 Technology Solutions

13 Bob Moore

14 Stephen Barlas

15 Mark Smith

Sign up for weekly Distribution e-newsletters
SearchAutoParts.com

“The brake business shows projected growth potential in the coming years.”

there is a good reason for the cheaper price. Those rotors lack the cooling properties of the OE rotor. If a rotor does not maintain the same cooling vane configuration, if that rotor is lighter in weight, and if the plates on that rotor are thinner, that rotor will not restore like-new performance,” he asserts.

“We need to work at maintaining the highest standards possible when performing brake repair,” concurs Jeff Stauffer, senior vice president of global marketing for Raybestos and Brake Parts Inc.

“The brake business is one of the few hard parts categories that shows projected growth potential in the coming years,” he reports. “It’s up to us to give you premium parts, but it’s up to you to provide premium service.”

People are holding their cars longer, a trend that is not expected to change anytime soon. Consumers are still working with tight household budgets, and

optimism for any positive change is not increasing in the near future, says Stauffer.

According to industry research firm R.L. Polk & Co., motorists are holding their cars for an average of 63.9 months – up 4.5 months from last year. Additionally, the quality of today’s cars, trucks and SUVs is at an all time high, which also has an impact. A recent survey that asked do-it-for-me customers the reasons for their last brake job reveals that 61.6 percent of them cited either preventive maintenance, an upgrade, or factory scheduled maintenance. Only 38.2 percent waited for brake noise, vibration or harshness before seeking repair services.

“While there have been no significant changes in aftermarket sales volumes, rising material and transportation costs continue to drive pricing higher,” Stauffer says. “With retail chains on the rise, increased competition also contributes to making price a major issue. As retailers

target the installer business, we see retail market share increasing,” he continues.

“This, along with telematics and e-tailing create difficult challenges for the traditional WD. As consumers use systems such as OnStar for diagnostics and scheduling, relationships with the dealer become stronger, contributing to the lack of aftermarket sales growth.”

Stauffer goes on to report that the industry has experienced shifts in the friction business as “consumers shy away from value line product due to quality perceptions.” Driven by sales in higher grade products, recent studies from Frost & Sullivan indicate friction unit sales CAGR (compound annual growth rate) over the next few years to be around 4 percent. The rotor side continues to focus on lower-priced products, and CAGR is expected to be 2 percent, according to Stauffer.

Brake repair, especially friction replacement, has a higher incidence of do-it-

yourself activity than some parts categories, but brake technology is becoming more advanced to the point that it requires the skills and training of a trained professional, according to Stauffer. “Traction and stability control are now electronically integrated with the braking system, and to make sure those components keep working together flawlessly you need the expertise of an experienced technician.”

Multi-level training

Stauffer recommends that shop owners, counter people and technicians should take advantage of all the selling and technical training available to them, noting that “they need to make a long-term investment in the infrastructure of their business, and that begins by maintaining a regular training schedule for their techs and sales advisors.”

...CONTINUE READING ▢

Vehicle
Systems
Research

Auxiliary
Lighting
PHILIPS

Brakes
RAYBESTOS

Fuel Pumps
AIRTEX

Wheel
Bearings
GMB



- Click once to zoom in
- Click & hold to move page around



NOVEMBER
2013

Industry News

Join our Community

Hot Auto Products

Contact Us

5 International Trends

9 Dealership Market Trends

11 Technology Solutions

13 Bob Moore

14 Stephen Barlas

15 Mark Smith

Sign up for weekly
Distribution e-newsletters
SearchAutoParts.com

FUEL PUMPS

Industry training helps you go with the flow of new fuel pump designs

BY JAMES E. GUYETTE
News Correspondent

Maneuvering through the increasingly complex specifications of the numerous types of fuel pumps on the market can be a challenging endeavor for parts providers and the repairer customers they serve. But the process can be made much easier if you take advantage of training opportunities being offered.

“The industry’s changed more in the past five years than it did over the past 15 years,” says Richard Young, training manager at Airtex Fuel Delivery Systems. Gas Direct Injection (GDI) in particular has seen an ongoing flow of innovations, which can vary widely among automakers and individual vehicle models.

“GDI has been around for quite some time, but the technology has advanced,” Young explains. “There can be a huge difference in the pump just one year apart.”

Airtex manufactures more than 1,800 prod-

uct SKUs in the category, and more are being introduced each month; the company has thus far added more than 80 SKUs in 2013, and it also provides a full line of tank seals, fuel pump filter/strainers and wiring harnesses to ensure successful installations.

Being educated in the category can greatly increase your sales. “It’s not about the price of the parts,” according to Young, “it’s the relationship that the counter person has with the installers and repair shops. There’s a trust that needs to be built up. If you have a good repair shop, you will find a good parts person supporting that.”

Young suggests that you “read industry publications and talk with your suppliers” to stay abreast of trends. “The suppliers out there want the technicians to be educated,” says Young, citing the benefits of reduced product returns and fewer customer comebacks.

“It improves the reputation of the entire industry when the technicians are able to do the repair

UNMATCHED SUPPORT...



IS OUR COMMITMENT TO YOU.

THE TECH SUPPORT TEAM at Airtex Fuel Delivery Systems provides unmatched assistance to customers needing technical information, or help with fuel pump diagnosis and installation. The team is manned by a group of highly skilled ASE Master Technicians with years of hands-on experience.

Please don't hesitate to give one of our Tech Support team members a call at 1-800-424-7839. It's totally FREE and available Monday through Friday from 7:30 a.m. to 7:00 p.m. Central time and on Saturday from 7:00 a.m. to 4:00 p.m. You can also send an email to: techsupport@airtexproducts.com.



FREE Tech Line: +1.800.424.7839
airtexproducts.com

© 2013 Airtex Products, LP



AIRTEX
Fuel Delivery Systems

Exceptional Quality. Unmatched Support.

Vehicle Systems Research

Auxiliary Lighting PHILIPS

Brakes RAYBESTOS

Fuel Pumps AIRTEX

Wheel Bearings GMB

➔ More articles by **JAMES E. GUYETTE**

➔ **RELATED** articles

- Click once to zoom in
- Click & hold to move page around



NOVEMBER 2013

Industry News

Join our Community

Hot Auto Products

Contact Us

5 International Trends

9 Dealership Market Trends

11 Technology Solutions

13 Bob Moore

14 Stephen Barlas

15 Mark Smith

Sign up for weekly Distribution e-newsletters
SearchAutoParts.com

“The industry’s changed more in the past five years than it did over the past 15 years.”

correctly,” he notes. “Your major parts suppliers are realizing the importance of training and they’re offering it” to both counter personnel and repairers.

Counter people can glean a significant advantage if they perform background research, make recommendations and direct installer customers toward suitable training sessions being offered within the marketing sphere.

“The technicians have 60 models of cars to work on, and a lot of shops want to offer training,” yet management is often uniformed about the specific classes being conducted. “That’s where the counter person can be a huge asset – making the repair shop aware of the training,” Young says.

He goes on to emphasize the value of parts people being educated about fuel pumps as well.

“You don’t need to know how to fix the vehicle, but you should have a basic knowledge of how the system works.

That’s a big step in maintaining the business,” according to Young.

“If the parts person has a grasp of how the system works, they can definitely be an asset to the installer calling in. Then you have a parts counter that you can trust and who can help you,” he says, adding that the most common technician questions relate to the flow and pressure specifications of a particular product.

“The counter person needs to understand that the technician is busy,” Young

Tough OE standards ensure top-performing fuel pumps

Demonstrating its commitment to providing “unmatched customer support,” Airtex Fuel Delivery Systems reports that installers and retailers would be amazed if they viewed the plant’s entire production cycle from start to finish. “I think it is important for a visitor to see

stresses, “and that he or she needs to know that the correct part will be arriving soon.”

Airtex’s product catalog can easily be accessed online (www.FuelPumpU.com) via desktop or laptop computers, and the exact fit can be found by searching VIN number, part number, year, make and model or universal type and voltage.

The company also has introduced a new phone application compatible with Apple iPhones and iPads. Available to download

the complete process of manufacturing a fuel pump to shipping it out the door in order to fully understand the time and dedication that is built into each pump to assure the end user receives a top quality Airtex fuel pump,” says customer support supervisor Kelly Slover, who oversees orders coming in via phone, fax and EDI.

...CONTINUE READING □

for free in the App Store, the Airtex Fuel Delivery Systems VIN scan app uses the smartphone’s camera to scan the vehicle identification number, saving the user the time and trouble of punching in multiple numbers, Young reports. Once the VIN number is scanned, the application takes the user to Airtex product information for that specific vehicle.

In addition, Airtex’s online education resource, www.youtube.com/AirtexFuelPumps, has added 30 new videos to its existing collection of more than 60 productions.

“The videos include information to educate technicians and do-it-yourselfers on everything from cleaning the fuel tank to complete fuel pump replacements,” says Young, who narrates the instruction. Shot in the Airtex Technical Services Garage, the 30 new videos feature more in-depth information along with greater coverage of specific fuel pump model installations. □

Vehicle
Systems
Research

Auxiliary
Lighting
PHILIPS

Brakes
RAYBESTOS

Fuel Pumps
AIRTEX

Wheel
Bearings
GMB

- Click once to zoom in
- Click & hold to move page around

CLICK
TO
ZOOM



NOVEMBER
2013

Industry News

Join our Community

Hot Auto Products

Contact Us

5 International Trends

9 Dealership Market Trends

11 Technology Solutions

13 Bob Moore

14 Stephen Barlas

15 Mark Smith

Sign up for weekly
Distribution e-newsletters
SearchAutoParts.com

WHEEL BEARINGS

Wheel bearing innovations deliver smooth-running performance

BY JAMES E. GUYETTE
News Correspondent

As automakers introduce larger and heavier wheels, tires and brakes, engineers at GMB North America Inc. are consistently rolling out upgraded wheel bearings and other hub assembly components – resulting in extensive category coverage for domestic, Asian and European vehicles.

“We are continually adding new SKUs to serve the models arriving in dealer showrooms. We have a very wide range of coverage ranging from small double angular contact bearings to the full hub assembly,” reports product manager Mike Kim.

Improvement of steel and grease quality has extended the service life of GMB hub assemblies,” he says.

Having the necessary training is a key factor in completing a successful repair. “It varies by

the technician’s skills and the ability to work with the proper tools. Understanding how to use these tools is important in getting the job done correctly,” according to Kim.

“We recommend highly that the learning organizations, such as ASE, in the industry be utilized,” he says. “You’ll want to have the basic knowledge of the hub assemblies themselves. The training will help the technician with the basic knowledge of the hub assemblies along with the related systems, such as driveline and suspension.”

Counter people also can benefit by taking advantage of the available training opportunities. Assisting professional repairers is made easier, and you can offer guidance for do-it-yourselfers.

“The hub assemblies are a doable job for shade tree mechanics as long as they follow the manufacturer’s guidelines and installation manuals,” says Kim.

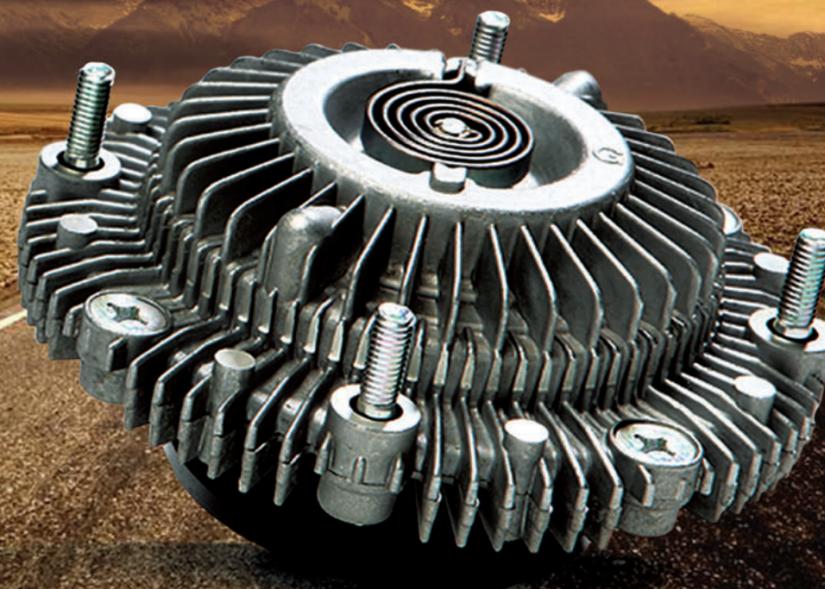
➔ More articles by **JAMES E. GUYETTE**

➔ **RELATED** articles

- Click once to zoom in
- Click & hold to move page around



Performance & Durability For the Road Ahead



The GMB Fan Clutch

Greater Life Expectancy, Durability, and Maximized Engine Performance.
Reduced Fan Noise and Vibration During Acceleration or Cruising.
Overheat Prevention and Enhanced Fuel Efficiency.
Extensive Domestic, Asian, and European Coverage.
OE Form, Fit, and Function.



GMB Catalog
Mobile App



100 Herrod Blvd. Dayton, NJ 08810 | 1.800.421.5019 | www.gmb.net
© 2013 GMB North America, Inc.

f /GMBNorthAmerica

Vehicle
Systems
Research

Auxiliary
Lighting
PHILIPS

Brakes
RAYBESTOS

Fuel Pumps
AIRTEX

Wheel
Bearings
GMB



NOVEMBER
2013

Industry News

Join our Community

Hot Auto Products

Contact Us

5 International Trends

9 Dealership Market Trends

11 Technology Solutions

13 Bob Moore

14 Stephen Barlas

15 Mark Smith

Sign up for weekly
Distribution e-newsletters

SearchAutoParts.com

“Counter people also can benefit by taking advantage of the available training opportunities.”

For shop owners, assessing the condition of the wheel bearings can be conducted when customers come in for brake repairs. “When a brake job is being done, with the rotor off the hub it’s easy to see, inspect and determine if the hub needs replacing,” he says.

Listen and look for “noise during rotation, play within the hub and deterioration in the ABS wires,” Kim suggests. “Our hub assemblies come with the ABS wires included in the assembly itself.”

Established in 1976, GMB takes pride in its production processes.

“We have the latest in manufacturing quality certifications,” he says. “All our products are engineered, designed and built utilizing the strictest design and manufacturing guidelines, with the finest quality assured through our ISO/TS programs.

“The impact of going over bumps can be absorbed into the hub and that puts additional pressure on the assembly, which can speed

along its deterioration. GMB hubs are engineered to withstand the tolerances of these elements.”

Produced in ultra-clean facilities, the advanced manufacturing process includes controlled heat treatment for metal consistency, high-precision roll forming and ABS testing. A sealed assembly process eliminates contamination.

“With more skilled technicians, every team member is responsible for ensuring all product specifications are met by focusing on customer satisfaction through continual improvement of processes and products, as well as implementing regulatory guidelines for our inspection process,” Kim says.

“Being the OE supplier to major automobile makers – such as GM, Mazda, Nissan and Hyundai – we take our high quality standards seriously and continuously seek customer satisfaction,” he says. □



- Click once to zoom in
- Click & hold to move page around

NOW YOU CAN TAKE IT WITH YOU

ALL OF THE VALUABLE INFORMATION YOU’VE COME TO DEPEND ON FROM **AFTERMARKET BUSINESS WORLD**™ - FORMATTED FOR YOUR MOBILE DEVICE!



MOBILE INFO FOR AUTO PROS!

VISIT WWW.AFTERMARKETBUSINESSWORLD.COM FROM YOUR MOBILE DEVICE. IT’S THAT EASY TO TAKE YOUR FAVORITE INDUSTRY CONTENT ON THE ROAD!

Vehicle Systems Research

Auxiliary Lighting PHILIPS

Brakes RAYBESTOS

Fuel Pumps AIRTEX

Wheel Bearings GMB



NOVEMBER 2013

Industry News

Join our Community

Hot Auto Products

Contact Us

5 International Trends

9 Dealership Market Trends

11 Technology Solutions

13 Bob Moore

14 Stephen Barlas

15 Mark Smith

Sign up for weekly Distribution e-newsletters **SearchAutoParts.com**

For immediate assistance in placing your Marketplace ad, please call Keith Havemann at: 310-857-7634. Send a fax: 310-943-1465 or e-mail: khavemann@advanstar.com

Manufacturers Representatives

Vehicle Systems Research

Auxiliary Lighting PHILIPS

Brakes RAYBESTOS

Fuel Pumps AIRTEX

Wheel Bearings GMB

MIDWEST

NATIONSALES

TERRITORY COVERAGE

Missouri, Iowa, Nebraska, Minnesota, Wisconsin, Kansas, Southern Illinois, North Dakota and South Dakota

We know your products.

We know your market.

We know sales.

Call us today.

CORPORATE OFFICE

435 South Union St. Suite D Springfield, MO. 65802

Office: 417-520-0464

Fax: 417-520-0466

Email: jowen@nationsales.net

President: Jeff Owen

Vice President: Larry Frickenschmidt

Visit our website: nationsales.net

SOUTH

N.A. Williams

Manufacturers' Representative

Service. Knowledge. Results.

N.A Williams Company has been providing sales and marketing solutions for its clients for over 75 years.

125 aftermarket professionals.



2900-A Paces Ferry Rd., S.E., Atlanta, GA. 30339

770-433-2282

www.nawilliams.com

SOUTH



OUR TEAM DRIVES SALES

tascosalesreps.com

The Solutions Provider

1-800-722-8272

Memphis, TN

SOUTHEAST



TURNING PROSPECTS INTO CUSTOMERS

Representing the Manufacturer for over 40 years

www.josco.net

704-847-4777

josco@josco.net

AFTERMARKET BUSINESS WORLD™

Content Licensing for Every Marketing Strategy

Marketing solutions fit for:

Outdoor | Direct Mail | Print Advertising | Tradeshow/POP Displays | Social Media | Radio & TV

Leverage branded content from *Aftermarket Business (E-Zine)* to create a more powerful and sophisticated statement about your product, service, or company in your next marketing campaign. Contact Wright's Media to find out more about how we can customize your acknowledgements and recognitions to enhance your marketing strategies.

For information, call Wright's Media at 877.652.5295 or visit our website at www.wrightsmedia.com

Let Marketplace Advertising

Work For YOU!

Generate sales leads, maintain market presence, conduct market testing, promote existing lines, introduce new products and services, or recruit the best.

Contact Keith Havemann 310-857-7634 or email khavemann@advanstar.com



NOVEMBER 2013

Industry News

Join our Community

Hot Auto Products

Contact Us

5 International Trends

9 Dealership Market Trends

11 Technology Solutions

13 Bob Moore

14 Stephen Barlas

15 Mark Smith

Sign up for weekly Distribution e-newsletters

SearchAutoParts.com