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ADVANCE PLANS TO KEEP CARQUEST, WORLDPAC BRANDS

BY TSCHANEN BRANDYBERRY | Motor Age Managing Editor

While Advance Auto Parts awaits the conclusion of the Federal Trade Commission's (FTC) required investigation into its acquisition of General Parts International Inc., the future of the CARQUEST and WORLDPAC brands appears intact. All three brands will remain after the acquisition is complete, according to John Hanighen, vice president Commercial Marketing with Advance Auto Parts Professional.

Speaking to Advanstar Automotive Group

during AAPEX 2013 in Las Vegas, Hanighen said he expects the deal to close in the first part of 2014. The acquisition, includes all aspects of GPI, including CARQUEST as a program group, TechNet councils, CARQUEST Training Institute and WORLDPAC.

"We've discussed the brands and how important they are in the customers' minds, and that's what's important to us — the customers' minds and what they're used to," Hanighen

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Analysis by market

REPLACEMENT

Vendors: Catering to collectable car owners is a growing trend.

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Starters and Alternators: Geographic expansion is the key to starter and alternator growth due to increasing OE quality and fewer vehicle-miles driven.

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Opinion



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Advance plans to keep CARQUEST, WORLDPAC brands

“Advance Auto Parts is acquiring GPI in an all-cash transaction valued at \$2.04 billion.”

says, noting that the program distribution group is a new foray for Advance.

He adds that for store owners, Advance has discussed keeping the CARQUEST brand for them, and working very closely with them over time. The retailer recognizes the brand equity in both CARQUEST and WORLDPAC, and in a couple of years, they will look “pretty much how they look today, especially the equity that’s been built by both of them in the commercial customers’ minds,” Hanighen states.

“Bob Cushing (president and CEO of WORLDPAC) has done an incredible job building that company. Why would you ever want to do anything negative to it or change it?”

In fact, O. Temple Sloan III, president of GPI, will continue in that role, reporting to Darren Jackson, CEO of Advance. He also is expected to join the Advance Auto Parts Board of Directors.

Advance Auto Parts is acquiring GPI in an all-cash transaction valued at \$2.04 billion. Both boards of directors approved the acquisition this year, and Advance announced it in

mid-October. This move comes on the heels of Advance’s acquisition of New York-based BWP Distributors at the end of 2012, which added 124 company owned locations in the Northeast.

“We had an acquisition with BWP last year, which was a very large CARQUEST owner at the time, and things progressed from there,” Hanighen says. This move too gives the company a much larger presence in the aftermarket.

“What we’ve talked about publicly is the scope of it, how national it is and how much larger it is,” he says. “That gives us some visibility in the West Coast and such, which is excellent, which we didn’t have before. That makes it strategically a very good fit for us.”

The move will make Advance the largest aftermarket parts provider in North America, both in store count and with estimated annual sales of more than \$9.2 billion. Advance has 3,794 stores according to the *Aftermarket Business World* 2013 Top 40 Auto Chain Report, and

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Advance plans to keep CARQUEST, WORLDPAC brands

the deal will add 1,246 company-operated CARQUEST stores. Also in the mix are 1,418 independently owned CARQUEST locations for a total of 6,458 storefronts.

Despite the substantial increase in store count and revenue, Hanighen insists the deal isn't about being the largest. "Numbers are numbers, but we internally have really professed the fact that it's really about being the best we can be to the customer," he emphasized.

The commercial/retail mix also will change after the acquisition is complete, ending up at 55 percent commercial, 45 percent retail. Advance's mix currently is 60 percent retail and 40 percent commercial.

"You wouldn't make an investment like that if you didn't want to see some kind of mix change," Hanighen adds.

The company cannot yet comment on the integration of stores, systems and other infrastructure between Advance and GPI, or any efficiencies that could come about. It does plan to keep store branding close to the same. Repair shops that currently use CARQUEST or WORLDPAC for parts also should not expect to see many changes.

"If anything, there's some synergies with

both companies and it will be for the benefit of the customer. Both companies will get some really good pluses out of the deal. We've been a retailer trying to become a commercial provider," Hanighen says. "Hopefully in the shops' minds, we'll come up a bit further in their mind-set and their buying decisions, and the same thing on their side. We'll offer some things like (eServices) and such to help with connectivity. It's a nice marriage of both companies."

He adds that while they cannot comment on product lines Advance will carry once the acquisition is finalized, there will be some movement into paint and heavy-duty offerings, as those are part of customer segments General Parts currently serves. □

Read more about this in related articles:

Advance Auto Parts to acquire General Parts International

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VENDORS

Chemicals, additives provider launching global sales expansion

BY JAMES E. GUYETTE
News Correspondent

Executives at U.S.-based Penray Companies Inc. have embarked on an enhanced global marketing plan with a sales formula that includes forming a partnership with an already-established overseas distributor.

TRENDS & MARKET Analysis

Founded in 1954, Penray – a supplier of automotive, heavy duty and industrial chemicals and functional fluids – has long had a presence in North America and is currently selling its products in 22 nations, including Europe and Australia along with targeting emerging economies in Turkey, Saudi Arabia, the United Arab Emirates, Israel, Singapore, Malaysia and Indonesia.

The company sees the potential for further international growth in its current markets and major economies such as China, which is

Vendor Newsmaker

Q&A

MARK KADRON
Marketing Director,
The Penray Companies



Q How has the tight economy impacted the market for chemicals and additives?

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viewed as a huge aftermarket sales opportunity.

Having achieved success in selling to wholesale customers in Europe, Asia, the Middle East and South America with both Penray-branded product and private label lines, over



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“The market for chemicals, additives and functional fluids is very price-sensitive.”

the past several years management has eyed the international arena as being ripe for increased sales growth under the direction of Sarkis Aroyan, a native of Syria and a 10-year Penray veteran who is the company’s senior sales manager for international markets.

The universality of automotive service and maintenance chemicals and functional fluids makes them especially viable for export because, unlike various engine and chassis parts and other components, these types of products are not vehicle-specific, but rather are applicable to nearly all vehicles, according to Aroyan. Such offerings include fuel injector cleaner; oil, fuel and coolant additives; power steering fluid; and glass cleaner, plus a line of chemical products for fleet and heavy-duty vehicles using diesel fuel.

He said distributors worldwide recognize the potential of value-added, profit-generating items such as chemicals and func-

tional fluids, and the company’s lineup of more than 300 products and blends presents “an attractive and valuable addition” to a distributor’s sales offerings.

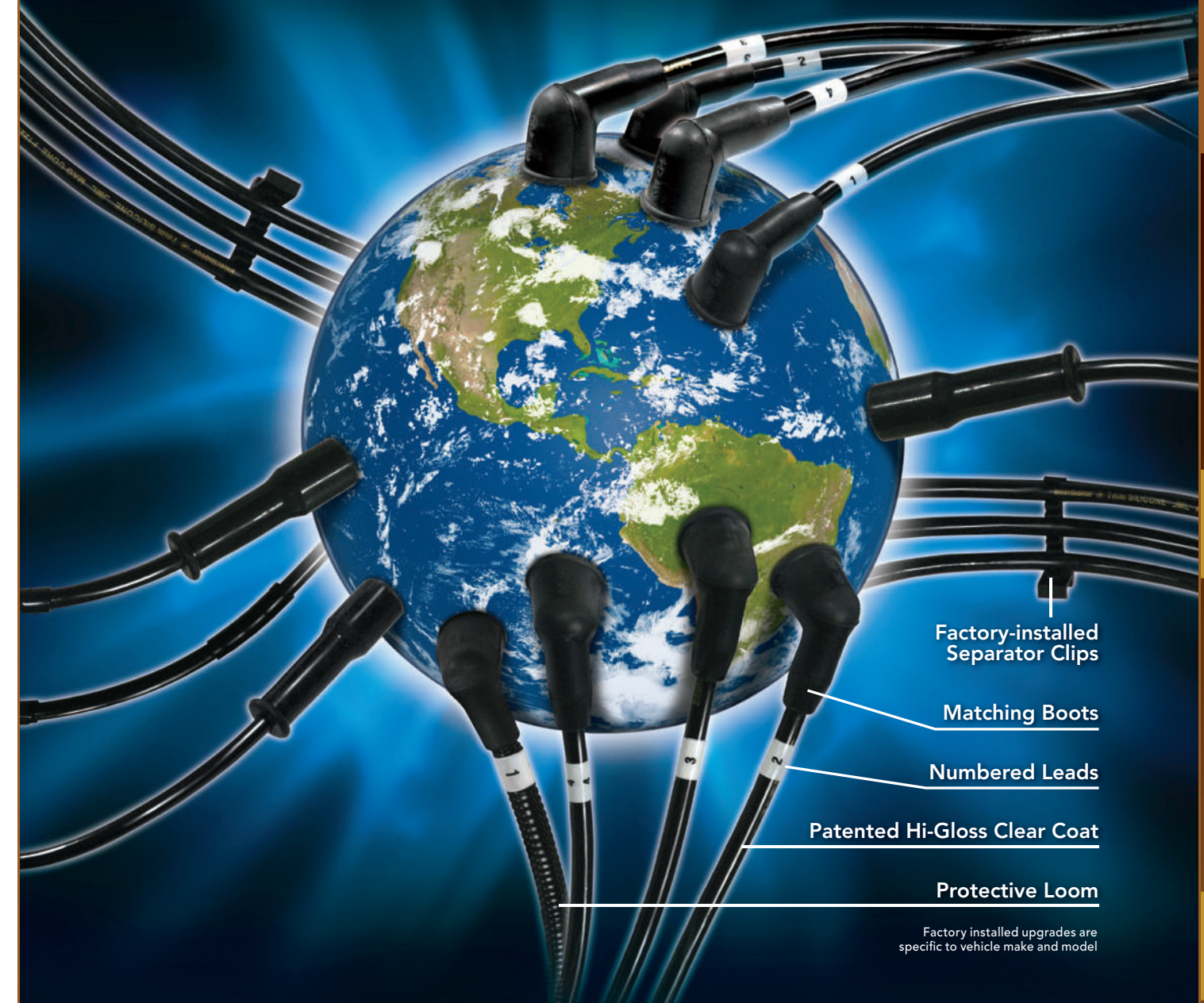
Aroyan explains some of the complexities of selling products, particularly chemicals, to international customers. “Challenges vary from country to country depending on a number of factors,” he says. “The market for chemicals, additives and functional fluids is very price-sensitive. As such, currency exchange rates can make the difference between competitive and uncompetitive pricing.”

He goes on to note that “different countries manufacture selected chemical products within their own borders, making it difficult to compete with what is essentially a home-market product line. So, with each country, different product lines are viable for us. For instance, we have had success ...CONTINUE READING □



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VENDORS

Catering to collectable car owners is a growing trend

BY JAMES E. GUYETTE
News Correspondent

Pricing for classic cars – especially well-kept and desirable models from the 1950s, '60s and '70s – has more than doubled over the last five years and is up almost 30 percent in just the past 12 months, with vintage autos surpassing fine art as a prime investment strategy for wealthy collectors.

TRENDS & MARKET Analysis

“We continue to see strength at the top of the market,” says McKeel Hagerty, president and CEO of the Hagerty specialty vehicle insurance firm. “But when examined from a global economic standpoint, it still is an issue of supply and demand. There’s a growing group of capable collectors chasing a limited supply of great cars.”

And while only a fortunate few have the resources to pursue the top rides and the resulting top bucks, the overall collectable trend does present opportunities for aftermarket businesses

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Q&A

HAL DEWSNAP

LoJack senior VP and general manager of U.S. sales



Q How would you assess the trends in demand and sales opportunities for aftermarket anti-theft equipment?

A What did Dewsnap say? Continue reading online.

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offering products and services directed toward restoration, custom and racing enthusiasts eager to maintain top value for their prized vehicles.

Even hobbyists of more modest means remain eager to spend at the local level within

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“ Nearly 70,000 people attended Barrett-Jackson’s Las Vegas auction in September. ”

the segment, as evidenced by the crowds of industry buyers perusing the aisles at November’s Specialty Equipment Market Association (SEMA) Show in Las Vegas.

“Being a real enthusiast is not about having the flashiest vehicle, but about the behind-the-scenes tinkering and life-long camaraderie that shines through and through,” observes Tony Marini, executive director of Nevada’s Hot August Nights, billed as the largest classic car and nostalgia event in the U.S. with venues spread across the Reno, Sparks and Lake Tahoe areas.

Marini is among the judges of the Shell V-Power “Ultimate Enthusiast” Contest that involves entrants describing their automotive passions. “The response to the ‘Ultimate Enthusiast’ contest last year was phenomenal,” reports Elizabeth Hudson, Shell’s fuel category manager. She expects an equally high level of interest in the 2013 edition in which the top three

finalists will be flown to Scottsdale, Ariz., for January’s gala 43rd Annual Barrett-Jackson Collector Car Auction.

In addition to a national television audience, nearly 70,000 people attended Barrett-Jackson’s Annual Las Vegas auction in September that grossed more than \$32 million in sales, representing a 41 percent increase over 2012’s tally; a record-breaking 657 consignments were on the block.

“Results from the Las Vegas auction demonstrate that the collector car market is incredibly strong within all segments of the hobby,” says Craig Jackson, Barrett-Jackson’s chairman and CEO.

Last year Pep Boys entered into a partnership with Barrett-Jackson to become the exclusive distributor of the auction house’s line of car care products within its new Automobile Restoration System.

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TECHNOLOGY SOLUTIONS

Supply chain, warehouse software markets are expanding

BY BRIAN ALBRIGHT
Contributor

Recent research from both ARC Advisory Group and Gartner indicates that the market for supply chain management (SCM) software is growing as demand picks up and companies plan their technology investments. In fact, demand for these software systems continued to be relatively stable even during the recent recession.

TRENDS & MARKET Analysis

According to Gartner's "Market Share Analysis: Supply Chain Management Software, Worldwide, 2012," the worldwide supply chain management software market grew 7.1 percent to \$8.3 billion in 2012, even though IT decision makers were still cautious about how they spent their budgets.

"While IT budget scrutiny and global economic conditions are moving cost reduction back to a main business driver, supply chain remains a key source of competitive advantage in driving business growth objectives," said Chad Eschinger, research vice president at Gartner. "North America and Western Europe continue to be the prime consumers of SCM software, with nearly 77 percent of market revenue. However, Western European growth slowed and Asia/Pacific continued to experience robust growth, reflecting a shift toward investment in technology in emerging-market manufacturing centers."

Eschinger says that SCM growth has outpaced most other software markets, even during the recession. "Even in 2008 and 2009, the market posted positive growth, which is encouraging because it points to the overall importance of these solutions," Eschinger says. "It's really outpaced the growth of the software market in general."

ARC examined the growth of the warehouse management system (WMS) space, which grew by eight percent in 2012 across both well-established and emerging markets.

Omni-channel retail operations are one key driver of WMS growth as retailers and third-party logistics (3PL) companies re-configure their operations to cover both in-store and e-commerce demand. Some retailers are also buying store-level WMS solutions to improve inventory accuracy and expand their own order and fulfillment operations such as in-store pick-up for online orders. 3PLs are also establishing stand-alone distribution centers specifically to support e-commerce fulfillment for their customers.

"Omni-channel retailers are integrating brick and mortar and e-commerce distribution channels," says Clint Reiser, enterprise software analyst and author

“Most of the traction for cloud-based solutions has been in the procurement space.”

Technology Newsmaker

Q&A

GABE DAVIS
CEO of Green Team Technologies



Are there particular concerns your customers have about cloud technology? How do you overcome those concerns?



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of the "Warehouse Management Systems Global Market Research Study" report. "Traditional warehouses are being outfitted with WMS functionality to support the individual ...CONTINUE READING ▢

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DEALERSHIPS

VW debuts augmented reality

New tablet solution designed to help techs diagnose, repair vehicles

BY BRIAN ALBRIGHT
Contributor

While both dealers and after-market repair shops have been investigating (and in some cases, deploying) tablets on the service drive to help improve the speed and accuracy of generating inspections, estimates and work orders, Volkswagen is taking this one step further.

TRENDS & MARKET Analysis

At a conference in Munich earlier this year, the company unveiled MARTA, (Mobile Augmented Reality Technical Assistance), an augmented reality application for service technicians that allows them to use an iPad to view both the real and virtual parts of a car via the built-in camera.

Augmented reality provides a live view of a real-world environment or object, and then supplements that view with computer-generated input such as sound, video, graphics or other information. Integrated with Volkswagen's diagnostic software, the MARTA tool allows technicians to view an image of the car in front of them, with diagnostic data and virtual images (like internal components or system schematics) overlaid on the photo. The system also provides step-by-step repair instructions, parts information and other data.

"Our idea was that this could deliver exactly the information needed when it is needed, and have it located in the field of view of the service technician," says Dr. Werner Schreiber, head of Volkswagen Group Research. "We wanted to improve long and complex service operations."

Schreiber says the solution should improve efficiency in the service department. "MARTA will help technicians and

the service department do their jobs faster, and with better quality," Schreiber says. "Service technicians have to find out where the problem is on the car, then analyze how to fix it, and then actually do the repair work. We can support this with one tool that guides them through the entire process, and they don't have to leave the car to read a manual or look at a stationary PC. Standing in front of the car you can get all the information, and you don't have to waste time running around and searching for that information. MARTA allows you to see the exact place where the work needs to be done, and what you have to do to complete the job."

The initial MARTA app is for the 2014 XL1 hybrid diesel vehicle, a limited production car that contains a number of leading-edge technologies. It will be launched in Germany once the XL1 is

"MARTA will help the service department and techs do their jobs faster and with better quality."

Dealer Newsmaker

Q&A

TED FELLOWES
Founder, Fellowes
Research Group



What are the most effective tools or solutions dealers are using to ramp up their e-commerce offerings?



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available for sale. "The XL1 is a high technology vehicle, and we wanted to support it with technology," Schreiber says. "This is just a first step. We're continuing to ...CONTINUE READING □"

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Providing **RICH DATA**

Last month I told the story of a longtime colleague who proudly shared the news with me that his company had become “ACES and PIES compliant.”

I burst his bubble when I explained to him that “data compliance” was not a single task to be accomplished and checked off one’s to do list. The reality is that data is only “full and rich” when your downstream channel partners have everything they require to present, market and sell your product.

A supplier might be “PIES compliant” on a dozen or two transactional based data fields, like part type, pricing, weights and dimensions, MOQ, UPC code, basic description, etc. Yet, his average trading partner might be asking for 65 different fields. And, by the way, those 65 fields are different with every trading partner.

The reason has to do with the nature of their business. For example, a customer doing a lot of export business will need the Harmonized Tariff code, or a web seller will likely need lifestyle photos of your product. Distributors with a heavy installer customer base will want tech information like routing guides, schematics or torque tables. Basically, trading partners need the data required by their customers to sell your products.

That inevitably begs the question, how does one find out who needs what data fields for their product line? The most robust and complete answer is the SEMA Data Co-op.

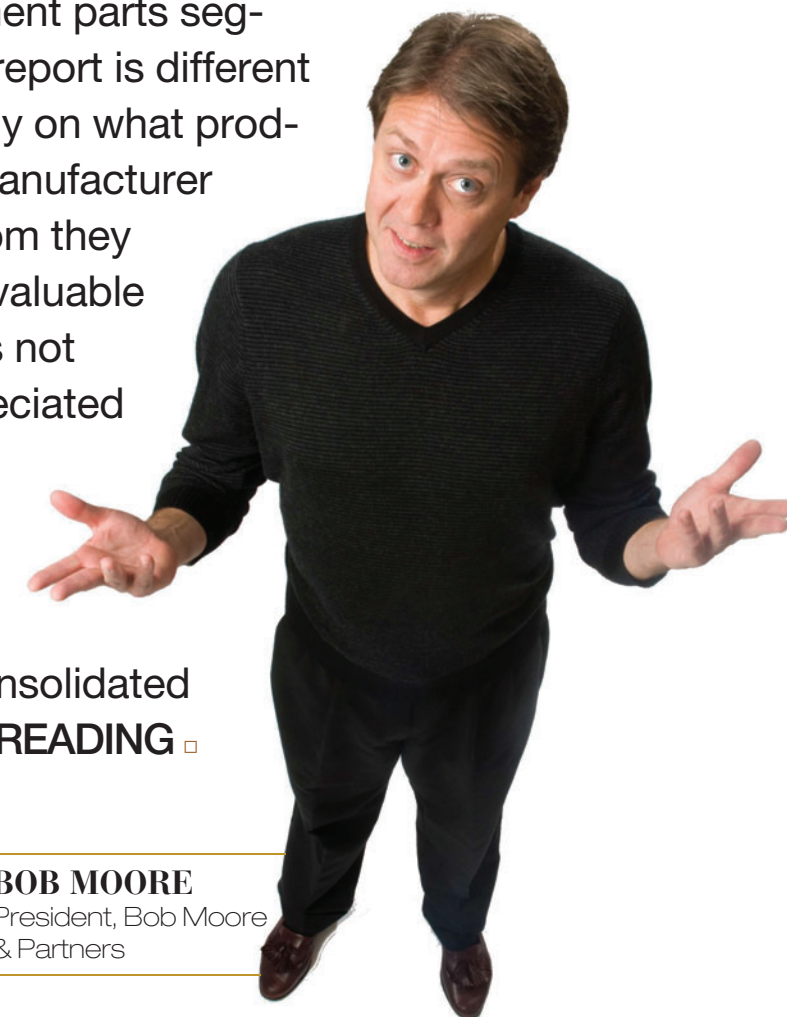
Don’t be misled by the name of the performance/specialty association in their name. The SEMA Data Co-op (SDC) is the most complete standards based data service in the aftermarket. In addition to data validation and related services, the SDC maintains the most complete and up-to-date repository of prioritized receiver requirements in the aftermarket.

When I say “prioritized receiver requirements” I mean that the SDC asks each receiver to categorize and prioritize their data requirements into one of four “buckets.” The first is “system required,” which is data that you must have or your receiver will reject the file from the SDC. Second is “business required,” which are data fields that are required by the trading partner. Next is a category called “useful/future,” which are data fields a receiver has plans in place to utilize within the year. Finally, there is the “do not need” category that identifies fields not used by a receiver.

With this data compiled in the SDC’s standards-based system, a supplier can put together a compos-

ite of all their receiver’s requirements across markets and customer types. The SDC’s database includes the receiver requirements for program groups, retail chains and web sellers in both the specialty and replacement parts segments. Each report is different based not only on what product line the manufacturer sells, but whom they sell to. It is a valuable service that is not yet fully appreciated across the aftermarket.

When a supplier can see in one consolidated
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BOB MOORE
 President, Bob Moore & Partners

“Knowing what data your trading partners want is how to get bang for the data buck.”

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What's ahead for **THE AUTOMOTIVE AFTERMARKET?**

During the Automotive Aftermarket Products Expo (AAPEX) in November, AASA President and COO Bill Long discussed future strategic shifts that hold opportunity for the aftermarket during the association's annual media briefing.

These strategic shifts include telematics, new vehicle sales, miles driven, e-tailing and better partnerships, Long noted.

"Telematics isn't a major trend yet, but it will be by 2020," Long said. "While it has enormous potential to disrupt the aftermarket, telematics also provides a stronger connection to the end customer."

That is an advantage for independent service providers and the aftermarket supply chain by enabling a platform to develop relationships with motorists, Long noted. It also offers the aftermarket the means of tapping into unperformed maintenance – which AASA estimates to represent a significant 27 percent of the total aftermarket potential.

New vehicle sales are forecasted to return to pre-economic downturn levels by 2014. Looked at in isolation, new car sales might be considered a headwind. Consumers' increased willingness and ability to buy

new vehicles – thanks in part to highly affordable and available credit – has likely contributed to the recent slowdown in the aftermarket.

"But, taking the 'Long View,' new vehicles sold will need repair and will become potential customers for the aftermarket," Long explained. "These new vehicles will eventually be out of warranty and trickle into the aftermarket 'sweet spot' driving aftermarket growth."

Miles driven have been holding the aftermarket back in recent years – considering the nation's unemployment levels, it's amazing that miles driven have not dropped further. "Over the longer term, the most likely outcome is substantial growth in miles driven," Long said, "even if the pace of growth is slower than the amazing increase in automobility seen in the 1980s and 1990s."

“ Strategic shifts include telematics, new vehicle sales, miles driven and e-tailing. ”

e-Tailing creates opportunities for the aftermarket if it is leveraged correctly. Currently, it is a small market and, on the high side, accounts for 5 percent of parts sales. However, aftermarket e-tailing is projected to grow 15 percent annually to 2018.

"e-Tailing will impact all parts of the value chain," Long said. "For full-service suppliers such as AASA members, it provides the opportunity to engage with customers, build brands and grow with winning channels."

"The final aftermarket opportunity I'll address is that of better partnerships across the value chain. The aftermarket is behind the curve on what is done by the best in consumer products (CPG). The need for partnership is greater than ever: end customers are becoming more demanding and the marketplace becoming more competitive than ever."

Better value chain cooperation will unlock profits, Long stated. AASA addresses this topic in its latest report conducted with Booz & Company, "Value of Full Service Suppliers – A Necessary Conversation: The Benefits of a New Relationship Between Full-Service ...CONTINUE READING □



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FCC move could impede **FUTURE V2V ROLLOUT**

“The FCC is under pressure from Congress to expand broadband services.”

The automotive industry, which is avidly testing vehicle-to-vehicle (V2V) safety technologies, is trying to fight off efforts by other technology sectors to bite off a piece of the airwave spectrum automotive suppliers plan to use in the near future for these V2V safety technologies, such as advanced collision warning.

The Federal Communications Commission (FCC) is the battleground. It has proposed allowing an array of wireless spectrum and product suppliers to use 25 megahertz (MHz) of spectrum, which borders on the bottom edge of the 5.85-5.925 GHz band reserved for what are called Dedicated Short Range Communications (DSRC) service. Part of that band is dedicated for V2V transmissions.

The FCC is under pressure from Congress and the Obama administration to expand broadband services for smart phones, tablets, net-books and laptops, which will be offering higher data throughput in the 5 GHz bands by using wider radiofrequency (RF) bandwidths, more data streams, and high-density signal modulation techniques. So those products and their wireless providers need additional spectrum.

The Alliance of Automobile Manufacturers and the Association of Global Automakers told the FCC in joint comments: “The Commission’s proposal to allow U-NII devices to operate in the 5.9 GHz and adjacent bands threatens to undermine over a decade of DSRC development, waste hundreds of millions of dollars of public and private investment, and diminish safety improvements on America’s roadways.” Giving Unlicensed National Information Infrastructure (U-NII) devices the extra 25 MHz would cause interference for the DSRC services expected to be rolled out over the next few years.

Companies such as Qualcomm, Microsoft and Google are anxious to bump up against the DSRC band. Qualcomm Atheros, which coincidentally is developing DSRC devices, is at the same time pushing for the additional 25 MHz for the sake of the broadband microchips it sells. The extra 25 MHz would allow routers and other wireless devices to download data faster. Companies such as Microsoft and Google with gaming interests and broadband service providers such as Comcast and Verizon are pushing the FCC hard to finalize the spectrum expansion.

The National Highway Safety and Traffic Administration (NHTSA) is deciding whether to require some V2V technologies in new cars. If it does so, things like collision avoidance systems would operate in 5.85-5.925 GHz band. But it would take years for car manufacturers to incorporate those technologies in cars, and for local state and highway departments to establish the infrastructure necessary to make V2V technologies work. That is why NHTSA said that a near-term objective might be the use of aftermarket beacons in existing autos. It is not clear how NHTSA could further that objective.

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STEPHEN BARLAS
Washington
Correspondent

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No blood, **NO FOUL**

We decided to offer an absolute “blowout” deal on oil changes and/or supplies to entice new and old customers to visit our newly restored “we didn’t start the fire” business. Call it a loss leader of sorts, but everyone eventually needs an oil change, and one offered at an attractive price, properly promoted, should be just enough to entice even the shrewdest customers.

So we set the price at rock bottom, did the preliminary advertising, put up the proper signage, and lay in wait. It’s much the same as deer hunting or scouting for deer, baiting the site with corn and apples, erecting a tree stand, and waiting for what should come.

The phone began ringing off the hook the first morning of our promotional blitzkrieg. To my disbelief, the first three hours of the calls were not for appointments, but rather queries regarding points of clarification: “Is this the right price for this oil change and not a typo in the newspaper?” We readily assured the callers that the price was indeed correct. We made several appointments that morning.

Later, all of my competitors began calling, asking the same questions. Questions about the price for sure, but then followed by questions with a slightly different lilt,

like, “Do you check the brakes for that price?” “Do you check the fluids?” Further questions asked what type of oil is used, viscosity ratings, etc. Pros for sure, as most regular consumers don’t ask those sorts of questions.

I was besieged by disbelievers and naysayers from my competitors that had benefitted from me being out of business this summer due to the fire that ravaged my shop and warehouse June 6.

In my youth, I played a lot of basketball, mostly just street ball and pick-up games. This oil change special reminded me of several games where my team was so superior, the opposing team began calling a foul every time we stole the ball, blocked a shot, got the rebound, or in general made a play of any statistical worthiness. In street ball, just like in the real world, pretty much, all is fair. No blood, no foul is the accepted rule.

While our pricing and aggressive strategies have bruised the egos of our nemesis rivals, there has been no real blood loss. All they have to do is up their game to compete, because there is no mercy rule in this “game.” Besides, I’ve already suffered by losing everything, and there is nothing more dangerous as an opponent than a competitor who has nothing left to lose.

There is more to be learned here than just analogous

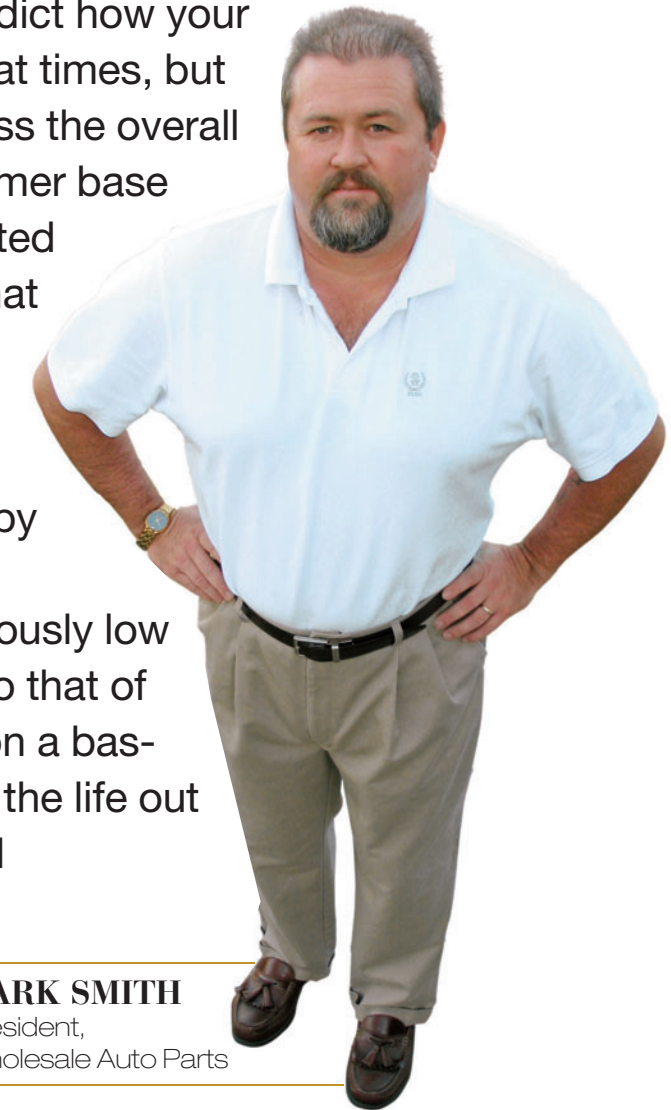
basketball-related euphemisms regulating aggressive business practices.

It’s quite easy to predict how your competition will react at times, but it’s not so easy to guess the overall perception your customer base will have when presented with a fantastic deal that will save them a lot of money or provide them an advantage otherwise not offered by your competition.

I consider our ridiculously low oil change price akin to that of having a 7’ 6” center on a basketball team. It scares the life out of the competition and
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MARK SMITH
President,
Wholesale Auto Parts



“Be the first in your market to offer something and back it up with sound business principles.”

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Tapping the **BRAIN TRUST**

Last month I wrote about an online panel discussion I participated in concerning a pending shortage of technicians. The discussion is archived [here](#).

My take on the topic is that our challenge lies in the shortage of folks with the right skills to perform the diagnostic and advanced maintenance operations that this generation of cars requires. So how do we attract young talent to fill this looming need? I wish I had all the answers to that but I don't. I think the point to start is putting us in the shoes of potential employees as they choose a career path.

My oldest son is whip smart and a few days from his 16th birthday. He wants to develop video games for a living. He has no interest in cars. I asked him one day when he was 15 how he planned to get around when his mother and I decided we were not his personal chauffeurs anymore.

He suggested that he would come up with a way to tele-transport himself. Maybe it's

because I keep telling him that he is going to have to walk the mile to school, maybe it has something to do with his recent awareness of the opposite sex or maybe the Seyfer car gene is coming out of dormancy, but lately he has moved his interest up to lukewarm.

For my generation and a couple before that, vehicle ownership and a driver's license meant freedom and was a rite of passage that put us on the path to adulthood. We became responsible for getting ourselves to school or work on time, maintaining our prized possession and for generating the income to support it.

In case you have no exposure to young people and think my son is unusual, I am sad to report that a recent survey I read found that young men of driving age had more interest in buying the latest smart phone or video game than buying or driving a car. In fact there are a large number of twenty-somethings who have no interest in vehicle ownership and do not have a driver's license. This is not just in cities with excellent public transportation.

It is realistic to think that until many of these folks have children and require a means to transport them that this will be their norm. So I ask you, if a large cross section of potential candidates for our sector of the

economy can't operate a car, how do we attract them?

For most of the driving and non-driving public the work of maintaining and repairing automobiles brings up images of dirty, low IQ people who by some miracle manage to hook up a magical computer that tells us what part is bad so we can charge way too much to replace it. To attract the creative problem solvers that are needed to repair these cars we have to eliminate that perception and replace it with an understanding of the skill sets that are really needed.

The truth is we need very smart kids and there are a number of them that I think we are overlooking. I am speaking of those in gifted and talented programs.

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DONNY SEYFER
Operations Manager
Seyfer Automotive, Inc.



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OLD SCHOOL

BY BRUCE ADAMS | Managing Editor

SHOP OWNERS, TECHS FAVOR TRADITIONAL BUYING CHANNELS

When it comes to parts purchasing habits, auto repair shop owners and technicians prefer to do business the old-fashioned way rather than through online channels, according to the *Aftermarket Business World* Online Purchasing Habits Study.

Nearly half (46 percent) of respondents said they never purchase parts online while 30 percent make online purchases from zero to 10 percent of the time. Only 3 percent said they purchase parts online all the time, and 71 percent said they bought the same amount online in 2013 as they did in 2012.

Some 28 percent use smart phones for work, 5 percent use tablets and 23 percent use both. But only 5 percent said they are using apps for parts purchases.

More than one-fourth (27 percent) said what they dislike most about online purchasing is the potential to order the wrong part, and 22 percent most objected to shipping costs.

Those who do buy online said they like the ease of comparing prices and options and the convenience it offers.

Marketers who want to promote online sales should target the 42 percent of respondents who said that online coupons, rebates, QR codes or other incentives would entice them to purchase more parts online.

Methodology: The *Aftermarket Business World* Online Purchasing Habits Study was fielded to readers of *Motor Age* via email. Results are intended to show general market trends, not statistical certainties.

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Auxiliary Lighting

Frequency of online lighting purchases

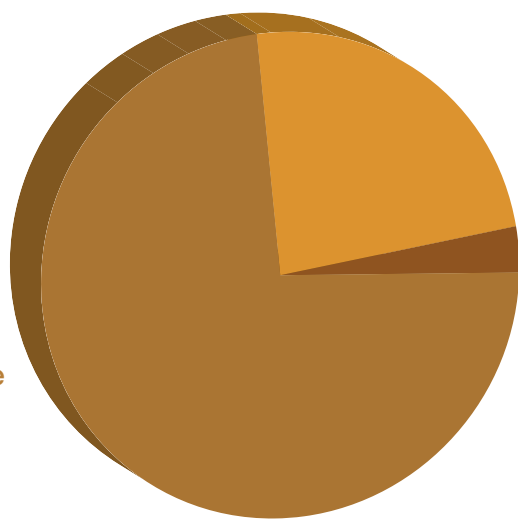
0-10% of the time	38%
11-25% of the time	6%
26-50% of the time	3%
51-75% of the time	2%
76-99% of the time	2%
All the time	0%
Never	49%

App usage for online buying

24%
Would use

3%
Already use

73%
Would not use



43% find online retailers through an online search when looking to purchase auxiliary lighting online.



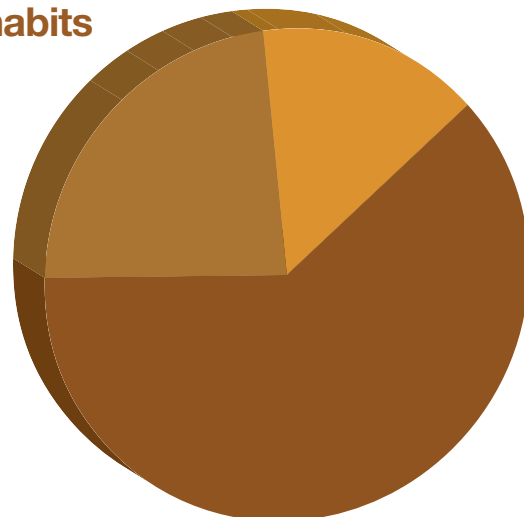
31% of respondents say they dislike most the potential to order the wrong part when purchasing auxiliary lighting online.

2013 vs. 2012 online buying habits

15%
Purchased more

62%
Purchased the same

23%
Purchased less



Reasons for buying auxiliary lighting online

Ease of price comparing	33%
Convenience	16%
Product availability	14%
To avoid salespeople	3%

Importance of online reviews

Very important	18%
Important	25%
Somewhat important	25%
Not important at all	32%

60%
reported they

WOULD NOT BE ENTICED

by online coupons, rebates, QR codes or other incentives to purchase more auxiliary lighting online.

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Battery Chargers

Frequency of online purchases

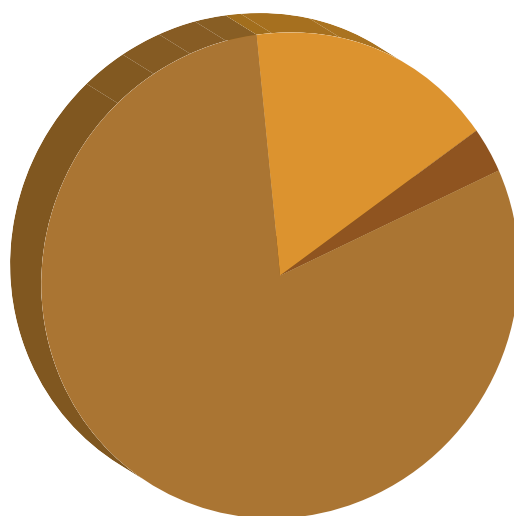
0-10% of the time	28%
11-25% of the time	4%
26-50% of the time	3%
51-75% of the time	2%
76-99% of the time	1%
All the time	1%
Never	61%

App usage for online buying

17%
Would use

3%
Already use

80%
Would not use



46% find online retailers through an online search when looking to purchase battery chargers online.



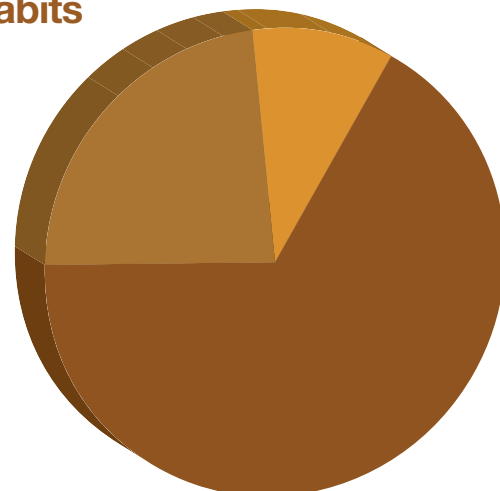
29% of respondents say they dislike paying shipping costs the most when purchasing battery chargers online.

2013 vs. 2012 online buying habits

10%
Purchased more

67%
Purchased the same

23%
Purchased less



Reasons for buying battery chargers online

Ease of price comparing	30%
Convenience	13%
Product availability	11%
To avoid salespeople	4%

Importance of online reviews

Very important	22%
Important	26%
Somewhat important	21%
Not important at all	31%

61%
reported they
WOULD NOT BE ENTICED

by online coupons, rebates, QR codes or other incentives to purchase more battery chargers online.

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Fuel Pumps

Frequency of online purchases

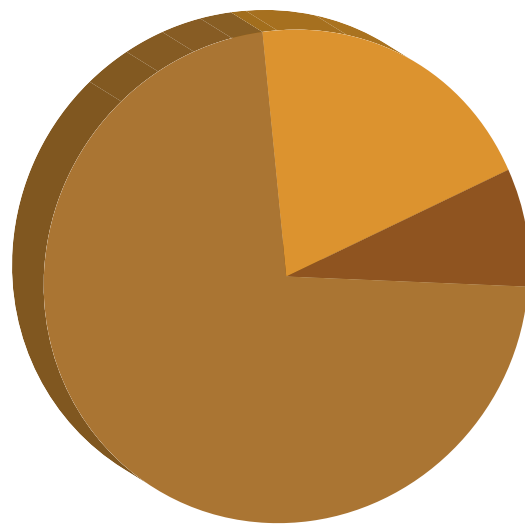
0-10% of the time	23%
11-25% of the time	8%
26-50% of the time	8%
51-75% of the time	4%
76-99% of the time	11%
All the time	5%
Never	41%

App usage for online buying

20%
Would use

8%
Already use

72%
Would not use



40% go to the websites of retailers they normally use when looking to purchase fuel pumps online.



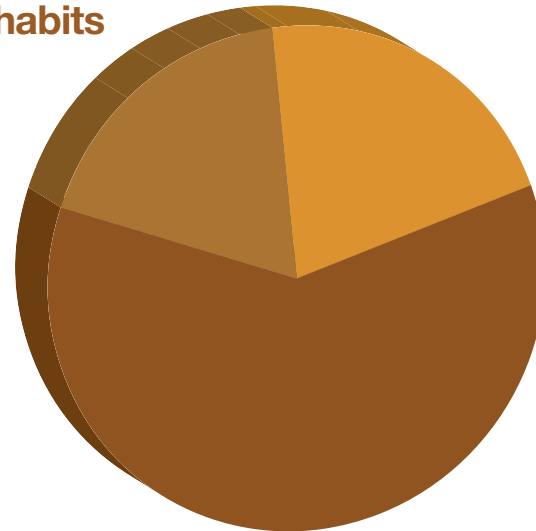
31% of respondents say they dislike the potential to order the wrong part most when purchasing fuel pumps online.

2013 vs. 2012 online buying habits

22%
Purchased more

63%
Purchased the same

19%
Purchased less



Reasons for buying fuel pumps online

Convenience	15%
Ease of price comparing	26%
Product availability	20%
Speed	7%

Importance of online reviews

Very important	20%
Important	24%
Somewhat important	24%
Not important at all	32%

56% reported they **WOULD NOT BE ENTICED** by online coupons, rebates, QR codes or other incentives to purchase more fuel pumps online.

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Airtex - Facebook
03 f260 fuel pump. replaced it, new pump wasn't making enough pressure. about 5 minutes on the phone with the tech guy and wallah! up and running. great customer service by Airtex now and to date. I have never had one

"Great customer service by Airtex now and to date, I have never had one go bad. Thanks for the help!"

Airtex - Facebook
It was on an 02 Ford Escape. One side had the 'horse shoe' the other had a wide band, similar to one in the video where you had a clip on the back that you used a screwdriver to release. This one seemed to have retainers on two sides. I could have probably done it myself, I'm fairly competent, but on the other hand, I hate to get into an issue where I'm in over my head. I think a simple filter replacement should be straightforward. I can deal with the issues of fuel pressure and containment. I don't want to deal with a broken connector that would require professional help, particularly when the vehicle is in my garage. Your TV video is great, I've referenced it to

"I have given the FuelPumpU web address to many people. It's about the best I've seen so far."

have a reference, but they don't. It's very interesting to me and my customers. I have given the FuelPumpU web address to many people. It's about the best I've seen so far. - Murray W.

Airtex - Website
I have been... no one in the... your water pump... not even once have they ever let me down... greatly thank you and I will always continue using the best and that is Airtex. - Kevin B.

"I will always continue using the best and that is Airtex."

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