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**KNOWLEDGE, NETWORKING
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AUTOMECHANIKA
SHANGHAI SHOW**

BY JAMES E. GUYETTE |
News Correspondent

American-based entrepreneurs interested in penetrating China's burgeoning aftermarket are expressing enthusiastic optimism regarding their prospects based on what they experienced while exhibiting at the Automechanika Shanghai show in December.

Having made its debut 10 years ago with 235 booths covering 107,639 square feet of space, the event has grown to encompass more than 2 million square feet spread over 17 established halls and seven temporary display areas, making it Asia's largest trade fair for auto parts, accessories, equipment

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Technology: A bigger picture.

INTERNATIONAL

Vendors: Worldwide media galloping with Ford's intro of new global Mustang.

CUSTOMERS

Dealers: Texas dealer launches online site to sell OE parts nationally.

Research

Reseller Product Study: Resellers said they had a good year in 2013 and expect to do even better in 2014, according to the *Aftermarket Business World* study.

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Opinion



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“Business in China is based on relationships. Secondly, you must have quality products.”

and services. In the Automechanika portfolio of shows held in Africa, Asia, Europe and Central and South America, it is second only in size to Automechanika Frankfurt, which this year takes place Sept. 16-20 in Germany.

More than 80,000 Automechanika Shanghai attendees arrived from some 140 nations and territories to review 4,618 exhibitors representing 38 countries and regions throughout the world. The tally for the 2013 edition of the show marks a 15 percent increase in international exhibitors compared to 2012; the amount of domestic Chinese firms hosting booths – there were 4,095 of them – was up 12 percent over 2012’s totals.

“The increased exhibitor number reflects the fact that the show is well recognized as an ideal marketing platform for new and existing business relationships,” says show director Jason Cao, senior general manager at Messe Frankfurt, Ltd.

Industry executives from Australia, Poland and Tunisia manned debut pavilions at the event, joining returning pavilion delegations from France, Germany, India, Italy, Japan, Korea,

Malaysia, Singapore, Spain, Taiwan, Thailand, Turkey, the United Kingdom and the U.S.

Several display categories posted gains signaling a rapidly growing level of interest within certain segments: Parts & Components increased by 10 percent, Repair & Maintenance rose 20 percent, and Accessories & Tuning doubled in size.

Such dramatic rises in participation did well in reaching the goal of delivering exceptional “knowledge and networking,” according to Fiona Chiew, Automechanika Shanghai’s deputy general manager.

“The show is both a professional platform for international companies stepping into the China market and for Chinese companies wanting to expand their businesses from China to abroad,” she says.

“The show is also an excellent East/West platform for promoting industrial development,” Chiew explains, “because it covers the whole automobile industry chain, including OE and aftermarket.”

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“I thought it was a very successful show,” says John Sollazzo vice president of sales and marketing at Precision International, which is based in Yaphank, N.Y.

“There were a lot of customers from all over the world, and we used the show as a stage to continue meeting with people. We’re trying to penetrate the aftermarket and decide if we need to have warehousing over there,” he says.

“It’s not like you’re going to Europe and there’s an established aftermarket,” says Sollazzo. “It’s a whole different world, and we’re still trying to figure it out.”

A key for Precision’s prospects in China is the company’s reputation for producing high-quality transmission products, he says. “We’re looking at more of a long-term relationship,” Sollazzo notes, adding that the firm is intent on carefully establishing its Chinese business presence. “It’s a tough market – transmission parts is a tough market to get your arms around.”

Knowing China’s fleet

Automechanika Shanghai’s annually expanding ability to facilitate effective contacts with decision-makers throughout the Chinese aftermarket is being viewed as a critical ele-

ment for obtaining solid results and maximizing the value of participating.

“The show continues to get better and better every year,” says Grant Kitching, vice president and general manager at California-based Walker Products. “We were able to secure new business and seek new distribution opportunities, and we were able to actually close some deals right at the show,” he reports.

Progress was additionally achieved in learning exactly what types of vehicles are currently traversing China’s roadways, a process made difficult given the nation’s differing auto registration standards and the presence of China-specific automakers.

“Getting information in China is more of a challenge,” Kitching says. “You have to identify what the car parc is in the region, and provide product for that region. It makes no sense to bring over parts for a Chevy Tahoe if they have no Chevy Tahoes in China.

“We are already selling product made in the USA for some of the Chinese national cars,” Kitching continues. “To do that is a challenge because you have to go over there, visit the car dealers and purchase sample product for ...CONTINUE READING □

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VENDORS

Worldwide media galloping with Ford's intro of new global Mustang

BY JAMES E. GUYETTE
News Correspondent

Ford's December rollout of its redesigned 2015 Mustang was a decidedly international affair as executives hosted simultaneous unveilings in China, Spain, Australia, New York, Los Angeles and Michigan.

TRENDS & MARKET Analysis

Intent on spurring some sales giddy up for its other worldwide models, Ford is positioning the vehicle – set to hit American showroom floors in the latter part of this year – as a true global icon with availability slated for more than 110 countries encompassing Europe, Asia and other emerging markets, including right-hand-drive editions for the United Kingdom, New Zealand, Japan and South Africa.

Domestic and overseas media outlets alike are enthusiastically embracing the Mustang's anticipated new role with glowing cover-

Vendor Newsmaker

Q&A

MICHAEL FROMAN
U.S. Trade Representative



What impact might the pending Trans-Pacific Partnership (TPP) trade pact have on the U.S. auto industry?



What did Froman say? Continue reading online.

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age. The gala rollout event that took place in Shanghai "is proof of the U.S. automaker's commitment to making China one of the major markets for its legendary sports car," says Li Fangfang, writing in the China Daily.



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“ Ford’s ‘15 by 15 plan’ aims to bring 15 new models into China by 2015. ”

Li goes on to describe Ford’s “15 by 15 plan” for China in which the company aims to bring 15 new models into the nation by 2015.

“We are well on track in the fast lane in China,” says John Lawler, chief of Ford’s Chinese operations. “We will enhance our success in the world’s largest automobile market by speeding up the offering of models from our whole lineup, from performance cars, SUVs, to commercial vehicles, to further satisfy our Chinese customers’ requirements.”

“The all-new Mustang is coming to China to further strengthen Ford’s product lineup here,” notes David Schoch, Ford’s Asia-Pacific president. “The Ford Mustang is more than a car,” he says, according to Li’s coverage of the Shanghai unveiling. “It’s an exciting vehicle that ignites a sense of optimism and confidence that inspires us all.”

Jim Farley, executive vice president of global marketing, sales and service,

explains that “we crafted this car with the goal of creating a contemporary interpretation of Mustang – an American automotive icon that symbolizes optimism and freedom for millions of people around the world,” elaborating on an observation reported elsewhere from marketing manager Jacques Brent: “We’ve brought a lot of cars from Europe to North America. Now it’s time to take one from North America to the world.”

According to a quoted comment attributed to chief engineer Dave Pericak, “We designed a Mustang and decided to take it global. We did not design a global Mustang.”

“The One Ford plan provided the opportunity for Mustang to go global, and the car has a strong appeal and fan base all over the world,” says Schoch in Li’s China Daily piece. “We see this as a way to showcase the most passionate part of ...CONTINUE READING ▢

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9 Technology Trends

11 Dealership Market Trends

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VENDORS

Pep Boys promote DIY/DIFM speed shops via TV show

BY JAMES E. GUYETTE
News Correspondent

Pep Boys is spicing up its relatively recent retail and wholesale sales presence within the specialty equipment marketplace by sponsoring a new “West Coast Customs” television show airing Sunday nights on the Fox Sports Network.

TRENDS & MARKET Analysis

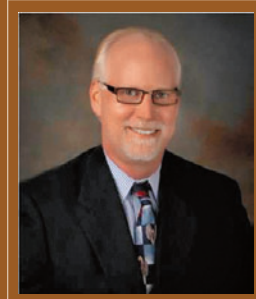
Leveraging an anticipated nationwide audience of some 70 million weekly viewers, an actual Pep Boys Speed Shop has been installed inside the West Coast Customs facility to directly source parts for the on-camera exotic and entertaining automotive builds conducted by Ryan Friedlinghaus and his crew.

Headquartered in Corona, Calif., West Coast Customs, also known as WCC, was established by Friedlinghaus in 1993. It has since grown to become an international franchiser with locations in Russia, Mexico, Germany, Japan and

Vendor Newsmaker

Q&A

MAX DULL
General Manager, MAHLE RTI



Q What are the details of your new tool and equipment division for professional repairers?

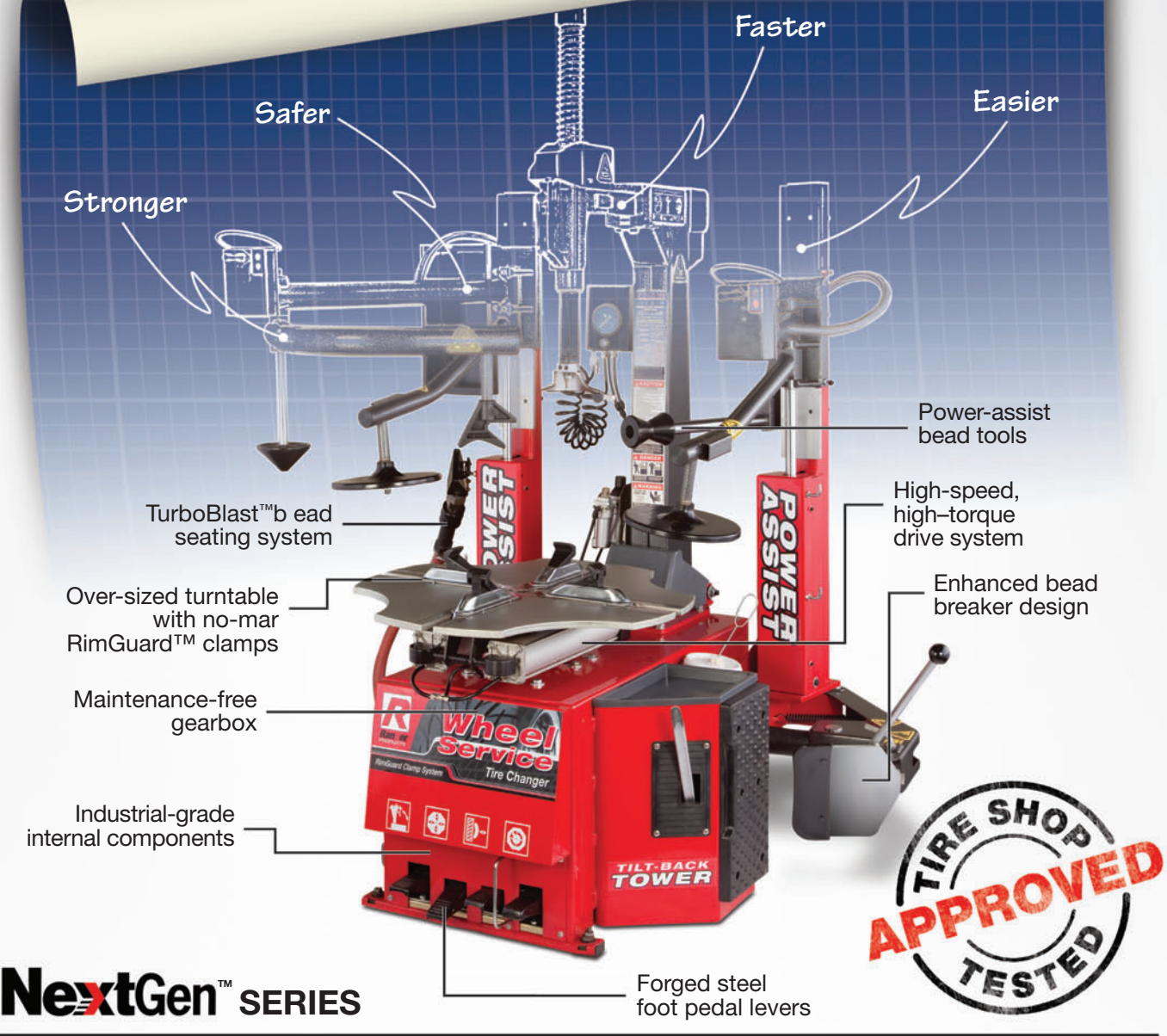
A What did Dull say? Continue reading online.

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Malaysia. Additional expansion efforts are being pursued, including branded licensing arrangements with manufacturers and other aftermarket businesses.

And while WCC is not seeking franchisees in the U.S., it does utilize American sales agents who

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“The typical size of a Pep speed shop varies from 1,500 square feet to 2,000 square feet.”

are assigned exclusive territories.

As the longest-running custom car-building enterprise on television, Friedlinghaus' small screen talents first hit the airways a decade ago on MTV's "Pimp my Ride." Billed as "the premiere high-end modification shop that can transform any vehicle into a work of art," WCC became known for "extreme vehicles, outrageous features and next-level designs" via a series of additional in-shop appearances on The Learning Channel's "Street Customs" and "Street Customs Berlin."

The new show on Fox is scheduled to make its debut early this year. In addition to Pep Boys, other sponsors include Continental Tire, BASF, Oracle Lighting, Avery Dennison, Praxair, EverCoat and Kaeser Compressors.

In December a line of West Coast Customs-branded merchandise was introduced into the 100-plus Pep Boys Speed Shop locations to take advantage

of the holiday shopping season. Products include interior and exterior accessories along with audio components, according to Chuck Rigby, Pep's vice president of merchandising.

Calling the outlets a "key differentiator" between Pep and its industry competitors, Rigby describes the stores as combining an "old-time feel of traditional speed shops with the latest in performance products and accessories," noting that they are staffed with "dedicated experts" intent on providing do-it-yourself enthusiasts and do-it-for-me custom houses "with all they need in performance for their rides – from muscle cars and hot rods to sport compacts, imports, trucks and off-roaders."

The typical size of a Pep speed shop varies from 1,500 square feet to 2,000 square feet, although some locations,

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9 Technology Trends

11 Dealership Market Trends

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TECHNOLOGY SOLUTIONS

A bigger picture

360-degree product images could be the next frontier of online aftermarket sales

BY BRIAN ALBRIGHT
Correspondent

Having an image accompany an online product listing can help boost sales; if a customer is looking for a specific part, a photo can help them ensure they are getting exactly what they are looking for. The next phase in digital product photography, 360-degree imaging, can provide even more product detail for customers.

TRENDS & MARKET Analysis

This type of photography involves taking photos from all angles of a product. Those photos are then integrated together so that customers viewing an online catalog entry can rotate the item, just like they might turn it over in their hands if they were looking at it in a store. It's much more complex and expensive than traditional product photography, but for parts where having a good view of an item from all sides can be important for fitment verification, it could

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Technology Newsmaker

Q&A

KRISTIN DEBATES
Automotive Segment
Marketing Manager for UPS



How could the growing use of mobile devices affect the online channel, and the way that products are presented online?



What did Debates say? Continue reading online.

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help boost sales. A few companies in the aftermarket are already testing out the concept.

The Automotive Aftermarket Industry Association (AAIA) has established a Digital Asset Best Practices document for traditional



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9 Technology Trends

11 Dealership Market Trends

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“ So far, Bosch has produced 360-degree images for about 10,000 products. ”

still images, and has been developing guidelines for other digital assets like video, audio and PDF files. The 360-degree images are considered a separate category of digital assets, since they are more complex than regular images.

“There are two things driving this,” says Pat Weilmeier, vice president of Visual SKUs and chair of the AAIA’s Digital Asset Best Practices workgroup when the guidelines were updated last year. “First, some companies see a competitive advantage in having that type of image versus just having stills. Second, aftermarket companies want to sell the right part to reduce returns. If the customer can engage with the image and control how they look at it, it helps them buy the right part.”

While only a handful of aftermarket companies are utilizing the technology, it is fairly common in the consumer electronics and other markets.

It is also used to sell bicycles, which is how Michael Stoll, director of marketing data management at Robert Bosch, first encountered the technology. “I was looking for a new mountain bike, and a website I visited used 360-degree images,” Stoll says. “We began utilizing it two and a half years ago.”

So far, Bosch has produced this type of imaging for approximately 10,000 products. “We think this will give us a competitive advantage, because not many companies in our markets have done this before,” Stoll says.

Weilmeier thinks that performance parts and accessories could benefit most from this type of photography, since customers are keenly interested in the look of those products as well as the function. “Other parts that could benefit are ones that are very technical or hard to determine if they are correct,” Weilmeier says. “You want to see a lot of different views to make

sure it’s the right product. Items that are heavily returned would be another target area.”

A complex process

360-degree images currently aren’t part of the product data standards, which Weilmeier says will hamper adoption since there are no firm guidelines on the format of the images or how they should look. “They are also four to 10-times as expensive as stills, because the equipment is very complex, you have to take a lot of images, and then they have to be edited together.”

“We had to ask for a budget for this, and we got support from everyone internally in the company,” Stoll says.

Bosch partnered with Visual SKUs on the 360-degree product photography, and using one of the several vendors that provide such services is ...CONTINUE READING □

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- DEPO AUTO PARTS INDUSTRIAL CO. LTD.
- MAXZONE VEHICLE LIGHTING CORP.
- SABRY LEE (U.S.A.), INC.
- SABRY LEE LTD.
- TYC BROTHER INDUSTRIAL CO. LTD.
- GENERA CORP.

What is this lawsuit about?

Plaintiffs claim that during the Class Period, Defendants violated the United States federal antitrust laws by agreeing to fix prices on certain AALPs sold by Defendants, including headlamps and bulbs, parking, tail and interior lights, spot lights, fog lights and auxiliary lights, and excluding certain product numbers which are listed in detail on the Settlement website, www.AftermarketAutolightsSettlement.com. Defendants have denied all claims alleged by Plaintiffs, as well as all charges of wrongdoing or liability. The Court has not decided in favor of either Party.

A proposed Settlement has been reached with Defendants TYC Brother Industrial Co. Ltd. and Genera Corp. (collectively, the “TYC Defendants”) for \$25,000,000 in cash and product credit. This amount, after deduction of fees and expenses, will be distributed to the Class on a pro-rata basis depending on how much you spent on AALPs from July 29, 2001 to February 10, 2009. The TYC Defendants have also agreed to cooperate in the prosecution of the claims against any remaining Defendants on behalf of the Class.

What are my options?

Participate in the Settlement: If you have previously submitted a claim form and received payment in connection with Plaintiffs’ settlements with Defendants Depo/Maxzone and Sabry Lee/Sabry Lee (USA), or if you have previously submitted a claim form in connection with the settlement with the Defendants Eagle Eyes/E-Lite, you do not need to do anything further. The Claims Administrator will process your claim upon final approval of this Settlement with the TYC Defendants.

If you did not submit a claim form in connection with Plaintiffs’ earlier settlements, or if you submitted a claim in connection with Plaintiffs’ settlements with Defendants Depo/Maxzone and Sabry Lee/Sabry Lee (USA), but it was not approved, and you would like to participate in this Settlement with the TYC Defendants, you must complete and submit a timely claim form postmarked no later than March 7, 2014 to *Aftermarket Automotive Lighting Products Antitrust Litigation*, c/o GCG, P.O. Box 35100, Seattle, WA 98124-1100.

Object or Comment on the Settlement: You may write the Court objecting to or commenting on any aspect of the Settlement. Written objections to the Settlement must be filed with the Court and mailed to Counsel postmarked no later than March 7, 2014. You may request to speak at the Final Approval Hearing set for May 5, 2014. You may also choose to appear at the Hearing through your own attorney at your own expense. Further information can be found on the Settlement website.

Class Counsel: The Court appointed Jason S. Hartley of Stueve Siegel Hanson LLP, Bonny E. Sweeney of Robbins Geller Rudman & Dowd LLP, Michael P. Lehmann of Hausfeld LLP and Jay L. Himes of Labaton Sucharow LLP as Class Counsel to represent you and other Class Members. Class Counsel will apply to the Court for payment of attorneys’ fees and expenses from the Settlement Fund. The motion(s) by Class Counsel for attorneys’ fees and expenses will be available for viewing on the Settlement website, www.AftermarketAutolightsSettlement.com, after February 14, 2014.

The Court will hold the Final Approval Hearing at 8:30 a.m. on May 5, 2014, at the United States District Court for the Central District of California, 312 N. Spring St., Los Angeles, CA 90012. At this hearing, the Court will consider whether the Settlement is fair, reasonable, and adequate. The Court will take into consideration any written objections filed in accordance with the instructions in the Notice and decide whether to approve payment of fees and expenses to Class Counsel.

This is only a summary. For detailed information or to view the full Notice and Settlement Agreement visit the website at www.AftermarketAutolightsSettlement.com, call (888) 404-8013, or write the Claims Administrator, GCG, at P.O. Box 35100, Seattle, WA 98124-1100.

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DEALERSHIPS

Texas dealer launches online site to sell OE parts nationally

BY BRIAN ALBRIGHT
Correspondent

Service and parts sales became even more critical to auto dealers during the recent recession, and dealerships got creative in finding ways to keep existing service customers and bring in new ones – everything from expanding to an all makes/models strategy, to offering after-market parts options, and expanding their operating hours.

TRENDS & MARKET Analysis

Most of those efforts were focused on service; parts sales have actually dipped for dealers according to the most recent industry report from the National Automobile Dealers Association (NADA). According to the association, parts sales were down industry-wide for customer mechanical repairs, warranty work, wholesale parts and sublet work.

One dealership in Austin, Texas, is trying to expand its parts sales beyond mechanical/warranty work and local wholesale parts sales. Mac Haik, a new and used Dodge/Chrysler/Jeep dealership, has expanded its own local delivery operations and launched an e-commerce site in a bid to become a national OEM parts distributor.

Launched in the fall of 2013, the e-commerce site offers national customers access to a full inventory of Dodge/Chrysler/Jeep parts. “It’s an additional sales channel we weren’t taking advantage of before,” says Ben Stapleton, Internet client relationships and digital information manager at Mac Haik. “With the prices we are able to offer as a dealership, we felt we could be competitive in OEM parts sales.”

The dealerships hired RevolutionParts to help build the e-commerce site, and has marketed the online service using Google product listing ads. “Anybody

who Googles a part number specific to one we carry, we show up in that listing with an icon and a Mopar logo that will take them to that part in our catalog,” Stapleton says.

Stapleton says the response has been up and down so far, and the dealership is still working out the kinks for the new site. Customers have purchased everything from rubber trim pieces to airbags and ignition switches through the online portal. The parts department now carries some additional inventory to accommodate online sales.

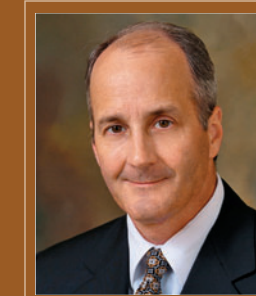
“Parts we have in stock go out immediately, or within 24 to 48 hours,” Stapleton says. “With more than a half million parts, you can’t always see what’s on back order. We have to communicate with the customer so they know what is on back order, and they can make a decision if they want us to ship the part for them, or we can connect them with a

“The parts department now carries additional inventory to accommodate online sales.”

Dealer Newsmaker

Q&A

FORREST MCCONNELL III
NADA Chairman



What are your top priorities for NADA heading into the new term? What areas do you plan to focus on?



What did McConnell say? Continue reading online.

[Read full interview](#)

dealership that has the parts in stock.”

Margins for online sales are tighter than in-store sales, Stapleton says. “We’re competing against folks who have a ‘low as you can go’ approach to pricing,” Stapleton says.

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5 International Trends

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How the center **STACKS UP**

“ OEs recognize the pitfalls and have been soliciting feedback from the aftermarket. ”

So here I am driving down the road and I decide I want to make a call on my brand new car's trick "center stack." It turns out that at the same time I am receiving a call from my friend Danny Sanchez who many of you know is a techie and designs websites.

So I try to stop dialing the first call and pick up Danny's call. While I am doing that the navigation system is interrupting and telling me I have a turn coming up in like 6.7 miles blocking my access to the phone screen. By this point about 15 seconds has elapsed and I assume I have lost both calls and I am yelling at

the center stack not realizing that the stupid thing has connected Danny who's in stitches over me yelling at my radio.

As an industry we are all very concerned with telematics but I think a dose of reality needs to be injected. While my particular vehicle's system is a least favorite

with consumer magazines, other systems in other vehicles fail to bring a real value to the table beyond their integration of iPods and emergency phone services. This is further supported by the small percentage of vehicle owners who continue to pay for systems once the free trial subscription expires.

For telematics to work the car has to have a connection. If customers see no value in what these systems provide they will not subscribe and you have one very expensive radio. For telematics to be useful to anyone the value proposition has to be solved for a much larger portion of late model vehicle owners.

Should we keep our eye on telematics? You bet we should. The main concern, as I see it, is with vehicles that are performing software updates and sharing information from the vehicle's network by wireless connections. It comes down to ownership of this information.

I expect that if I choose to drive my turbocharged hot rod in a spirited fashion that fact should stay between me, the car and the attentive law enforcement officer. More to the point, problems with the car that come up on the health check option is the area where we need to focus our attention. This is the type of data that a vehicle owner should have the ability to route as he or

she sees fit. Maybe they want it sent to their independent repair shop instead of a dealer in their zip code or perhaps a father wants to keep tabs on the maintenance needs of his children's car or I want to know when my wife has blown by her oil change interval. This is where the wallet gets involved and where the conversation with the aftermarket and the OE's center stack designers needs to focus.

You might be surprised to know that the center stack is very contentious in the OE world too. It is constantly a source of safety concerns from distracted drivers or in my case, drivers experiencing road rage with their own vehicle.

The effectiveness of the bells and whistles in the center stack can ...CONTINUE READING ▢



DONNY SEYFER
Operations Manager
Seyfer Automotive, Inc.

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Confessions of an Amazon groupie

Curtis Draper
The global aftermarket is an interesting mix

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5 International Trends

7 Vendor Market Trends

9 Technology Trends

11 Dealership Market Trends

12 Donny Seyfer

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Confessions of an **AMAZON GROUPIE**

I confess to being infatuated with Amazon. As a business observer, what I find compelling about them is the boldness and freshness with which they interpret their marketplace, competition and customers; and then translate those interpretations into compelling business strategies and tactics.

What is fascinating to me about Amazon is less about what they sell than how they sell. With a wide and varied set of conventional and boldly unconventional business strategies, they have come to account for more than 5 percent of the \$1 trillion in annual sales done over the Internet.

They have grown with conventional aggressive growth strategies such as acquiring competitors like Zappos.com, Diapers.com, Soap.com and BeautyBar.com. They also employ subtler and more systemic strategies and bold and unconventional strategies.

One of their more unconventional strategies early on was to embrace “coopertition.” This is the practice of engaging and cooperating with competitors. In the early days of the site, they linked directly with major retailers like Target and J.C. Penney, allowing shoppers to bundle orders. Today, they operate a robust Amazon Marketplace that allows companies of all sorts, includ-

ing many automotive manufacturers, distributors and retailers to sell through their site.

On the vertical integration front, Amazon has invested in everything from conveyer technology to the purchase of robot maker. These sorts of technologies accelerate the speed at which Amazon can assemble customer orders, in some cases reducing cycle times to 20 minutes from click to ship. And on the delivery front, they now offer same day delivery in about 25 top markets.

On the product diversification front they regularly find ways to market products that seem to defy logic for selling on the web. They recently teamed with Nissan for the launch of their new Versa, providing a \$1,000 Amazon gift card to the first 100 buyers to order the vehicle through Amazon. In connecting the auto manufacturers with consumers, they created a channel model in which car dealers didn’t have to be in the middle of their transactions (a dream come true for many consumers).

USA Today recently reported that Amazon is planning a bulk retail service called “Pantry.” It would make it viable for members of its Prime shipping program to purchase such products as cleaning supplies, canned and dry goods, paper products and other bulky commodity items from Amazon. These items are more com-

monly bought at warehouse club retailers like Sam’s Club or Costco. The products would then be shipped in a box with a maximum weight limit.

The result of all this bold thinking and innovation has spawned a seemingly endless stream of myths and urban legends about Amazon.

By now, everyone has been exposed (if not overexposed) to Amazon and the story of drone deliveries.

In an interview with 60 Minutes at the

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“Amazon can assemble orders and reduce cycle times to 20 minutes from click to ship.”



BOB MOORE
President, Bob Moore & Partners

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7 Vendor Market Trends

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11 Dealership Market Trends

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The global aftermarket is an **INTERESTING MIX**

“Colombia’s conditions have improved since the free trade agreement with the U.S. in 2012.”

Each quarter, the Overseas Automotive Council (OAC) of the Automotive Aftermarket Suppliers Association (AASA) collects insights from its international regional directors and its board of governors on current business conditions in the regions they cover around the world.

These quarterly “OAC How’s Global Business” reports provide first-hand reports on shifts and trends in markets throughout the world. Highlights from Q4 2013 “OAC How’s Global Business Report” are included here.

South American Markets

Mexico is an interesting mix of business conditions with some manufacturers reporting great success while others see a decline in business. The business fluctuations appear to depend upon specific product lines and regional economic conditions.

Conditions in Venezuela have diminished greatly due to difficulty of accessing dollars to pay for imported product and government rules forcing importers to reduce prices by 30 percent – or face imprisonment.

Colombia’s business conditions have improved since

the free trade agreement with the United States was instituted in 2012. A new trade agreement with Korea has that country gaining significant market share.

There is great concern regarding Argentina as its government seems to be heading the way of Venezuela, making it difficult to get product into the country and to get money out.

Business in Brazil has slowed a little as it prepares for the Olympics and World Cup, but it remains healthy.

Chile appears to be stable – its economy is healthy and sales are up compared to the same time last year.

Parts of Central America are flat but the majority of the region appears to be stable. However, some OAC leaders are concerned that populist governments, such as in Venezuela, may gain ground in the region.

Asian Markets

Japan is considering supporting its exporters with \$53 billion in incentives. If the Japanese government moves ahead with the plan, China is expected to give extra support to its exporters with an even larger amount of money.

Demand is growing in Israel for Western products instead of those made in China, as its consumers look more for name brand products.

As Australian manufacturing is impacted by the world-wide shift in sourcing, there could be an unprecedented consolidation in the number of the country’s warehouse distributors and auto parts retailers.

CONTINUE READING □



CURTIS DRAPER
Vice President, Industry Analysis,
Programs and Member Services,
AASA

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Industry News

Hot Auto Products

5 International Trends

9 Technology Trends

12 Donny Seyfer

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7 Vendor Market Trends

11 Dealership Market Trends

13 Bob Moore

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OSHA proposes annual electronic INJURY REPORTING

Automotive parts retailers and tire stores are among a number of business sectors that would have to electronically report illness and injury data to the Occupational Safety and Health Administration (OSHA) if a new proposed rule becomes final. Those companies would have to send a copy of Form 300A (Summary of Work-Related Injuries and Illnesses) to OSHA or OSHA's designee on an annual basis.

Aftermarket companies are among the 750,000 employers with approximately 1.5 million locations that must complete paper forms each year if they have more than 11 employees. Those forms are only obtained by OSHA in the case of an inspection. There are three OSHA forms that come into play: Form 301 (Injury and Illness Incident Report) for each injury and illness at a covered establishment; Form 300 (Log of Work-Related Injuries and Illnesses) is a compilation of all those injuries and illness and Form 300A, the summary form.

The OSHA proposed rule would require companies with more than 250 employees to electronically submit Forms 300 and 301 quarterly. Aftermarket companies would be excluded because they rarely have that many

employees. But because automotive aftermarket retailers are in a sector with a relatively high illness/injury profile, they fall into a group of sectors where companies with more than 20 employees would have to meet a less onerous electronic reporting requirement: sending the Form 300A annually.

The automotive sector is included in this new "20 employee-and-over" electronic reporting program because it is one of a number of sectors with a higher-than-normal illness and injury rate. That is based on 2009 statistics reported by the Bureau of Labor Statistics.

Currently, OSHA gets direct access to those forms only if the company is subject to an inspection. The agency is clearly concerned that requiring companies to turn over these forms outside an inspection might allow the business community to complain about a violation of the Fourth Constitutional Amendment, which protects against search and seizure of private property.

Federal courts have ruled that a requirement to turn over corporate records is a violation only when a person or company has a "legitimate expectation of privacy" in the object of the search or seizure. Legal language aside, the Fourth Amendment has come

“The auto sector is included because of its higher-than-normal illness and injury rate.”

into play in a couple of cases where OSHA inspectors demanded records, and it could be an issue in this rulemaking.

Outside of the situation where an OSHA inspector demands Forms 300, 301 or 300A, the agency can obtain a limited number of 300As via its OSHA Data Initiative (ODI). That ropes in about 80,000 workplaces that must submit select data in paper form from Form 300A once every three years, if they qualify as a high-injury workplace. That affects about 1 percent of all companies. However, because the ODI collects only summary data, it does not enable OSHA to identify specific hazards or problems in establishments. In addition, the data are not timely.

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STEPHEN BARLAS
Washington Correspondent

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5 International Trends

7 Vendor Market Trends

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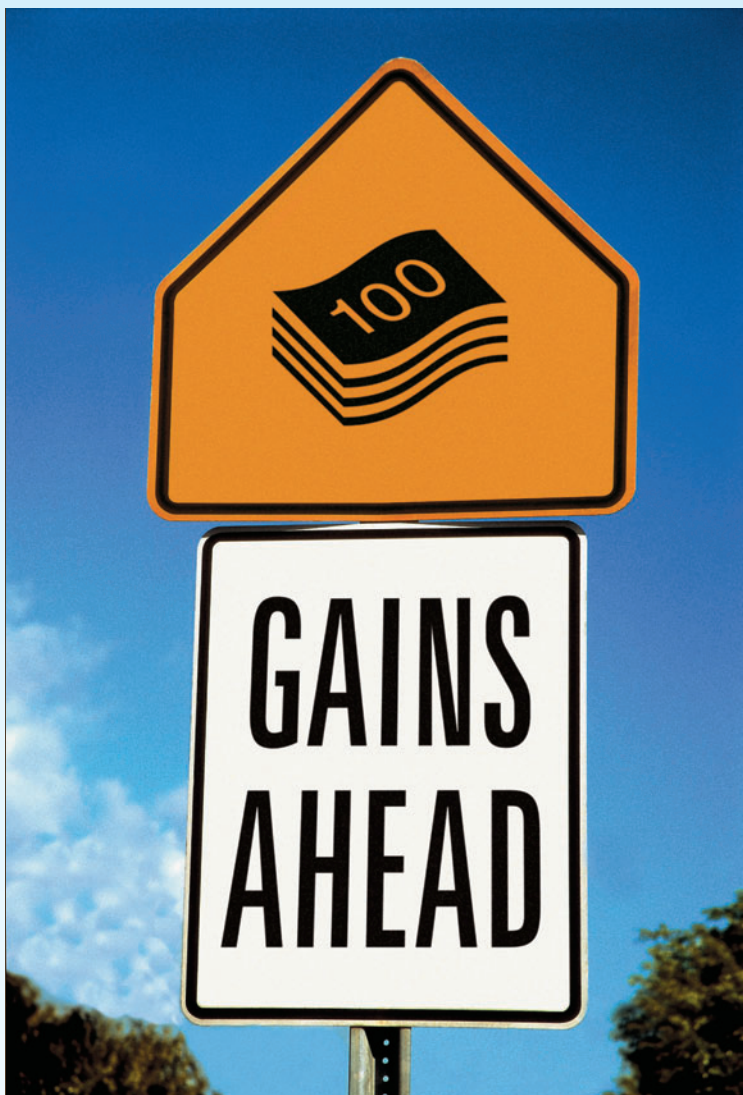
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OPTIMISTIC OUTLOOK

RESELLERS LOOK TO IMPROVE UPON A GOOD YEAR

BY BRUCE ADAMS | Managing Editor

Resellers said they had a good year in 2013 and most expect to do even better in 2014, according to the *Aftermarket Business World* reseller product study.

While 34 percent of respondents said sales were about the same in 2013 as they were in 2012, 56 percent said sales improved. Of those, 22 percent said sales increased 1 to 5 percent, 14 percent said sales increased 6 to 10 percent and 9 percent said sales increased 11 to 15 percent. Only 10 percent said their sales dropped in 2013.

Resellers surveyed are optimistic about 2014 sales as 65 percent expect to sell more products in 2014. Some 29 percent expect 2014 sales to be flat and 6 percent expect sales to decrease this year.

Quality is the most important attribute of resellers' professional customers, followed by OEM form, fit and function, availability and price. For their DIY customers, price was the most important attribute, according to 55 percent of respondents.

Some 61 percent said they make none of their sales online, while 4 percent said they sell more than 20 percent of their products online.

Resellers' favorite sources of product information and news are industry publications (26 percent), manufacturers (23 percent), and WDs or jobbers (19 percent).

Methodology: The Reseller Product Study was fielded to readers of *Aftermarket Business World* via email. Survey results are intended to show general market trends, not statistical certainties.

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7 Vendor Market Trends

9 Technology Trends

11 Dealership Market Trends

12 Donny Seyfer

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Auxiliary Lighting

Needs of professional customers

Quality	30%
Price	21%
Availability	29%

Needs of DIY customers

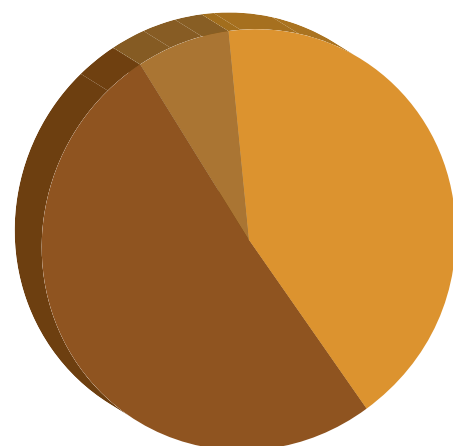
Price	49%
Availability	17%
OEM form, fit & function	17%

2013 auxiliary lighting sales

42%
Increased

51%
Held Steady

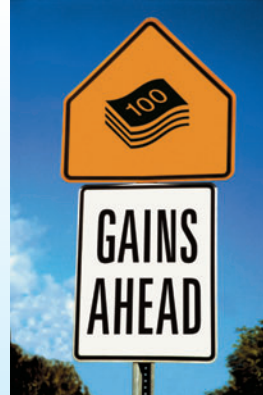
7%
Decreased



62% of resellers report that they make no auxiliary lighting sales online.

OPTIMISTIC OUTLOOK

RESELLERS LOOK TO IMPROVE
UPON A GOOD YEAR



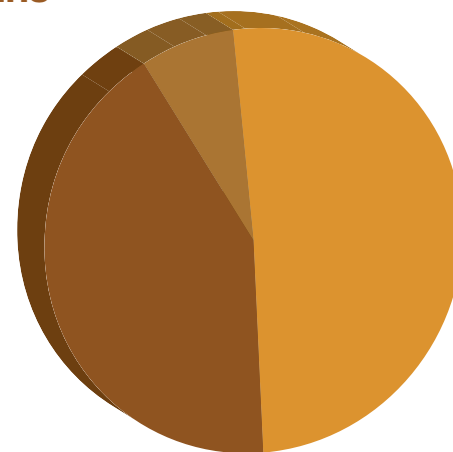
30% report their auxiliary lighting inventory is evenly split between national brand and private label products.

Expected 2014 gross margins

51%
To Increase

42%
To Hold Steady

7%
To Decrease



2014 auxiliary lighting sales expectations

To increase 1-10%	37%
To increase 11-20%	16%
To hold steady	34%
To decrease 1-20%	7%

Expected 2014 auxiliary lighting turns

1-4	68%
5-8	22%
9-10	6%
11-12	3%

81%
turn to

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to get news and information on auxiliary lighting trends and developments

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Contact Us

5 International Trends

7 Vendor Market Trends

9 Technology Trends

11 Dealership Market Trends

12 Donny Seyfer

13 Bob Moore

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Brakes

Needs of professional customers

Quality	39%
Price	12%
OEM form, fit & function	27%

Needs of DIY customers

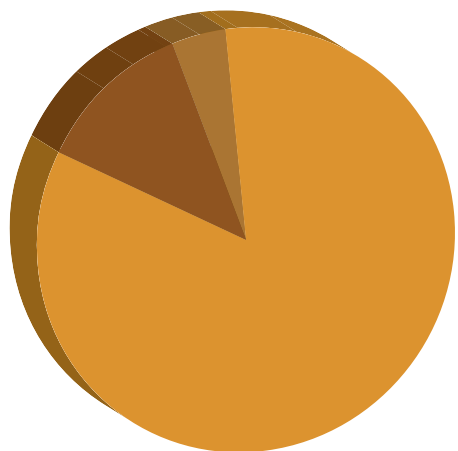
Price	67%
Availability	8%
Quality	14%

2013 brake sales

84%
Increased

12%
Held Steady

4%
Decreased



66% of resellers report they make none of their brake sales online.

OPTIMISTIC OUTLOOK

RESELLERS LOOK TO IMPROVE UPON A GOOD YEAR



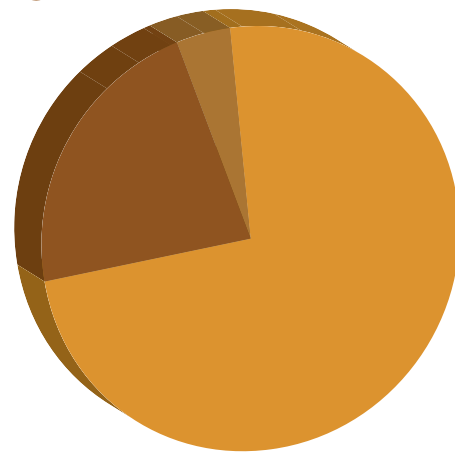
48% report the majority of brake inventory is evenly split between national brand and private label products.

Expected 2014 gross margins

74%
To Increase

22%
To Hold Steady

4%
To Decrease



2014 brake sales expectations

To increase 1-10%	62%
To increase 11-20%	22%
To hold steady	6%
To decrease	6%

Expected 2014 brake turns

1-2	23%
3-4	23%
5-6	15%
7-8	19%

75%
turn to

INDUSTRY PUBLICATIONS

to get news and information on brake trends and developments



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Industry News

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Hot Auto Products

Contact Us

5 International Trends

7 Vendor Market Trends

9 Technology Trends

11 Dealership Market Trends

12 Donny Seyfer

13 Bob Moore

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Fuel Pumps

Needs of professional customers

Price	19%
Quality	35%
Availability	11%

Needs of DIY customers

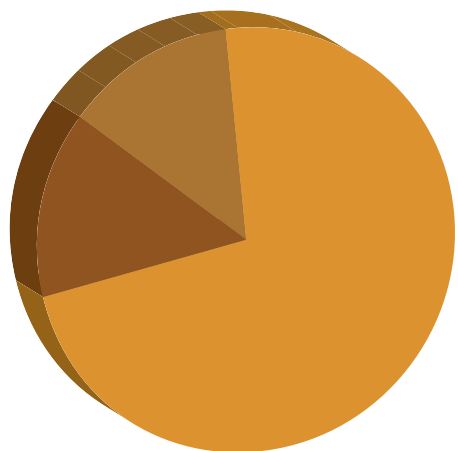
Price	52%
Availability	19%
OEM form, fit and function	6%

2013 fuel pump sales

73%
Increased

14%
Held Steady

13%
Decreased



56% of resellers report they make none of their fuel pump sales online.

OPTIMISTIC OUTLOOK

RESELLERS LOOK TO IMPROVE UPON A GOOD YEAR



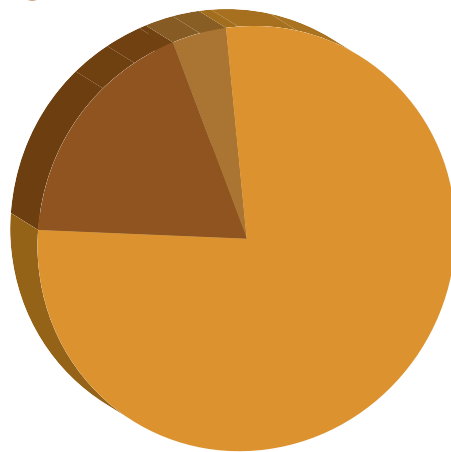
74% report the majority of their fuel pump inventory is national brand products.

Expected 2014 gross margins

78%
To Increase

18%
To Hold Steady

4%
To Decrease



2014 fuel pump sales expectations

To increase 1-10%	46%
To increase 11-20%	4%
To hold steady	39%
To decrease	6%

Expected 2014 fuel pump turns

1-2	49%
3-4	36%
5-6	9%
7-10	6%

71%
turn to

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to get news and information on fuel pump trends and developments.

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9 Technology Trends

12 Donny Seyfer

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11 Dealership Market Trends

13 Bob Moore

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