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June 2014

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Vol. 123, No. 1



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**TRENDING**

**TESLA KEEPS FIGHTING**

Compromises allow it to continue selling cars

**CONSUMER ATTITUDE**

**STAYING ON SCHEDULE**

Owners keeping cars on maintenance schedules



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Read It On

AftermarketBusiness.com

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ACQUIRES GENERAL TOOLS

High Road Capital, a New York-  
based private equity firm, acquired  
General Tools & Instruments.

[KEY: High Road]

AUTOZONE NAMES DORMAN  
PRODUCTS VENDOR OF YEAR

AutoZone recognized Dorman  
Products as its Vendor of the Year  
during the company's annual  
AutoZone Vendor Summit.

[KEY: AutoZone]

MCKENNA WARNS ABOUT  
INDUSTRY'S FUTURE AT GAAS

Former MEMA CEO is concerned  
there are too many stores, too many  
distribution points and too much  
inventory in the system.

[KEY: McKenna]

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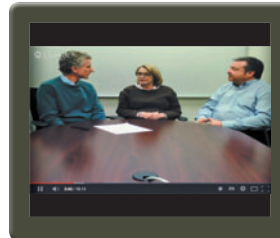
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Aftermarket Business World  
videos

Kathleen Schmatz and Rich White of the Auto Care  
Association discuss rebranding from AAIA.

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Read It On [AftermarketBusiness.com](http://AftermarketBusiness.com)

### UNREST COULD HURT THAILAND'S AUTO INDUSTRY

The prolonged political unrest in Thailand could hurt the kingdom's lucrative automotive industry.

[KEY: Thailand]

### MAHLE, AUTO-WARES NAMED INVENTORY AWARD WINNERS

IHS Automotive honored two winners of the annual Polk Inventory Efficiency Awards during GAAS.

[KEY: IHS Automotive]

### U.S. ECONOMY IS STRONGEST IN WORLD, ECONOMIST SAYS

The U.S. has the strongest economy in the world, says an economist with the Federal Reserve Bank of Chicago.

[KEY: U.S. economy]



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## STATS & TRENDS

GDP is forecast  
to grow 2.4%  
this year and  
3% in 2015 and  
3% yearly  
for the next  
three years.



## Elite Extra enters Mexican auto parts market

BY ANDY TYRIVER | WORKSHOP MEMBER

**W**ith the recent announcement of the Automotive Distribution Network signing Mayoreo Automotriz Franco S.A. de C.V. (MAFRA) to its Parts Plus Mexico program, Elite Extra announced a partnership with MAFRA.

After expanding north into most of Canada, Extra has long looked to move south into Mexico. The Mexican economy, automotive in particular, is enjoying robust growth and is a great opportunity. With Parts Plus as a current Extra customer, their acquisition of MAFRA made them a natural fit.

"We have talked about the right timing and opportunity for us to enter Mexico for a long time now. Parts Plus in Ohio does it the right way, and now with MAFRA, it's great to work with them, to learn from them. The MAFRA guys have been very helpful in getting Extra dialed in for the Mexican industry and economy," said Jim Ward, president of Applied Data Consultants and Elite Extra.

"We've had multiple bilingual employees for a couple years now, in anticipation of this opportunity. With Canada in 2009 and now Mexico, we're looking forward to growing in Europe over the course of the next year", said Susan Marcott, CEO of Applied Data

## BEST OF THE BLOGS

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**BEST OF THE BLOGS** are written by bloggers on **AMB World's** community pages.

### Dayco Partners With AutoNetTV

BY LANCE BOLDT

Dayco Products LLC announced it has partnered with AutoNetTV, a leading automotive-related media company, for the delivery of training materials to repair shops across the United States.

AutoNetTV's driveExperience Lobby TV and driveServices Digital Menu Board educate consumers while they wait for automotive services to be completed and reminds those consumers to take the necessary preventative maintenance steps to keep their vehicle operational.

"AutoNetTV gives parts manufacturers, such as Dayco, the ability to easily reach professional technicians and their customers while their car is being inspected and/or

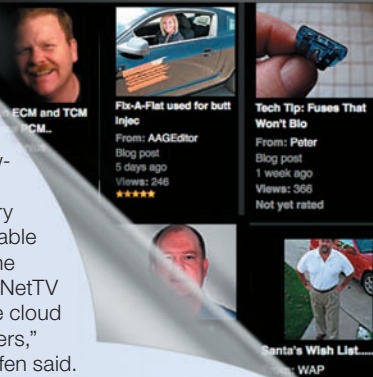
serviced, helping them better understand the reasoning behind the recommended service," said Brian Wheeler, Dayco North American Marketing Manager. "As a manufacturer of front end accessory drive components, we want to help drivers better understand the importance of recommended preventative maintenance."

"Companies like Dayco are experts in their category not just for manufacturing and supporting quality products, but also for the messages needed to educate the consumer and train the automotive professional," said Sean Whiffen, chief technology officer and chief marketing officer for AutoNetTV.

"Automotive professionals want more content that addresses these needs, and we're thrilled to add Dayco content to the

growing library available on the AutoNetTV Drive cloud servers," Whiffen said.

Dayco has made training videos and educational brochures available to subscribers of AutoNetTV's services. These brochures and videos range from how to properly inspect serpentine belts for wear, to tips on how to best diagnose belt noise and misalignment.







Aug. 21 @ 8 P.M.

## Ignition testing

Learn the ins and outs of ignition system diagnosis in this *Motor Age*/TST webinar sponsored by Champion.

## SHOP INSIGHT

DONNY SEYFER

*Marriages are built on trust*

## INDEPENDENT THINKING

MARK SMITH

*Poorly conceived exit strategies*

## WASHINGTON INSIDER

STEPHEN BARLAS

*Bipartisan push for reman parts*

Consultants, Elite's parent company.

The Spanish version of Extra is fully supported with software, technical support, training, sales, all with bilingual employees, and sites and documents in Spanish.

MAFRA is based in Tijuana, and has 10 locations throughout Mexico.

Elite EXTRA is a cloud-based, routing and real-time GPS tracking tool built for the auto parts distribution industry.

## AFTERMARKET BUSINESS WORLD TOP VIDEOS

### MOST WATCHED VIDEO



### Auto Care Association executives explain rebranding

KATHLEEN SCHMATZ AND RICH WHITE EXPLAIN THE REBRANDING OF AAIA TO THE AUTO CARE ASSOCIATION.

[Aftermarketbusiness.com/video7](http://Aftermarketbusiness.com/video7)

### Steve Handschuh discusses MEMA's 110th anniversary

MEMA's CEO discusses technology, global markets and what is happening internationally.

[Aftermarketbusiness.com/video8](http://Aftermarketbusiness.com/video8)

### Consumer electronics and the aftermarket

Chris Gardner, AASA VP, talks about the impact that consumer automotive technologies will have on the independent aftermarket.

[Aftermarketbusiness.com/video9](http://Aftermarketbusiness.com/video9)

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## ENTER WEBCASTS

SEARCH THOUSANDS OF ARCHIVED AND BREAKING NEWS STORIES BY KEYWORD

JULY 10

### Documentation Best Practices for Key-to-Key and Digital Photography

Presented by I-CAR.

AUG. 21 @ 8 P.M. ET

### Ignition System Testing

Presented by *Motor Age* Technical Editor Peter Meier and G. Truglia of TST, and sponsored by Federal Mogul.

SEPTEMBER

### Understanding Hydraulics

Presented in partnership with ATSG.

NOV. 20 @ 8 P.M. ET

### Mastering Voltage Drop Testing

Presented by *Motor Age* Technical Editor Peter Meier and G. Truglia of TST



2014 WEBCAST SCHEDULE



*Noteworthy*

comments from  
AMB WORLD'S online communities

We scan the AutoProNetwork, the Aftermarket Business World Facebook page and our Twitter feeds to see what you're saying. Comment there to be heard.

@Frost\_Sullivan:

Pumps, automation and motors will be in high demand with the new FSMA regulations.

@SealedAirPack:

Getting revved up for the Indy500? Our Lance Wallin shares auto parts packaging tips with @Aftermarket\_Biz

@auto\_alliance:

Together, the European Union and the U.S. account for 32% of global auto production and 35% of global auto sales.

@AdvanceAuto:

Need a mechanic? We can help! Click to find a qualified mechanic near you!

@pepboysauto:

If A/C Pro doesn't get your car's cold air pumping, we'll provide a free A/C evaluation. Guaranteed.

@Pete\_Meier:

Here's your chance to help shape an international training event - #AutomechanikaChicago! Take the survey.

@oreillyauto

Heavy keys can wear out the tumblers inside the ignition switch. Lighten up your key chain.

@autozone

Before the weather goes from pleasant to hot, learn how to flush your A/C system.



STREAMING PROGRAMS

### You can't fix it without good information

In this edition of "In the Workshop," we discuss the need for accurate and professional-quality information with Mitchell 1's director of product management, Ben Johnson, and learn more about Mitchell 1's SureTrack diagnostic resource.

### Automechanika Chicago press conference

Reserve the dates today! *Aftermarket Business World* is proud to announce our partnership with Messe Frankfurt to bring Automechanika to the city of Chicago, April 24-26, 2015.

JULY 9-11

### Latin Auto Parts Expo

Panama City

JULY 30 - AUG. 2

### NACE/CARS

Detroit

OCT. 10-12

### Northwood University's 51<sup>st</sup> Annual International Auto Show

Midland, Mich.

NOV. 12-15

### Automechanika Argentina 2014

La Rural Trade Center, Buenos Aires



2014 INDUSTRY CALENDAR



the community—  
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# MARRIAGES ARE BUILT ON TRUST

## Shop owner surprised by vendor's selling price

**T**he subject of pricing between a shop and a supplier is roughly equivalent to a married couple talking about money. It can be damaging to a relationship if both parties do not feel like they are on equal ground.

I have had a couple of recent experiences that left me in a rather uncomfortable position. I will tell you about one of them.

I wrote an estimate for a set of shocks for a new customer. Nice guy, the ticket was significantly bigger than the shocks, but those dampers nearly put a damper on our budding new customer/shop relationship.

I told him all about these great shocks that would make his pickup ride just like new and while they cost about \$5 more than the next model down, I recommended them.

He agreed and asked me to email him my estimate. It was closing time so I sent it off and went home. The next morning I got a call from the same guy before we opened.

"Donny I need to talk to you about my estimate," he said. "I think there is a mistake."

I asked what the mistake was and he told me that the shocks I quoted were twice the price that he was quoted by

the very store I buy them from.

I thought he was pulling my chain to get a better price but then he said, "I went by on my way home from work to see the physical difference between the shocks you mentioned and the counter guy at the parts store offered to sell them to me for half of what you quoted so I thought maybe you had entered the price for two. Look I know you guys need to make a margin on the parts but that seemed like too much."

I looked up the part numbers again and confirmed that the pricing was right and that indeed my supplier was selling over the counter to retail customers at my super duper special "I write a \$10,000 a month check to you" price. I was a little upset. OK, maybe more than a little.

I understand that the competition for the retail dollar is tight but I was not informed that it was so tight that loyalty and volume are meaningless. I decided that a call to my sales person was in order. I explained to him that not only was my price the same as a one time walk-in customer but that my list price was not the list price published by the manufacturer. Believe me it was no small chore finding the list price sheet either.

Now I am not totally naïve.

I know that walk-in customers get deals better than list but I would like to know what that deal is when I am shopping a parts list so that if I have a customer who is not as understanding and business savvy as this guy, I don't lose them before I approve my first repair.

This is where the marriage is stretched. It feels like a betrayal when I make a single vendor my go-to sup-

**It feels like a betrayal when I make a single vendor my go-to supplier and don't get the best price, or even a better price than some guy who walks in off the street.**

plier and don't get the best price or even a better price than some guy who walks in with an alternator from the place up the street asking for a warranty because he can't even remember where he bought it.

My advice is to tell us what our true margin is against what you will sell to the rest of the world for.

Display that price in your system so we are informed.

The truth of the matter is that there are many shops that don't understand or care about your competitive situation, but they are not likely to be very loyal customers and they probably don't have very many loyal customers of their own.

If your long-term goal is to have a loyal customer like me then explain it to me because marriages are built on trust. □



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Removing 15 middlemen gave me a smarter supply chain and more satisfied customers.  
**That's logistics.**

-Jack Roush  
Chairman, Roush Enterprises

When Roush Enterprises Chairman Jack Roush needed to simplify an overly complex supply chain, he turned to logistics solutions from UPS. Consolidating all ground, air and freight with the UPS multi-modal network, Roush streamlined his entire operation from 15 different carriers down to just one.

To improve the efficiency of his global supply chain, Roush relies on UPS visibility and tracking technology for unprecedented insight into his operations. Now he can manage all inbound and outbound shipments, track imports, and proactively notify customers about their orders — all from a single system.

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# POORLY CONCEIVED EXIT STRATEGIES

Reacting to business losses takes many forms

Let's face it. Business is tough.

The automotive aftermarket, however, is uniquely difficult. We have immense competition, a shrinking independent peer base, customer base and financial pressures that are equally abstract.

The pressure of doing business affects us. Sometimes things get so tough, exit strategies take on a surreal life of their own that make little sense.

Sure, the new guys come and go rather quickly. But what of those of us who have been around for a while, only to have suffered a huge loss of business, or like us a huge loss of property, possessions, business and employees as a result of some life-changing event?

Just when you are at the top of your game, respected by your peers, and entrenched within the community, along comes life and kicks your ass. How you react is ultra important.

I recently lost two 20-year friends as a result of an economic downturn, and of our coal industry becoming the bastard child of energy. Not just their business gone, but both captains of the ships. I'm talking about suicide. Some of you reading this will not understand how the crushing weight of depression as a result of being in

business will lead to this poor exit strategy. The old saying "if it doesn't kill you, it'll make you stronger" is a cliché for those who are not living the horror.

Writing this was difficult. One friend was the head of the company that rebuilt our business after the fire. He was a charismatic man, always smiling, and from the outside, happy as a lark. His company was a fantastic group of folk. Proud of their work, very accomplished and well respected.

During our rebuild, I had several meetings with my friend and got the feeling that things were a little murky with his business. I later learned he was at his wit's end, had refinanced everything, lost his lines of credit and had to layoff many employees.

At first, I was in disbelief, and after thinking about things, we were suffering from a similar situation, albeit on a smaller scale. I told my friend during many meetings stories about our struggles, and explained that his creditors could not 'eat' him. He laughed and agreed. In the end, my words were not enough, and he took his own life for fear of something that I don't know or don't understand. But I have a theory.

Before I explain, I want my explanation in no way to disrespect the memory of my good friends that exited their business this way. They were both good men. The real problem is pride. It gets in the way of everything, whether you are making money selling auto parts, service or donuts. When you reach the top, it's usually such a long arduous task, that the simple idea of doing it all over again clouds our judgment because we feel it can't happen

The real problem is pride. It gets in the way of everything.

to us, and it's an unjustified penalty of things beyond our control.

People will talk, and we'll look bad. My friends, this is business, our business, and people talk of us regardless of how well or how poorly we are doing.

I'm not stronger as a result of our heartache from the fire that destroyed our warehouse and showroom last summer. I'm not happy to have my ego smacked around. It's not pleasant to have lost a huge sum of money. I am not proud of how it affected my family, my employees or my standing with my friends and peers. I survived, got a little tougher, and set my pride and ego aside. I'll build that back also.

When I exit this earth, it'll be from screaming at my warehouse for screwing up my core bank, taking care of my customers, loving my family and friends, and bitching about how hard it is to make a buck selling parts and service.

For now, my exit strategy is to return. Keep your eye on the prize. They won't eat me, I'm mostly fat from wolfing down greasy cheeseburgers while looking up a carb kit and answering three phone lines. I don't have time to exit. I miss you Chuck and Tim. See you on the other side. □



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# POSITIVE OUTLOOK IN LATIN AMERICA

## Strong demand, growth in key markets

**W**hile some of its regions are experiencing slowdowns, currency devaluations and other market corrections, the overall outlook for automotive aftermarket demand is positive for 2014 in Latin America – particularly in Mexico, the closest neighbor and trading partner with the U.S.

Recent discussions with the export executive members of the Overseas Automotive Council (OAC) of the Automotive Aftermarket Suppliers Association (AASA) show strong demand and growth in key markets within Latin America.

OAC leaders report an interesting mix of business conditions in Mexico currently. Some manufacturers report great success in specific product lines and regions. In an exclusive report for OAC members, John Price, managing director of Americas Market Intelligence – Miami, noted that Mexico's economy has strengthened and the country has become competitive again. Its economy also will benefit from increased oil and gas production starting in 2015.

Parts of Central America are flat but the majority of the region appears stable, according to OAC executives. Colombia's business conditions have

improved since the U.S. free trade agreement was reached in 2012, and its GDP should grow at close to 5 percent per year over the next three years. Despite rising inflation, business in Brazil remains healthy as the country prepares to host the 2014 Summer Olympics and World Cup Soccer. Chile's economy is healthy and sales are up as compared to the same time last year.

In his report to OAC members, Price also noted the top opportunities in the region for aftermarket product exporters:

- Mexican aftermarket demand will grow.
- Depressed Central American markets will revive.
- The slowdown of new car sales in South America will age the vehicle parc, stimulating aftermarket parts and materials demand.

An important upcoming opportunity to reach Latin American markets is the annual PAACE Automechanika Mexico, slated for Wednesday, July 16, through Friday, July 18, in Mexico City. Held annually, the event draws thousands of attendees in the global automotive industry. In addition to the thousands of products, services and resources available on the exhibit hall floor, PAACE Automechanika Mexico City also provides education, training and networking events.

OAC supports its members at PAACE Automechanika Mexico with exhibitor services and valuable networking with international buyers. For more information on OAC's services at PAACE or other council programs and benefits, contact Curtis Draper, OAC executive director, at cdraper@aasa.mema.org or call 919-406-8856.



**Colombia's business conditions have improved since the U.S. free trade agreement was reached in 2012.**

*Editor's note: Curtis Draper is the vice president of industry analysis, programs and member services at AASA and executive director of AASA's international aftermarket councils: the China Aftermarket Forum (CAF) and the OAC.*

*The CAF is a consortium of full-service suppliers that meet on a quarterly basis to discuss opportunities within the Chinese aftermarket and to identify ways to address challenges in the growing segment.*

*The OAC promotes the sale in foreign markets of automotive and heavy-duty products manufactured in North America. Those products include components, accessories, chemicals, hand and power tools, service maintenance and repair equipment, and paint and body supplies for both cars and trucks. OAC has more than 350 members in more than 40 countries. More information is available through its Web site, [www.oac-intl.org](http://www.oac-intl.org).*

*AASA exclusively serves manufacturers of aftermarket components, tools and equipment, and related products. □*



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# BIPARTISAN PUSH FOR REMAN PARTS

## Bill targets federal vehicles, truck fleets

Should federal agencies with vehicle and truck fleets make greater use of remanufactured automotive parts? Some congressmen, leaders in the Congressional Automotive Caucus, think so.

That's why they have introduced a bill called The Federal Vehicle Repair Cost Savings Act (H.R. 4056). It would encourage federal agencies to use remanufactured auto parts when they are cheaper and easy enough to obtain, meaning they do not hold up the repair of the vehicle.

It's hard to imagine a more common-sense proposal, given the drive of Congress to reduce federal spending to cut the federal deficit. A Government Accounting Office (GAO) report published in 2013 stated that in fiscal year 2011, federal civilian agencies reported about \$975 million in maintenance and repair costs for approximately 588,000 vehicles that the agencies owned.

The GAO could not estimate what percentage of those repair costs were for remanufactured versus original repair parts. Agencies do not keep that data, unfortunately. So there was no estimate of what the federal government could be saving.

But clearly remanufactured parts are far from a first choice. General Service Administration (GSA) officials reported


that on Jan. 8, 2013, 15 out of 1,037 purchase orders that day were coded under rebuilt.

Tom Lehner, vice president, public policy, the Motor and Equipment Manufacturers Association (MEMA), explains that the GAO estimated that remanufactured parts are 25 percent to 50 percent cheaper than OEM parts. So a conservative estimate is the federal government could be saving \$250 million. But that is a squishy estimate.

It assumes current remanufactured parts use is less than 25 percent, which it probably is, and that it could grow to at least 25 percent, which is uncertain, given questions of availability, suitability, warranties and other factors. But there is no question the federal government could save millions of dollars a year, maybe tens, maybe hundreds. But we will never know that number unless Congress gives federal fleet managers a kick in the butt.

MEMA came up with the idea for the bill. It approached Reps. Gary Peters (D-MI) and James Lankford (R-OK) asking them to co-sponsor the legislation. Both have auto part remanufacturers in their districts, so they agreed to head up the effort to pass the bill. But that bipartisan support and the bill's eminently reasonable premise do not guarantee its passage, of course.

The bill was referred to the House Oversight and Government Reform Committee chaired by Rep. Darrell Issa (R-Calif.). Lankford is a subcommittee chairman, so he has some sway. But he has co-sponsored about 160 bills in the current Congress, so it is unclear how much time and energy he is willing to devote to H.R. 4056. Moreover, both he and Peters are running for the Senate



The bill would encourage federal agencies to use remanufactured auto parts when they are cheaper and easy to obtain.

in 2014. So they will be preoccupied.

The bill itself is tame. It simply "encourages" the head of every federal agency to use remanufactured vehicle components if doing so reduces the cost of a repair while maintaining quality. If having to wait to get a remanufactured part, when a new one is immediately available, would delay the return to service of the vehicle, then a remanufactured part would not have to be used.

The legislation defines "remanufactured vehicle component as "an engine, transmission, alternator, starter, turbocharger, steering, or suspension component) that has been returned to same-as-new, or better, condition and performance by a standardized industrial process that incorporates technical specifications (including engineering, quality, and testing standards) to yield fully warranted products."

Throwing in the environmental benefits of using recycled parts makes this bill a no-brainer. But it is going to take some legislative brawn to get it passed. □



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**COVER STORY**



# COMING TO AMERICA

**ADVANSTAR, MESSE FRANKFURT PARTNER ON AUTOMECHANIKA CHICAGO IN 2015**

BY **BRUCE ADAMS** | MANAGING EDITOR

**THE** mayor of Chicago and executives from Advanstar Communications and Messe Frankfurt introduced Automechanika Chicago, a new trade show that will focus on shop-level training for technicians and product discovery. The biannual show will debut at McCormick Place April 24 to 26, 2015, the parties said in a May 1 press conference in the Windy City.

The show will be the 14th Automechanika event around the globe, but the first in the U.S. Chicago was chosen because it is centrally located and easily accessible for drive-in attendees and air travel.

Chicago Mayor Rahm Emanuel said, "By choosing Chicago for Automechanika next year, a great international convention comes to a great international city. Three years

ago we started the hard effort of repairing the relationship and the image of McCormick Place. We used to have conflicts between labor and management. We resolved all those issues. We now work together as a team and go out and secure business for Chicago. This is a classic example of a win/win situation you can have when labor and management work together on behalf of the city of Chicago."

Chris DeMoulin, executive vice president of Advanstar automotive group, said this is the second show Advanstar has scheduled at McCormick Place.

"The Chicago team won our business seven months ago when we announced we would move our Powersports Dealer Expo from Indianapolis to Chicago. When our research showed that one out of every four repair and col-





At a May 1 press event, Chicago Mayor Rahm Emanuel announced that Automechanika Chicago will come to the Windy City in 2015.

lision shops in America are within 500 miles of Chicago, that made this an easy choice.” He also praised Chicago’s union leaders for making McCormick Place “an easier, more user-friendly place to have a show.”

Michael Johannes, vice president of Messe Frankfurt and brand manager of Automechanika, said, “I am delighted to welcome Automechanika Chicago in our portfolio and I am sure that we have found the right partner in Advanstar and the right location in Chicago.”

Johannes added that the company’s global network, which is active in more than 150 countries, will work hard to make the first Automechanika Chicago a huge success next year.

“We are in constant dialogue with our customers from manufacturing, distribution, retail and the entire automotive supply chain to ensure that we meet their requirements and organize shows in markets that they want,” he said. “That’s how we know that our customers are waiting for an Automechanika in the U.S.

“The brand Automechanika serves over 16,000 exhibitors worldwide and over 500,000 trade visitors – that is our asset and that is what we take care of every day.”

Automechanika Chicago will showcase the newest tools, equipment and products in the market and will be the largest U.S. trade show dedicated to high-end technical training and management classes for automotive technicians and shop owners. The event will leverage the world’s most-trusted show brand – Automechanika – with Advanstar’s leading automotive publications for the service repair and collision repair segments, *Motor Age* and *Auto Body Repair Network (ABRN)*.

DeMoulin said, “Automechanika Chicago will be designed specifically for shop owners and technicians as we seek to make it the largest training event ever produced in the U.S. marketplace. Attendees will find a show floor packed with the latest products and innovations for independent shop owners and technicians and get top-notch classroom and hands-on training.”

Johannes said the show’s shop-friendly environment “will allow visitors, from technicians to shop owners, to really get a feel for the new product offerings through the various demonstrations, management seminars and technical training sessions. With the number of diverse product categories exhibiting at this one event, attendees can experience the latest advancements in a very efficient manner.”

The U.S. automotive aftermarket has maintained steady growth of more than 3.4 percent annually, fueled by an aging vehicle population where the average vehicle age is 11.4 years. These trends along with an explosion of new technology means technicians must keep pace.

Organizers believe Automechanika Chicago will be THE venue for shop-level training and new product discovery in North America.

Headquartered in California with offices across the United States and abroad, Advanstar Communications has a portfolio of more than 50 trade shows, 30 publications, and 200 electronic products and websites, including auto industry brands *Aftermarket Business World*, *ABRN*, *Motor Age* and *SearchAutoParts.com*.

The Automechanika brand continues to experience record exhibitor and visitor numbers. This year’s Automechanika Frankfurt show Sept. 16-20 had 90 percent of its floor space booked at press time. In 2012, more than 4,500 exhibitors attended the show in Frankfurt as well as 148,000 visitors from 176 countries.

Messe Frankfurt is one of the world’s leading trade show organizers. In 2013, Messe Frankfurt organized 114 trade fairs, of which more than half took place outside Germany.

To learn more about Automechanika Chicago, visit [www.AutomechanikaChicago.com](http://www.AutomechanikaChicago.com). □

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# Q+A WITH KENT SAVAGE

CEO OF APEX SUPPLY  
CHAIN TECHNOLOGIES



## WILL SHOPS BE ACCESSING PARTS FROM VENDING MACHINES IN THE FUTURE? THE ANSWER MAY SURPRISE YOU.

BY BRUCE ADAMS | MANAGING EDITOR

**A**pex Supply Chain Technologies addresses supply chain inefficiencies in the automotive aftermarket and offers solutions to fix them. Kent Savage, company CEO, said the solution is an “industrial vending machine” at the point of installation in auto repair shops.

### **AMBW: Give us some background on you and your company.**

**KS:** I’m an entrepreneur and got my first patent on an automatic tool dispenser in 1993. Since then I’ve worked with many industries around the world to solve supply chain problems. I embraced the Internet and found a way to create Internet appliances that make widespread deployment and scalability possible. Apex Supply Chain Technologies is a business that helps suppliers of critical parts, components, materials and supplies to become more efficient and serve their customers better by using automation and information. We provide systems that are sometimes like a vending machine, sometimes like a locker, sometimes like an open shelf, but all are Internet appliances that allow information to be paired with the flow of materials, parts and components. That allows suppliers to eliminate inventory and eliminate manual processes and

reactive behaviors. That allows customers to be more competitive, reduce costs and follow best practices.

### **AMBW: Can you assess the market as it pertains to inventory and supply chain management?**

**KS:** There is a great evolution in process in the aftermarket. Distributors and OEMs are expected to respond to the needs of service providers faster. Current systems are not working. Part of the reason for that is they have been very reliant on having lots of inventory in lots of places and lots of people fetching and sorting. In the past, the distribution chain has been measured by how quickly it reacts to a crisis or a need. Today that’s not enough. We need to be ahead of that and use information in a cost-effective way.

### **AMBW: You want to help program groups and parts retailers dispense parts and supplies through vending machines. How would that work?**

**KS:** There are two levels. Certain routine parts, supplies and materials are used on an ongoing basis and those are stocked near where they are used. There also is the ability to have parts delivered on an as-needed basis into locker systems 24/7 for the last mile. So we have an already

there component and a last-mile component working together to serve the needs to make sure we have the right stuff at the right place as fast as we can at the lowest possible cost.

### **AMBW: Can you explain the process?**

The answer is not buying more trucks or hiring more people to stock bins or to pull parts faster. The answer is to have a better system. Putting dispensing devices in shops is the first step. We work together with distribution partners to make sure it happens in an efficient way. The advantage is that we have control over what is in the machine and we know for sure it is there and the inventory is correct. The distributor can supply that service more efficiently, everyone can have the parts where they need them and the supplier knows in real time what has been used and needs to be replenished.

### **AMBW: How does the vending machine handle returns?**

**KS:** We have locker systems that can accept returns and even note the condition. The system has accountability. If a technician enters incorrect information, the system knows that and reports it for all to see. So it changes behavior. □

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# STRONG REMOTE STARTER SALES

## BRUTAL WINTER GOOD FOR REMOTE STARTING SYSTEMS

BY **JAMES E. GUYETTE** | NEWS CORRESPONDENT

Just as programmable coffee makers are able to pre-perk your favorite brew and have it ready to sip when you roll out of bed, drivers are increasingly opting for remote-controlled ignition systems that have their vehicles up and running as they roll out the door.

And sales rise as the mercury drops. Memories of the discomforts felt during this past winter's wrath are expected to drive solid sales throughout the summer. Demand is also up in hot climates where seat-induced "butt burn" can be a particularly sensitive condition.

### TRENDS & MARKET ANALYSIS

A study released in March by the Consumer Electronics Association (CEA), entitled "The State of In-Vehicle Technologies," reports that 12 percent of those surveyed intend to purchase remote starters within the next year; 16 percent say they already have one onboard, compared to just 7 percent in 2007.

"March and April have been very

strong," says Brian Markwalter, the CEA's senior vice president of research and standards. "This is a little unusual and attributable to the worse than usual winter."

About 80 percent of the category's sales take place in cold climates, although "Southern markets are growing." He says "there is increasing consumer awareness of the product, and consumers love the product once they have had one."

DIFM has now become the channel of choice. "DIY for remote start is going away," Markwalter says. "The technology in vehicles is too complex to properly integrate remote start systems for the average consumer. For example, the remote start system will need to interface with the vehicle immobilizer," he explains.

Markwalter suggests that you consider enrolling in the CEA's Mobile Electronics Certified Professional (MECP) training program. "MECP installers have the skill level necessary to properly install remote start kits."

More than 35,000 people have been certified since the program's inception in 1991. The certification segments cover Basic Installer, Advanced Installer, Master Installer and Mobile Product Specialist.

A 2013 survey of car dealers throughout the country by AddOnAuto (AOA) concludes that the overall category of alarms, remote starters and recovery devices outsold all other electronic products, netting a sweep of top sales volumes, revenues and

### VENDOR NEWSMAKER

## Q&A

**ERIKA GARCIA**  
National sales manager,  
BOLT Lock



## Q

### WHAT IS THE SALES POTENTIAL FOR THE AFTERMARKET HEAVY-DUTY LOCK INDUSTRY?

## A

*Editor's note: BOLT Lock's 100-year-old parent firm, Strattec Security Corp., is the largest manufacturer of automotive access control systems and a key OEM*

*lock supplier for Ford, General Motors and Chrysler.*

Our consumer retail line of locks is continually expanding through automotive retailers in the U.S. and Canada and plans are in the works to expand into farm, fleet and sporting goods retailers to reach end users we know could benefit from BOLT's convenience and durability. Additionally, we are integrating the cylinder into a wide variety of light truck commercial offerings. Our goal is to make the technology available to all truck equipment manufacturers as well as to truck accessory retailers and dealers. Ideally, we would like BOLT to be offered by every OEM in the truck equipment industry. That ranges from manufacturers of toolboxes to commercial truck cap and tonneau covers; essentially any truck-related product that requires a lock and key. Right now, it's insurance companies pushing for aftermarket and used parts for collision repair. See more Q&A at [AftermarketBusiness.com/ErikaGarcia](http://AftermarketBusiness.com/ErikaGarcia).



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## “A COMMON CONCERN WITH HAVING REMOTE STARTERS INSTALLED ON A VEHICLE IS THAT IT WILL MAKE THEM SUSCEPTIBLE TO THEFT. BUT A POTENTIAL THIEF CANNOT HAPPEN UPON A VEHICLE THAT HAS BEEN RUNNING AFTER BEING STARTED REMOTELY AND JUST DRIVE OFF.”

- TOM GREGG [TOYOTA OF NAPERVILLE]

profit margins. Backup cameras and sensors came in second.

“Strong vehicle sales – with truck sales up by double digits – and the increasing length of vehicle ownership were all key drivers of the popularity of accessories and aftermarket products that enhance convenience, increase utility, extend longevity and make it more enjoyable to drive for the long term,” says AOA President Sidney Haider. “These accessories sales trends and new software and technologies, as well as changes in consumer behavior, are leading to increased revenue and profits for those dealerships who listen to what today’s accessories consumer wants – and for those who are adopting new processes in line with their preferences.”

### Setting sales records

“Starting your vehicle, unlocking your doors or popping the trunk from virtually any distance – or finding your car in a large garage after a sporting event or a trip to the mall – is now as easy as the click of a button or the tap of your finger,” says Tom Malone, president of Audiovox Electronics Corp.

Citing the now-fabled dipping Polar Vortex and a national contest conducted among installers, Malone reports that “the miserable winter that we experienced across the U.S. and the exciting Remote Start Promotion we ran throughout the season combined to deliver one of the best remote start seasons in our company’s history. We exceeded our sales projections and we received thousands of entries from hundreds of our retail partners, making this the best promotion we have ever run.”

Easing away from the dominant domain of car dealers, the category has delivered “one of the best seasons we’ve had in years,” concurs Shane Stevenson, manager of the Ziebart shop in Plainfield, Ind. The 15-location franchise chain specializes in affordable do-it-for-me installations of products deemed by buyers to be “just too expensive from the dealership.”

Stevenson didn’t have this year’s sales figures available, but he tells *Aftermarket Business World* that “in a typical season we do up to 15 a day – and that’s just one store.”

Ziebart carries several lines of remote starting systems; sales are usually hottest from October through March. “Remote starts in our area have become a big Christmas gift,” says Stevenson. “Generally it’s more in the winter, but the customers do discover that it works well in the summer for air conditioning.”

“No matter the weather, remote starters are convenient for all seasons,” according to Stevenson. “Warm up your car on those frigid winter days from your home or office and watch the snow and ice melt away. During that time you can be doing just about anything else while your car is warming itself and waiting for you. Studies have indicated that warming your vehicle’s engine prior to driving can promote longer engine life, especially in cooler climates,” he says.

“The same idea of convenience as a result of your remote car starter installation goes for those scorching summer days where the heat rises to unbearable temperatures inside your vehicle,” Stevenson continues. “Simply hit your keyless entry remote and with one touch of a button drive off in a cooled down car or truck.”

The variety of devices offered by the aftermarket accessories department at Toyota of Naperville tend to surpass the basic functions that come preinstalled from the factory, according to Tom Gregg, a divisional sales director at the Illinois dealership. “Units can have a programmable and changeable running time of 12, 24 or 60 minutes. Some will work from up to 2,000 feet away while others are controlled through a compatible smartphone, thus having a nearly unlimited range,” he says.

“A common concern with having remote starters installed on a vehicle is that it will make them susceptible to

theft,” Gregg observes. “While there is no really perfect way to totally protect a car, truck or SUV from being stolen, adding a remote starter doesn’t really increase the risk at all. A potential thief cannot happen upon a vehicle that has been running after being started remotely and just drive off,” he notes. “When a vehicle has been started by remote, the driver must insert the key and go through a sequence to make the vehicle able to be driven. Each particular remote starter system has its own sequence.”

In April, Viper launched its SmartKey smartphone application that provides hands-free, keyless entry and exit from a vehicle using Bluetooth technology. It includes one-touch range programming for passive entry, interactive range display and an advanced system to manage automatic locking when a vehicle is being loaded or unloaded.

The technology “creates a wireless perimeter around a vehicle that responds to a smartphone without pushing any buttons or launching any apps through the cloud-connected technology of Viper SmartStart,” says Product Management Director John Durbin. “Compatible with any Viper security or remote start system, the phone simply needs to be within a given range of a car when entering and exiting to unlock or lock the door.”

The company’s 5301 Responder LE 2-way Remote Start System features LED lights that indicate the vehicle’s temperature along with a programmable timer that automatically fires up the car while you’re finishing up breakfast. Two-way communication capability lets the driver know when the car starts and if the doors unlock or the trunk opens.

AutoZone, Pep Boys and other national aftermarket merchants are successfully stocking Bulldog Security’s Deluxe 500 Two-Way Remote Starter with LCD Remote, which has the ability to function on vehicles with manual transmissions. □

# TESLA KEEPS FIGHTING

## COMPROMISES ALLOW IT TO CONTINUE SELLING CARS

BY **BRIAN ALBRIGHT** | CONTRIBUTING EDITOR

**E**lectric vehicle manufacturer Tesla continues to battle state by state to launch its new storefront-based sales model despite opposition from dealer associations. The company has also begun selling cars in China, and is building out its service and vehicle-charging infrastructure.

Despite strong and well-funded efforts by dealership groups to prevent the company's direct sales model from entering a number of states, Tesla got a bit of a boost earlier this year when three Federal Trade Commission (FTC) regulators posted a statement on the FTC website supporting Tesla's model. According to the release, moves by state legislators to protect dealerships are "bad policy" because they are stifling innovation.

### TRENDS & MARKET ANALYSIS

The FTC release was penned by Andy Gavil, director of the Office of Policy Planning; Debbie Feinstein, director of the Bureau of Competition; and Marty Gaynor, director of the

Bureau of Economics.

The FTC statement also noted that Tesla only sold 22,000 of the 15 million vehicles sold in the U.S. in 2013, and that the company "hardly presents a serious competitive threat to established dealers. What it could represent is a real change to the way cars are sold that might allow Tesla to expand in the future and prove attractive to other manufacturers, whether established or new ones that have yet to emerge, and consumers."

The statement from Gavil, Feinstein and Gaynor closes by noting that change is a critical component of healthy competition. "Such change can sometimes be difficult for established competitors that are used to operating in a particular way, but consumers can benefit from change that also challenges longstanding competitors. Regulators should differentiate between regulations that truly protect consumers and those that protect the regulated. We hope lawmakers will recognize efforts by auto dealers and others to bar new sources of competition for what they are – expressions of a lack of confidence in the competitive process that can only make consumers worse off."

The Tesla model is in dispute in at least 14 states, with Texas and Arizona having already banned its stores, while compromises have been hammered out between Tesla and dealers in other states. In New York, Tesla will be allowed to operate its five existing sales locations, but can't open any

### VENDOR NEWSMAKER

## Q&A



### JACK SIMMONS

Manager of dealer training, Cars.com

## Q

### WHAT WAS THE MOST SURPRISING THING YOU FOUND IN THIS RESEARCH?

## A

*Editor's Note: Earlier this year, Cars.com released a market research report outlining consumer perceptions about the cost*

*of repairs, price transparency, and digital marketing among auto dealership service departments, versus independent and "big box" repair chains.*

A: It was the big gap between consumer price perception and dealer service departments. More than half of consumers think dealers are more expensive, just because of pure perception. After the warranty period, they really feel the dealer is going to cost more money than the big box retailer or independent shop. That's independent of any demographics; it was across the board. A lot of that has to do with the lack of price transparency at dealerships, and how far behind the service department is in terms of a digital presence, compared to the sales department.

Q: There is a big group of consumers (43 percent) that have no initial preference where they get their cars repaired. How are dealers working to attract that non-committal share of the market?

A: The big thing is price transparency. Online reviews, especially service



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## DESPITE STRONG AND WELL-FUNDED EFFORTS BY DEALERSHIP GROUPS TO PREVENT TESLA'S DIRECT SALES MODEL FROM ENTERING A NUMBER OF STATES, TESLA GOT A BIT OF A BOOST EARLIER THIS YEAR WHEN THREE FEDERAL TRADE COMMISSION REGULATORS POSTED A STATEMENT ON THE FTC WEBSITE SUPPORTING TESLA'S MODEL.

reviews, are also important. People make these decisions based on peer recommendations, and those reviews are critical. Consumers need to be confident that they are dealing with a trustworthy provider, and that the dealership is a good place to do business after the warranty expires.

**Q:** What are the key challenges dealer service departments face when it comes to marketing service?

**A:** The pool of available service and repair maintenance is big and continuing to grow, but dealers are actually sliding backward and losing share. You have to tell your story in a digital environment. If you look at the average dealer, 97 percent of their website content is for sales, and just 3 percent is for service. That's a huge disconnect.

new outlets unless they are owned and operated by an independent dealer.

In Ohio, where dealerships lobbied the state legislature to ban Tesla's model and sued the Ohio Bureau of Motor Vehicle's to pull Tesla's existing dealer licenses, lawmakers came up with a compromise that allows Tesla to operate three sales locations (two existing and one new), while blocking Tesla (and other OEMs) from obtaining any future direct sales licenses.

In New Jersey, the state's Motor Vehicle Commission blocked Tesla. The company already operated two showrooms there, which would have had to be closed. At the end of April, compromise legislation was proposed that would have allowed the company to have four stores in the state while requiring it to open a second service station.

### Dealers worry about consumer protections

The dealership groups have raised questions about how direct sales would remove consumer protections related to warranty and service issues that are

created by licensed and regulated independent dealerships. Tesla founder Elon Musk has consistently said he's avoiding the dealership model because the existing dealer base is so married to selling gasoline-powered cars that they wouldn't devote enough resources to promoting his electric vehicles.

As Tesla expands its operations, its service model is also shaping up. Like the company's sales model, the service operation will also take a highly personal, almost boutique approach that may offer a glimpse of how other OEMs will approach service in the future. Over-the-air software updates will remotely fix most issues. If a vehicle requires physical service, owners can bring it to the service center or have a mobile technician (a Tesla Ranger) come to their home or office. Owners also get a fully loaded Model S Performance 85 loaner while their vehicle is in the shop.

In Cathedral City, Calif., the company is setting up shop in a former Volkswagen and Hyundai dealership, where customers can order cars via a point of sale kiosk (you can't just drive on the lot), and have their vehicles serviced.

The company is gradually building out its infrastructure so that buyers will be within a reasonable distance from its service facilities and have adequate charging stations.

In China, where the company recently delivered its first eight vehicles, the company made sure customers had charging stations installed in their homes or offices before making the cars available. The company is partnering with two major electric grid operators in China to help build out the charging infrastructure.

According to the company, nine out of 10 Tesla owners in North America are within 100 miles of a Tesla service center. The bulk of those service centers are in Tesla's home state of California, and a number are still listed as "coming soon" in locales ranging from New Orleans to Alaska.

Musk has stated multiple times that he doesn't think service should be a

profit center for the company, so the bulk of what Tesla will do on the service side is either free or very low cost. It offers a number of optional service plans (above and beyond the warranty) that range in cost from \$600 to \$4,800.

In a blog post about the dustup in New Jersey, Musk stated that service profits represent a conflict of interest for dealers because they "make most of their profit from service, but electric cars require much less service than gasoline cars. There are no oil, spark plug or fuel filter changes, no tune-ups and no smog checks needed for an electric car," Musk said. "Also, all Tesla Model S vehicles are capable of over-the-air updates to upgrade the software, just like your phone or computer, so no visit to the service center is required for that either."

But despite Musk's statements, there is some evidence that Tesla may drop this posture. According to reports, James Chen, Tesla's vice president of regulatory affairs, speaking at a forum organized by the National Association of Motor Vehicle Boards and Commissions, indicated that once the company reaches a certain sales volume, it will likely have to migrate to a traditional franchised dealer model. And as many dealer associations have pointed out, Tesla could operate the type of stores it currently has in just about every state (with separate service facilities and non-negotiable pricing), provided they were owned by a third-party investor/dealer. Tesla has so far resisted doing so, even though it could potentially reduce its own costs and increase its rate of expansion.

In the meantime, Tesla continues to make its case in the court of public opinion, along with adopting some good old-fashioned wheel greasing. While Texas has banned the company's stores, the state is on the short list for Tesla's new \$5 billion battery factory. In March, Texas Governor Rick Perry told Fox Business Network that it may be time to revisit the state's franchise and licensing laws. □

# JOBBERS LAUNCH E-COMMERCE

## SERVICE MEETS NEED FOR CUSTOMER-FACING WEBSITES

BY **BRIAN ALBRIGHT** | CONTRIBUTING EDITOR

E-commerce growth in the aftermarket is lapping brick-and-mortar growth. According to an April 2014 Hedges & Co. report, online sales of auto parts grew nearly 16 percent between 2012 and 2013, from \$3.8 billion to \$4.4 billion, and online sales (excluding auctions) are projected to pass the \$5 billion mark in 2014. Brick-and-mortar stores actually showed a sales decrease of 1.5 percent in 2013, according to U.S. Census Bureau data.

### TRENDS & MARKET ANALYSIS

“Our industry’s dramatic transition from brick and mortar to online continues to be one of the important automotive aftermarket industry trends to watch,” the Hedges report states.

As e-commerce grows in importance, the way parts are sold throughout the multi-tiered aftermarket supply chain is changing. Manufacturers and distributors that used to sell to a limited number of channel partners now find themselves selling to distributors, jobbers,

retailers, vehicle owners, and repairers through a variety of online connections.

Earlier this year, Epicor officially launched a new service for jobbers through its Parts Network offering that helps them create low-cost e-commerce storefronts to help meet this demand for online information.

According to Scott Thompson, vice president and general manager of Epicor’s e-commerce business, the e-commerce service was targeted at stores and warehouses that have traditionally built their own business-to-consumer (B2C) Web storefronts from the ground up. “It’s quite expensive and it takes a long time,” Thompson says. “We serve many independent stores that don’t have the technical skills, the funds, or the time to embark on that kind of major initiative. This cuts the time it takes to get online and the amount of funding it takes.”

Epicor launched the Epicor eCommerce Store Development Service at the beginning of 2014, and has worked on more than a half-dozen sites so far. “The feedback has been good so far,” Thompson says. “It reduces the time to market and helps them get a better view of their customers.”

These storefronts enabled by the Development Service are an increasingly important part of doing business. “People go online and almost always check the store address, check to see if you are a real business, and check on your ratings,” Thompson says. “Having this kind of Web presence is just a cost of doing business now.”

### TECHNOLOGY SOLUTIONS NEWSMAKER

## Q&A



### JIM DEGRASSE

Owner, Triangle Auto Supply, Yakima, Wash.



### WHAT DO YOU THINK IS THE BIGGEST CHALLENGE FACING THE AFTERMARKET TODAY?



Standardized pricing or map pricing is a huge challenge. If you buy a GoPro camera, it’s the same price now matter where you buy it.

That’s not the case in the aftermarket; everyone is trying to sell for the lowest price. It’s a race to the bottom. We can’t keep doing this. The reputation of the brand is at risk. There’s no concern at all that somebody is selling your product at these prices. See more Q&A at [AftermarketBusiness.com/JimDegrasse](http://AftermarketBusiness.com/JimDegrasse).

In roughly two weeks, jobbers can launch a site with images and other content that provides real-time parts availability and pricing for multiple selling locations. The sites also have a shopping cart that accepts credit card payments via PayPal or Authorize.net.

A B2C web presence will be increasingly important for all sectors of the aftermarket, Thompson says, because of increased competition from eBay, Amazon and other Web-based companies that have rapidly gained market share.

According to Hedges & Co., Amazon showed a 25 percent growth rate in auto parts and accessories in 2013. eBay Motors is moving an estimated 550,000 to 575,000 auto parts and accessories each week.



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## AMAZON SHOWED A 25 PERCENT GROWTH RATE IN AUTO PARTS AND ACCESSORIES IN 2013. EBAY MOTORS IS MOVING AN ESTIMATED 550,000 TO 575,000 AUTO PARTS AND ACCESSORIES EACH WEEK.

- HEDGES & CO. REPORT

"Amazon is now our industry's biggest online retailer and many of our industry's other online retailers have realized Amazon is the one to watch," the Hedges report says. "These online retailers are continuing to push for better websites to compete with Amazon and are getting aggressive with auto parts SEO and PPC marketing."

"Whether you view those companies as partners or competitors, you are going to need a technology solution to help you succeed at this level," Thompson says. "We've been helping distributors at the warehouse level list their parts on eBay for a number of years. They look at it as a new channel, and present their full inventory like another storefront. Other companies see this is as a way to move dead stock."

### Different needs for different stakeholders

The e-commerce needs and challenges in the aftermarket are different based on each company's position in the supply chain. Distributors have been involved in e-commerce longer than other segments in the aftermarket, and their emerging needs tend to center around expanding their marketing breadths, reaching out to installers and customers directly, and addressing technology needs beyond what they require to serve their stores.

"For jobbers, their priority e-commerce initiative is to connect buyers," Thompson says. "They are looking for a cost effective way to connect all of their installers so they can give them a better experience obtaining parts."

B2C initiatives are also emerging for jobbers. "B2C tools and Web listing tools are becoming more important to jobbers as they present their inventory to more segments of the market," Thompson says.

Installers, meanwhile, need everyone upstream of their location to be online and trading electronically so they can use a single operational

model to source parts.

Last year, Epicor also launched a dealership product focused on solving the needs of dealer service departments that want to purchase aftermarket parts.

"Aftermarket repair facilities are used to thinking about multi-supplier models, and multiple grades of parts, but dealerships are not," Thompson says. "Dealerships want a tighter view of what they are looking at. We're trying to help them look at that inventory availability in a way they are used to seeing it. In that case, they are typically pulling inventory out of their own four walls."

As more and more entities within the aftermarket have become connected, the next big challenge centers on content. "If you don't have content, then customers aren't going to be able to find what they are looking for," Thompson says. "It has to be there, and be complete, current and available."

The way content is packaged also has to be more intelligent, since less skilled consumers (vehicle owners) are shopping for more complex parts. "So we have to start with graphics, intelligent navigation, asking the right questions about the vehicle, and guiding the consumer to the acquisition of the right solution," Thompson says.

As a technology provider, Epicor sees its biggest challenge in managing ever-growing data sets. "As you might expect, with the emergence of electronic processing, there is more and more frequent publishing of data and more frequent changes to that data," Thompson says.

The ability to work with Big Data by marrying the various inputs from both ends of the supply chain will be increasingly important. "There's a great challenge and opportunity in bringing together, in an integrated fashion, all of this data in a way that lets you solve the needs of a specific customer at a particular time," Thompson says. □



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LuK also knows that there are times when they might need help with a clutch replacement on a tough vehicle application.

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AUTOMOTIVE AFTERMARKET



# STRIFE PROMPTS UNCERTAINTY

## RUSSIA, UKRAINE CONFLICT UNDER SCRUTINY

BY **JAMES E. GUYETTE** | NEWS CORRESPONDENT

Ukraine is teetering on the brink of civil war with a Russian invasion force amassed along its eastern border. Prior newsreels of Russians commandeering Ukrainian tanks and spinning donuts in the town square had escalated into sustained gunfire and a mounting death toll.

The impact on the respective nations' automotive sectors and their American vendors remains uncertain amid diplomatic efforts to ease the conflict. An accelerated prospect of heightened U.S. economic sanctions against Russia is equally up in the air as the American public retains an isolationist posture.

### TRENDS & MARKET ANALYSIS

Europe's leaders have 460 billion reasons to balk at pressing the issue. Russia's annual trade with the European Union is \$460 billion compared to \$40 billion in U.S.-Russian trade relations. In addition, Europe is heavily dependent on Russia's fuel

output and other natural resources.

"I am not able to make a prediction as to what will happen with regards to sanctions; the situation changes daily at the moment," says Kenneth C. Duckworth, principal commercial officer with the U.S. Commercial Service in Russia.

**Numerous American and overseas automakers are already up and running in Russia, and the same holds true for Ukraine's \$1.8-billion car parc.**

"I think, however, you should keep two things in mind," Duckworth explains in an exclusive interview with *Aftermarket Business World*. "One, the U.S. sanctions and the sanctions imposed by our European partners are limited to a small group of people and are targeted at their personal assets, and two, we are not discouraging companies to do business in Russia."

U.S.-based firms pondering business interests in the region are encouraged to do their due diligence.

"They should be familiar with the executive orders and seek out guidance and updates from the Treasury Department's Office of Foreign Assets Control (OFAC). If necessary, seek

### INTERNATIONAL NEWSMAKER

## Q&A

**JEFF VICTER**

Global sales director at GoldenWest Lubricants Inc.



## Q

**WHAT IS THE IMPACT OF THE VIOLENCE IN UKRAINE ON YOUR SALES OPERATIONS THERE?**

## A

It has not affected Prolong's business there as yet. Prolong's customers order every 60 days, roughly, so time will tell. But, as of now,

it has not had an impact.

Q: What is the extent of your Russian market?

A: Russia is one of our bigger distributors, and they also help us coordinate the distribution of our products in a lot of the republics such as in Ukraine, Latvia and anything that was the former Soviet republic. We coordinate all of that through one regional distributor based in St. Petersburg, Russia.

Q: How did you initially embark upon your overseas marketing presence?

A: It's a product of Prolong's success in the U.S. In the early days, back in 1995-1998, when Prolong ran infomercials here in the States, the spots ran at all off-times, like in the middle of the night. So as businessmen from overseas would travel here, because of the time change, they would see them and Prolong would receive quite a few calls as a direct result.



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## “WITH MORE THAN \$10 BILLION COMMITTED TO UPGRADING FACILITIES AND EXPANDING CAPACITY THROUGH 2020, THE AUTO INDUSTRY IS THE ONE INDUSTRIAL SECTOR IN RUSSIA THAT IS ATTRACTING SERIOUS LEVELS OF DIRECT FOREIGN INVESTMENT.”

– BOSTON CONSULTING GROUP REPORT

The international distributors were watching TV at odd hours of the day, saw this infomercial, and said: “I have to bring this back to my country.” That really did work – those very late night infomercials. We weren’t necessarily targeting international businessmen at that time, but that is how several of our first international distributors were, in fact, attracted.

Fast-forward to 2014; we sell in over 30 countries and our international sales represent a good portion of our business.

Q: What are some of your key international markets?

A: Europe is the biggest territory of all our international business. We’re in Hungary, Iceland, Italy, Poland, Romania, Sweden and Turkey.

We’re strong in South America/Latin America. We do business in Mexico, Guatemala, Panama, Chile, Peru, Uruguay and others.

We sell in the Middle East. I took a trip to Dubai initially about three years ago and last year I accompanied the SEMA (Specialty Equipment Market Association) contingent that went with SEMA’s international director, Linda Spencer.

We also do a good business in South Africa; that’s one of our bigger distributors. Asia is a strong continent as well; we do have good distribution, and we do business in China.

Q: Is there an untapped nation that you are considering venturing into?

A: We have not set anything up in Australia as of yet, but we’d like to.

### Background on GoldenWest

Jeff Victer says the California-based company’s Prolong Super Lubricants line produces a wide range of chemicals and car care products, including engine, fuel and transmission additives; chassis and wheel lubricants; rust, vinyl and leather protectants; and waxes.

“In the early 1990s,” Victer recalls, “the founders started in the back of a small shop, packing the product themselves. Today, millions of bottles of Prolong products have been sold all over the world. Despite the rapid growth, the company maintains its ingrained entrepreneurial spirit and grassroots contact with customers. The firm also supports a philosophy of good corporate citizenship by contributing to a variety of community and service organizations, particularly those focusing on young people.”

The products are formulated with the company’s Anti-Friction Metal Treatment (AFMT) advanced technology to chemically bond to metal surfaces in the engine to generate a protective layer that prevents metal-on-metal grinding – the cause of unwanted friction and increased heat, according to Victer.

They are designed to restore engine effi-

ciency, optimize fuel economy and protect engines. “In today’s economy, car owners often keep their vehicles longer and need them to last longer,” Victer says.

“Early in its introduction, Prolong technology was put to the test in major industrial and manufacturing applications such as the massive DeBeers gold and diamond mines in South Africa, the copper mines of Chile and the commercial/industrial equipment found in Detroit-type automotive facilities.

“The most visible and dramatic arena for Prolong to ‘show its stuff’ has been the world of motor sports,” he continues. “Under the most grueling conditions and skeptical gazes of the best drivers, mechanics and crew chiefs in the world, Prolong products have helped take the checkered flag. NASCAR, NHRA, IHRA and Indy Racing League teams have relied on Prolong products for over a decade,” Victer says.

He goes on to recount how the line first reached the average car owner through the “Million Dollar Challenge” TV infomercial, which featured “sand in the engine” demonstration driving a red Viper around the Willow Springs track in the scalding Southern California desert. The half-hour show aired more than 100,000 times and achieved widespread recognition and response. A groundswell of consumer demand followed the debut of the infomercial, he said, and major retailers were anxious to stock Prolong products.

out a determination from OFAC,” Duckworth advises. “The lists containing all sanctioned individuals on this executive order, and any government order, are described on the Bureau of Industry and Security website. It is a best practice to check all international contacts and clients against these lists before engagement and/or shipment.”

Duckworth also notes that at press time the Specialty Equipment Manufacturers Association (SEMA)

planned to move forward with its Russia Business Development Conference in Moscow on May 22.

Set for May 21-24, the conference was taking place at the Moscow Marriott Grand Hotel. “SEMA Week in Russia” was indeed gearing up to proceed as scheduled, according to Linda Spencer, SEMA’s director of international and government relations.

“We have been in close and ongoing contact with U.S. government officials

both in the U.S. and in our embassy,” she says. “At this point (in early May) the U.S. government sees no reason to cancel or postpone our event. The sanctions imposed by the U.S. government in reaction to Russian actions in Crimea and Eastern Ukraine have been very limited in scope and there are no safety or other concerns currently in Moscow in terms of U.S. businesses seeking to sell into the market,” says Spencer.

She added that organizers were receiving ongoing briefings on the latest developments.

### A passion for customizing

An enthusiastic conference delegation was eager to explore Russia's aftermarket opportunities.

"There is great demand for U.S. products in the region, and the reaction among buyers to the first-ever delegation of leading American brands coming to the region has been extremely positive," Spencer says.

"This first trip will include the opportunity to meet with resellers both in one-on-one meetings and more informally. The U.S. manufacturers will also have the opportunity to visit specialty shops in the area – to those shops catering to the off-road enthusiasts as well as speed shops," she says.

Rounding out the schedule was the opportunity to participate in a roundtable with local retailers, wholesalers and installers to learn more about the developing distribution system for specialty products and learn about the latest trends and interests in the marketplace.

SEMA has designated Russia and the NIS region – the 29 countries that comprise the former Soviet Union's "Newly Independent States" – as an important and potentially productive overseas marketing initiative.

"The selection of the Middle East, China and now Russia is based on an evaluation of a couple of key indicators," Spencer says. Russian drivers display "a passion for customizing," and the expansive nation of 143.4 million people is soon to be the largest automotive market in Europe. "Off-roading is extremely popular in Russia, and drifting and other racing events are drawing an ever-increasing number of enthusiasts," she adds.

"Also," says Spencer, "Russians are increasingly looking to personalize their vehicles, and car dealers as well as more typical specialty shops are providing aftermarket products for the

array of vehicles on Russian roads."

Another benefit cited is the population's growing disposable income for purchasing auto accessories. Russia has the highest gross domestic product per capita among the members of the BRIC nations (Brazil, Russia, India, China and South Africa).

"Experts expect Russia to be one of the biggest world consumer markets within the next decade," according to Spencer. "Lastly, we seek to focus our attention on countries where the rules for specialty products are just being established. That is the case in Russia."

As the local specialty equipment industry grows, authorities have the opportunity to draw upon systems, such as in the U.S., which allow maximum freedom to create products as long as the products and their use are safe and do not take vehicles out of compliance.

This legislative framework, which has developed in the 50 years since the development of the specialty market in the U.S., has aided in the growth of a market worth \$32 billion annually in the U.S., Spencer says.

Duckworth agrees. Given the current dynamics in this automotive sector, the U.S. Commercial Service strongly believes that significant opportunities for growth and expansion exist in Russia for U.S. manufacturers of automotive parts and components.

"Russians are prepared to pay for quality vehicles, while at the same time the Russian automotive manufacturers and the Russian government are seeking technology and business partnerships to meet this demand," he says.

"Russia's auto industry is back from the brink," according to a Boston Consulting Group report released in 2013. "It recovered to pre-crisis sales levels in 2012 and – more importantly – is currently benefiting from an unprecedented amount of investment into new and modernized production facilities. With more than \$10 billion committed to upgrading facilities and expanding capacity through 2020, the auto industry is the one industrial sector in Russia that is attracting serious levels of direct foreign investment."

The Boston Consulting Group's analysis goes on to note "it remains to be

seen whether this wave of investment and modernization will be sufficient to transform the Russian auto industry. The question is whether the upgrades and expansion will elevate the sector's products, customer service, productivity and cost efficiency to be globally competitive in the face of a more uncertain macroeconomic outlook, slower growth in demand and continued pressure from imports."

### Dicey outlooks

Numerous American and overseas automakers are already up and running in Russia, of course, and the same holds true for Ukraine's \$1.8-billion car parc – although the nation's sputtering economy and the civil strife is certainly creating a dicey near-term outlook.

Ukraine's largest automotive producer is the Ukrainian Motor Corp., commonly known as UkrAVTO and also AvtoZAZ.

Founded in 1863 by Mennonite colonist Abraham Koop of The Netherlands to produce farm equipment, UkrAVTO has grown to encompass 400 car dealerships and an extensive network of service centers throughout Ukraine. It is the exclusive importer and authorized dealer for more than 20 overseas OEMs, including Mercedes-Benz, Jeep, Chrysler, Dodge, Kia, Opel, General Motors, Nissan, Renault, Toyota, Chery, Lada and Tata.

UkrAVTO's ZAZ Sens model, with a 14 percent market share, is the embattled nation's top-selling car, followed by the ZAZ VIDA.

"ZAZ vehicles represent the quality of domestic automotive industry proven over the years, which is chosen by the compatriots without any hesitation," says company General Director Andriy Zalutskiy in a March press release.

Although the website retains a cheerful attitude regarding sales success and quality production with no mention of the erupting unrest, company executives did not respond to an *Aftermarket Business World* interview request.

It is difficult to discount a sense of foreboding as UkrAVTO's state-of-the-art Zaporizhia Automobile Building Plant is located northeast of Crimea in close proximity to the hotly disputed – and heavily fortified – border with Russia. □



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## CONSUMER ATTITUDE STUDY



### CONSUMERS KEEPING CARS ON REGULAR MAINTENANCE SCHEDULES

BY **BRUCE ADAMS** | MANAGING EDITOR

**AS THE** average age of U.S. vehicles on the road continues to increase and now exceeds 11 years, a large majority of consumers say they are taking their cars in for regular maintenance, according to the *Aftermarket Business World* Consumer Attitude Study.

More than three-fourths of respondents surveyed said their vehicles receive maintenance on a regular basis. Some 82 percent to 87 percent of consumers in several categories said they take their car in for regular maintenance.

About 90 percent of consumers in most categories say they take their vehicles in for regular or occasional maintenance.

Those who say they only take their vehicles in for maintenance when a repair is necessary were consistently in single

percentage points, averaging about 6 percent of respondents.

Consumers also tend to compare prices. More than 50 percent of respondents in seven of the 10 categories surveyed said they compared prices when shopping. Respondents are least likely to price shop for wipers (40 percent) and fuel pumps (43 percent) and most likely to price shop for gaskets (88 percent) and chassis parts (85 percent).

**Methodology:** The survey sampling for the 2014 *Aftermarket Business World* Consumer Attitude Study consisted of a consumer-sampling panel via email. Of the 23,193 invitation sent, there were 1,635 responses for a response rate of 7.04 percent and a +/-2.1 percent margin of error at the 95 percent confidence level. □



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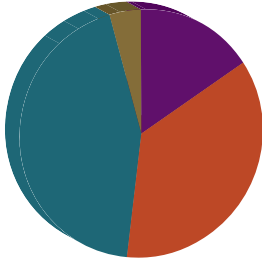
Photos: Thinkstock



**STAYING ON SCHEDULE**

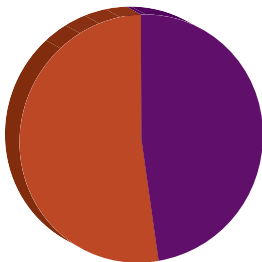
# AUXILIARY LIGHTING

## Customer service at purchase location:



■ Outstanding	16%
■ Great	36%
■ Good	44%
■ Poor	4%
■ Terrible	0%
■ Didn't receive	0%

## Likelihood of returning to purchase location:



■ Highly likely	48%
■ Likely	52%
■ Somewhat likely	0%
■ Somewhat unlikely	0%
■ Not at all likely	0%

**54%** of consumers compared prices when shopping for this product.

**48%** of consumers personally installed the product they purchased.

### Primary purchase intent:

Replace damaged lighting	58%
Upgrade lighting	31%
For custom application	3%
Other	8%

### The top five advertising channels:

Saw/heard no ads	15%
Television	8%
Newspaper	31%
Direct mail	27%
Magazine	4%

### Primary purchase location:

Auto chain	64%
Discount store	8%
Independent auto store	12%
Independent repair shop	4%
Dealership	4%
Online/Internet	4%

## BUYING HABITS

The top five reasons for purchasing a particular type of auxiliary lighting:

Brand name	27%
Performance claim/guarantee	15%
Recommendation	23%
Lowest price	23%
Other	12%

Likelihood to repurchase product based on performance:

Highly likely	42%
Likely	21%
Somewhat likely	29%
Somewhat unlikely/not at all likely	8%

### Vehicle age:

< 1 year	7%
2-5 years	33%
6-9 years	30%
10+ years	30%

### Other work done:

None	32%
Oil change	60%
Tune up	24%
Tire rotation	20%
Collision/body repair	12%
Other	4%

Some chart totals exceed 100 percent as a result of respondents providing multiple answers. Others do not reach 100 percent as all answer options are not represented.



# Safer travels ahead

with Philips upgrade headlights and  
Philips Headlight Restoration Kit

Give your customers **30%, 60%, or up to 100% more light** on the road with Philips upgrade headlights.


And help them restore hazy headlight lenses to like-new condition with the Philips Headlight Restoration Kit with UV Protection.

Give your customers **more light** on the road for a safer drive with Philips upgrade headlights and Philips Headlight Restoration Kit.



Scan the code to watch the Philips Headlight Restoration Kit video.

To learn more call 1-800-257-6054  
[www.philips.com/automotive](http://www.philips.com/automotive)

innovation  you



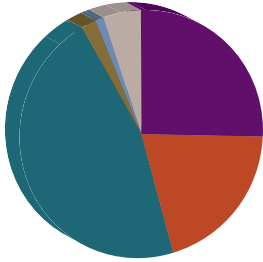
# PHILIPS



**STAYING ON SCHEDULE**

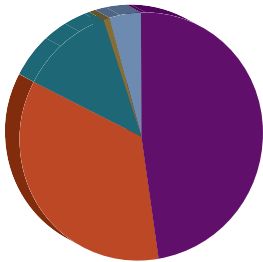
# BRAKES

## Customer service at purchase location:



■ Outstanding	26%
■ Great	20%
■ Good	46%
■ Poor	2%
■ Terrible	1%
■ Didn't receive	5%

## Likelihood of returning to purchase location:



■ Highly likely	48%
■ Likely	35%
■ Somewhat likely	12%
■ Somewhat unlikely	1%
■ Not at all likely	4%

**64%** of consumers compared prices when shopping for this product.

**19%** of consumers personally installed the product they purchased.

### Primary purchase intent:

Worn out brakes	37%
Brakes making noise	24%
Mechanic recommended	13%
Pedal pulsating/grinding	21%

### The top five advertising channels:

Internet/email	27%
Television	29%
Newspaper	15%
Direct mail	27%
Other	17%

### Primary purchase location:

Auto chain	55%
Discount store	5%
Independent auto store	4%
Independent repair shop	19%
Dealership	10%
Other	2%

## BUYING HABITS

### The top five reasons for purchasing a particular type of brake:

Brand name	15%
Performance claim	22%
Recommendation	27%
Lowest price	21%
Other	5%

### Likelihood to repurchase product based on performance:

Highly likely	58%
Likely	28%
Somewhat likely	12%
Somewhat unlikely/not at all likely	2%

### Vehicle age:

< 1 year	7%
2-5 years	25%
6-9 years	36%
10+ years	33%

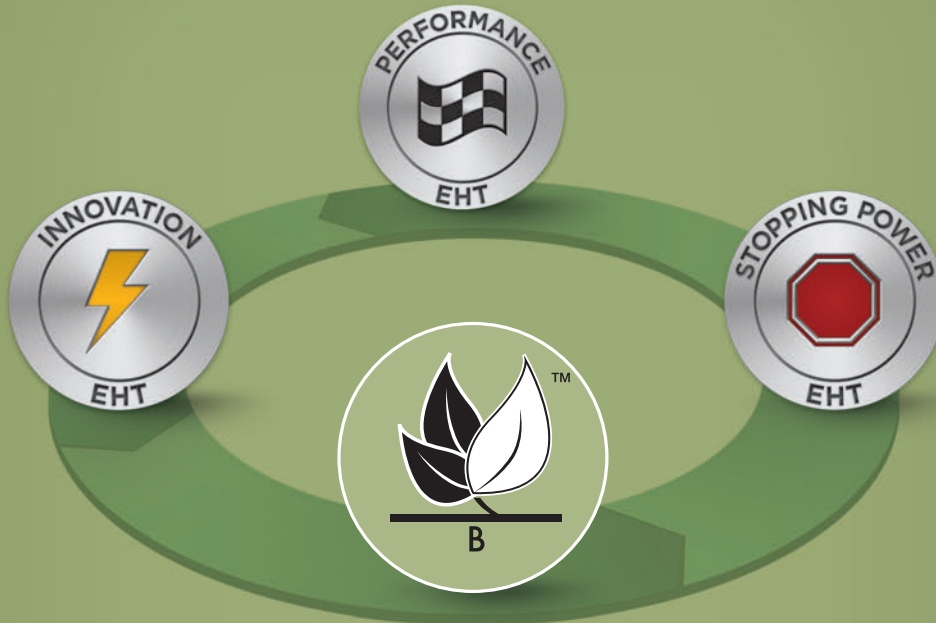
### Other work done:

None	50%
Shocks/struts	14%
Steering/suspension maintenance	9%
Transmission service	8%
Tire rotation/replacement	33%
Other	8%

Some chart totals exceed 100 percent as a result of respondents providing multiple answers. Others do not reach 100 percent as all answer options are not represented.



# BETTER BRAKING TECHNOLOGY COMES FULL CIRCLE



Copper Compliant To 2025.

## TURN OVER A NEW LEAF WITH ELEMENT3™ ENHANCED HYBRID TECHNOLOGY AUTOMOTIVE BRAKE PADS.



Our historic innovation, proven performance and new generation of copper compliant friction will deliver the stopping power you expect from Raybestos®, The Best in Brakes™. ELEMENT3 premium brake pads with Enhanced Hybrid Technology deliver the best attributes of ceramic and semi-metallic in one brake pad for unprecedented braking control, and are copper compliant to 2025. Our phased approach to reduce copper and other chemical constituents in our friction formulas is just one way Raybestos brakes is exploring green alternatives.

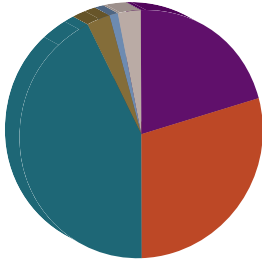
[www.element3eht.com](http://www.element3eht.com)





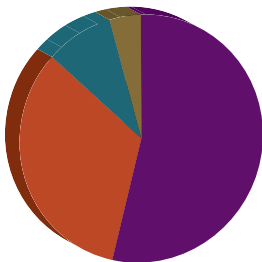
# CHASSIS

## Customer service at purchase location:



■ Outstanding	21%
■ Great	29%
■ Good	43%
■ Poor	3%
■ Terrible	1%
■ Didn't receive	3%

## Likelihood of returning to purchase location:



■ Highly likely	54%
■ Likely	33%
■ Somewhat likely	9%
■ Somewhat unlikely	4%
■ Not at all likely	0%

**85%** of consumers compared prices when shopping for this product.

**26%** of consumers personally installed the product they purchased.

## BUYING HABITS

The top five reasons for purchasing a particular type of chassis part:

Brand name	26%
Performance claim	22%
Recommendation	24%
Lowest price	15%
Other	2%

Likelihood to repurchase product based on performance:

Highly likely	44%
Likely	37%
Somewhat likely	17%
Somewhat unlikely/not at all likely	2%

### Primary purchase intent:

Heard noises, rattled in front	49%
Mechanic's recommendation	19%
To upgrade	11%
Other	9%

### The top five advertising channels:

Saw/heard no ads	17%
Television	28%
Newspaper	28%
Direct mail	19%
Internet/email	28%

### Vehicle age:

< 1 year	9%
2-5 years	27%
6-9 years	29%
10+ years	35%

### Primary purchase location:

Auto chain	36%
Discount/Department store	16%
Independent auto store	11%
Independent repair shop	26%
Dealership	2%
Online/Internet	9%

### Other work done:

None	19%
Alignment	48%
Brake repair	35%
Tires rotated/replaced	29%
Steering/suspension maintenance	25%
Other	0%

Some chart totals exceed 100 percent as a result of respondents providing multiple answers. Others do not reach 100 percent as all answer options are not represented.



## VERTICAL CONTROL ARM BUSHING FAILURE

CHRYSLER SEBRING & CIRRUS,  
DODGE STRATUS & NEON,  
CHEVY COBALT & MALIBU,  
HONDA ODYSSEY, OTHERS

## THE PROBLEM SOLVER®

### PROBLEM:

#### OE vertical control arm bushings are prone to premature failure

OE-style bushings are made of hard rubber bonded to the housing and sleeve. During suspension travel the rubber of the vertical bushing is stretched and compressed. This repeated stress can lead to the rubber separating from the housing or bolt sleeve in as little as 30,000 miles. In addition, when replacing with a similar OE-style bushing, the hard rubber makes it difficult to align the sleeve with the hole in the frame. Installing the bolt is typically very difficult.



OE-STYLE BUSHING

P/N	FITS CONTROL ARMS FOR THESE APPLICATIONS
K200785	Chrysler Cirrus 00-95; Sebring 06-96; Dodge Stratus 06-95; Plymouth Breeze 00-96
K200786	Lexus ES300 01-92; Toyota Avalon 01-95; Camry 01-92
K200787	Buick Allure 09-05; Century 05-97; LaCrosse 09-05; Regal 04-97; Rendezvous 07-02; Terraza 07-05; Chevrolet Impala 11-00; Monte Carlo 07-00; Uplander 08-05; Venture 05-99; Oldsmobile Intrigue 02-98; Silhouette 04-97; Pontiac Aztek 05-01; Grand Prix 08-97
K200788	Honda Odyssey 04-99
K200789	Buick Skylark 98-94; Chevrolet Beretta 96-94; Corsica 96-94; Oldsmobile Achieva 98-94; Pontiac Grand Am 98-94
K200790	Chevrolet Camaro 02-93; Pontiac Firebird 02-93
K200791	Dodge Neon 99-95; Plymouth Neon 99-95
K200792	Chevrolet Cavalier 05-95; Classic 05-04; Cobalt 10-05; Malibu 03-97; Oldsmobile Alero 04-99; Cutlass 99-97; Pontiac G5 10-07; Grand Am 05-00; Pursuit 06-05; Sunfire 05-95; Saturn Ion 07-04; Ion-1 05-03; Ion-2 07-04; Ion-3 07
K200795	Ford Escape 04-01; Mazda Tribute 04-01
K200797	Chrysler Neon 02-00; PT Cruiser 10-01; Dodge Neon 05-00; SX 2.0 05-03; Plymouth Neon 01-00
K200799	Honda Civic 05-01
K200800	Dodge Caliber 11-07; Jeep Compass 10-07; Patriot 10-07

Also available pre-installed on select MOOG premium control arms.

### SOLUTION:

#### MOOG® Problem Solver® Control Arm Bushing

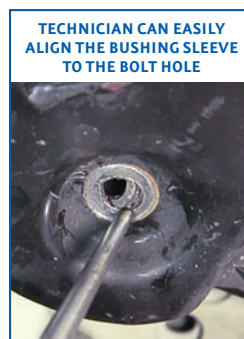
**NEW**

The patent-pending MOOG® Problem Solver® Control Arm Bushing features an innovative ball-and-socket design that eliminates the rubber expansion and compression that leads to premature failure in traditional rubber bushings.

The new MOOG design provides improved steering and handling feel while lasting up to 10 times longer than traditional hard-rubber bushings.

The control arm bushing assembly is permanently lubricated and sealed with premium MOOG boots to prevent contamination.

The exclusive MOOG bushing design also makes it easier to install the control arm assembly by allowing the technician to easily align the bushing sleeve to insert the bolt, saving time and frustration.



TECHNICIAN CAN EASILY ALIGN THE BUSHING SLEEVE TO THE BOLT HOLE



DESIGN ALLOWS SMOOTH ROTATIONAL MOVEMENT

SEALED MOOG POLYURETHANE BOOT KEEPS CONTAMINANTS OUT



EXCLUSIVE BALL-AND-SOCKET DESIGN

PERMANENTLY LUBRICATED ASSEMBLY



For parts lookup, visit [www.FMe-cat.com](http://www.FMe-cat.com) tech line: 1-800-325-8886

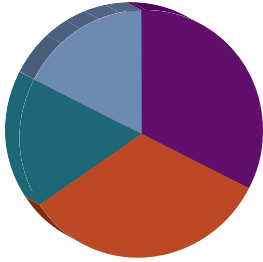
[moogproblemsolver.com](http://moogproblemsolver.com)



STAYING ON SCHEDULE

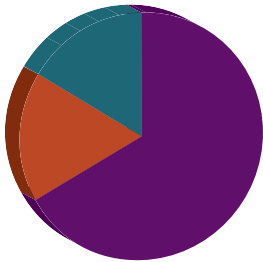
## FUEL PUMPS

## Customer service at purchase location:



■ Outstanding	33%
■ Great	33%
■ Good	17%
■ Poor	0%
■ Terrible	17%
■ Didn't receive	0%

## Likelihood of returning to purchase location:



■ Highly likely	67%
■ Likely	17%
■ Somewhat likely	16%
■ Somewhat unlikely	0%
■ Not at all likely	0%

**43%** of consumers compared prices when shopping for this product.

**17%** of consumers personally used the product they purchased.

## Primary purchase intent:

Fuel pump belt needs replaced	14%
Regular maintenance	43%
Fuel pump was leaking	0%
Other	43%

## The top five advertising channels:

Saw/heard no ads	50%
Television	17%
Newspaper	50%
Direct mail	17%
Magazine	17%

## Primary purchase location:

Auto chain	50%
Discount store	0%
Independent auto store	33%
Independent repair shop	0%
Dealership	17%
Onlin/Internet	0%

## BUYING HABITS

The top five reasons for purchasing a particular type of fuel pump:

Brand name	29%
Performance claim	0%
Recommendation	29%
Lowest price	14%
Other	28%

Likelihood to repurchase product based on performance:

Highly likely	50%
Likely	0%
Somewhat likely	33%
Somewhat unlikely/not at all likely	17%

## Vehicle age:

< 1 year	13%
2-5 years	13%
6-9 years	25%
10+ years	50%

## Other work done:

None	71%
Oil change	43%
Checked/filled fluids	14%
Checked filters	14%
Checked tire pressure	14%
Checked belts and hoses	14%

Some chart totals exceed 100 percent as a result of respondents providing multiple answers. Others do not reach 100 percent as all answer options are not represented.

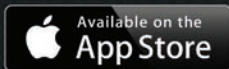
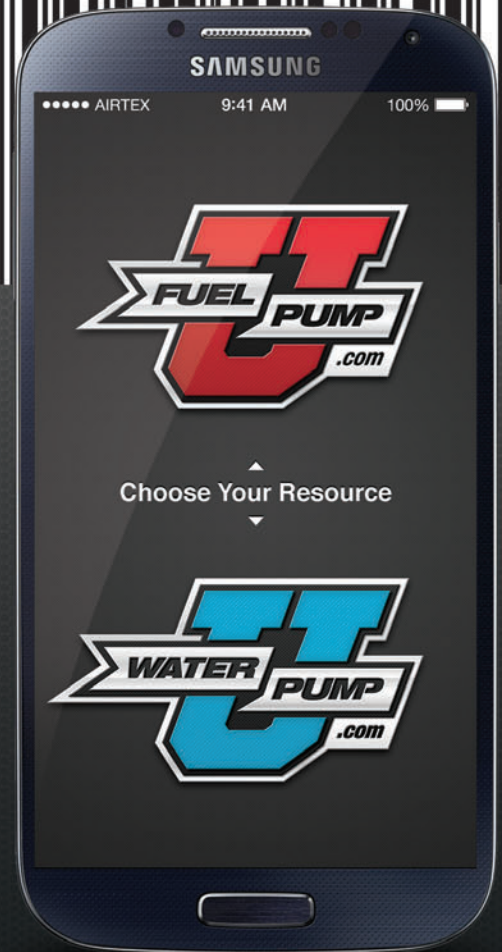
# TWO PUMPS ARE BETTER THAN ONE

FREE AIRTEX VIN SCAN APP GIVES YOU INSTANT FUEL AND WATER PUMP INFO.

Whether you're searching for information on vehicle fuel pumps or water pumps, your search just got easier. Download the free Airtex VIN Scan App today. It uses your smartphone's camera to scan the VIN and takes you to a wealth of product information like technical specifications and installation videos.

Originally created for fuel delivery information, the Airtex VIN Scan App now includes information on water pumps and cooling systems. The app is full of user-friendly resources like downloads, videos, and free tech support. Plus, the app is now available for both Android and Apple mobile devices.

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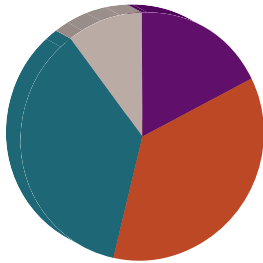
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Exceptional Quality. Unmatched Support.

STAYING ON SCHEDULE

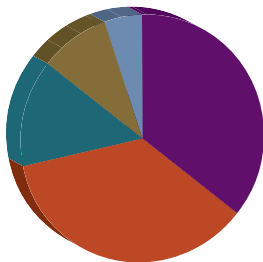
## GASKETS

## Customer service at purchase location:



■ Outstanding	18%
■ Great	36%
■ Good	36%
■ Poor	0%
■ Terrible	0%
■ Didn't receive	10%

## Likelihood of returning to purchase location:



■ Highly likely	36%
■ Likely	36%
■ Somewhat likely	14%
■ Somewhat unlikely	9%
■ Not at all likely	5%

**88%** of consumers compared prices when shopping for this product.

**27%** of consumers personally installed the product they purchased.

## Primary purchase intent:

■ Need as part of larger repair	44%
■ Mechanic recommended	44%
■ To stop fluid leak	9%
■ Other	4%

## The top five advertising channels:

■ Magazine	17%
■ Television	33%
■ Newspaper	33%
■ Direct mail	17%
■ Other	21%

## Primary purchase location:

■ Auto chain	27%
■ Discount store	5%
■ Independent auto store	9%
■ Independent repair shop	14%
■ Dealership	41%
■ Other	5%

## BUYING HABITS

## The top five reasons for purchasing a particular type of gasket:

Brand name	33%
Performance claim/guarantee	4%
Recommendation	25%
Lowest price	25%
Other	4%

## Likelihood to repurchase product based on performance:

Highly likely	48%
Likely	38%
Somewhat likely	5%
Somewhat unlikely/not at all likely	9%

## Vehicle age:

< 1 year	13%
2-5 years	25%
6-9 years	42%
10+ years	21%

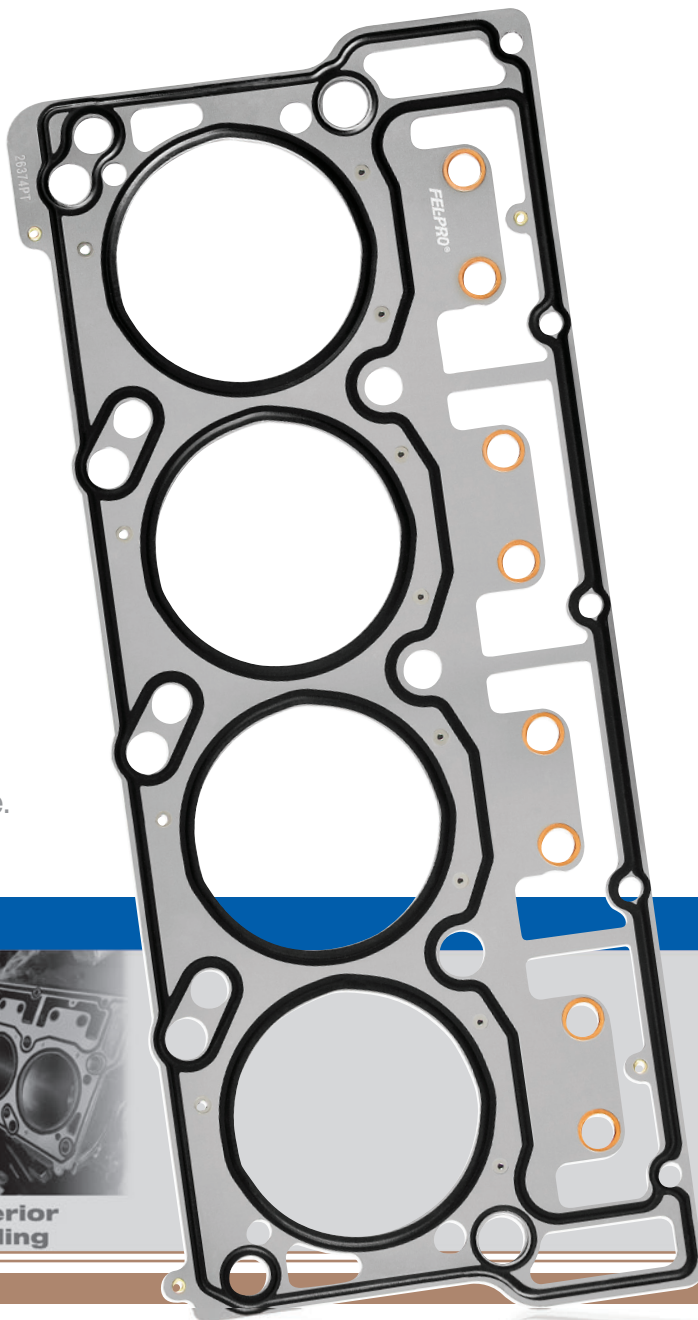
## Other work done:

None	38%
Preventative maintenance	25%
Engine repair	25%
Non-engine repair	13%
Performance/customization work	8%
Check engine light diagnostics	8%

Some chart totals exceed 100 percent as a result of respondents providing multiple answers. Others do not reach 100 percent as all answer options are not represented.

# For the Powerstroke® 6.0L only Fel-Pro® has it all.

The 6.0L Powerstroke® engine is tough on head gaskets. It demands a gasket with superior materials and patented technologies – developed through dedicated engineering – to endure high horsepower, pressure and temperatures. A gasket you can trust to solve problems and reliably seal this demanding engine.



## FEL-PRO ONLY



**Exhaustive  
R&D**



**Strength &  
Innovation**



**Superior  
Sealing**

Ford® Powerstroke® 6.0L (Navistar)  
Fel-Pro PermaTorque® MLS Head Gasket

#26374PT – 18mm dowels  
#26375PT – 20mm dowels

FELPRO-ONLY.com

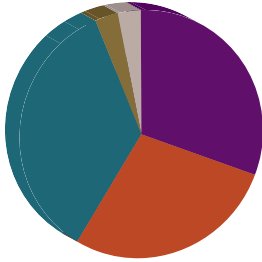
**FELPRO**  
**FEL-PRO®**  
THE GASKETS PROFESSIONALS TRUST™

FEDERAL-MOGUL  
MOTORPARTS


 STAYING ON SCHEDULE

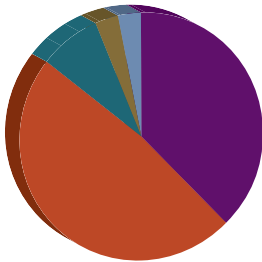
# OXYGEN SENSORS

## Customer service at purchase location:



■ Outstanding	31%
■ Great	28%
■ Good	35%
■ Poor	3%
■ Terrible	0%
■ Didn't receive	3%

## Likelihood of returning to purchase location:



■ Highly likely	38%
■ Likely	48%
■ Somewhat likely	8%
■ Somewhat unlikely	3%
■ Not at all likely	3%

**79%** of consumers compared prices when shopping for this product.

**37%** of consumers personally installed the product they purchased.

### Primary purchase intent:

Check engine light on	28%
Preventive maintenance	31%
Vehicle running sluggishly	28%
Mechanic recommended	14%

### The top five advertising channels:

Saw/heard no ads	23%
Television	15%
Newspaper	31%
Direct mail	15%
Internet/email	23%

### Primary purchase location:

Auto chain	40%
Discount chain store	17%
Independent auto store	10%
Independent repair shop	10%
Dealership	3%
Online/Internet	13%

## BUYING HABITS

The top five reasons for purchasing a particular type of oxygen sensor:

Brand name	21%
Performance claim	7%
Recommendation	29%
Lowest price	25%
In-store display/packaging	11%

Likelihood to repurchase product based on performance:

Highly likely	40%
Likely	40%
Somewhat likely	17%
Somewhat unlikely/not at all likely	3%

### Vehicle age:

< 1 year	13%
2-5 years	17%
6-9 years	40%
10+ years	30%

### Other work done:

None	45%
Tune-up	38%
Spark plug replacement	24%
Air filter replacement	21%
Ignition wire repair/replacement	3%
Other	0%

Some chart totals exceed 100 percent as a result of respondents providing multiple answers. Others do not reach 100 percent as all answer options are not represented.



Air-Fuel Ratio

Wide Band

The most complete O2 coverage in the industry ...  
**PERIOD**

Planar

Titania



**MORE** Model Coverage **FEWER** SKU's **HIGHER** Profits

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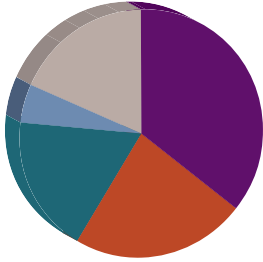


***YOUR FIRST CHOICE IN QUALITY PRODUCTS***


 STAYING ON SCHEDULE

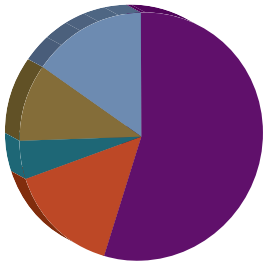
# SHOCKS & STRUTS

## Customer service at purchase location:



■ Outstanding	36%
■ Great	23%
■ Good	18%
■ Poor	0%
■ Terrible	5%
■ Didn't receive	18%

## Likelihood of returning to purchase location:



■ Highly likely	55%
■ Likely	15%
■ Somewhat likely	5%
■ Somewhat unlikely	10%
■ Not at all likely	15%

**63%** of consumers compared prices when shopping for this product.

**17%** of consumers personally installed the product they purchased.

### Primary purchase intent:

Bouncy ride/worn parts	36%
Poor vehicle handling	28%
Shock/strut leak	16%
Mechanic recommended	12%

### The top five advertising channels:

Saw/heard no ads	24%
Television	32%
Newspaper	20%
Direct mail	32%
Magazine	4%

### Primary purchase location:

Auto chain	39%
Discount store	4%
Independent auto store	9%
Independent repair shop	30%
Dealership	9%
Online/Internet	0%

## BUYING HABITS

### The top five reasons for purchasing a particular type of shock and strut:

Brand name	12%
Performance claim	12%
Recommendation	48%
Lowest price	20%
Coupon/rebate	8%

### Likelihood to repurchase product based on performance:

Highly likely	57%
Likely	30%
Somewhat likely	13%
Somewhat unlikely/not at all likely	0%

### Vehicle age:

< 1 year	4%
2-5 years	20%
6-9 years	28%
10+ years	48%

### Other work done:

None	36%
Alignment	48%
Tire rotation/replacement	44%
Suspension/steering components	12%
Brake repair	12%
Other	4%

Some chart totals exceed 100 percent as a result of respondents providing multiple answers. Others do not reach 100 percent as all answer options are not represented.

ReadyMount®  
Strut Assemblies

WE'VE EXPANDED OUR LINE  
BY MORE THAN 25%



Precision  
Engineered



Fit-Tested



Ride-Tested

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

We've added 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!

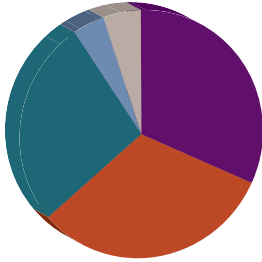
The  
Original  
**Gabriel**®  
Ride the independent spirit™



**STAYING ON SCHEDULE**

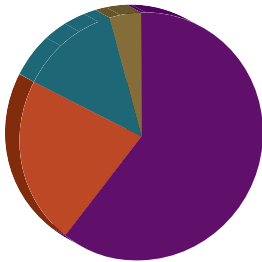
# SPARK PLUGS

## Customer service at purchase location:



■ Outstanding	32%
■ Great	32%
■ Good	27%
■ Poor	0%
■ Terrible	4%
■ Didn't receive	5%

## Likelihood of returning to purchase location:



■ Highly likely	61%
■ Likely	22%
■ Somewhat likely	13%
■ Somewhat unlikely	4%
■ Not at all likely	0%

**46%** of consumers compared prices when shopping for this product.

**38%** of consumers personally installed the product they purchased.

### Primary purchase intent:

Fix check engine light	29%
Routine maintenance	50%
Mechanic recommended	13%
Other	8%

### The top five advertising channels:

Saw/heard no ads	25%
Internet/email	30%
Newspaper	35%
Direct mail	20%
Magazine	10%

### Primary purchase location:

Auto chain	58%
Discount store	4%
Independent auto store	13%
Independent repair shop	4%
Dealership	4%
Online/Internet	4%

## BUYING HABITS

The top five reasons for purchasing a particular type of spark plug:

Brand name	17%
Performance claim	42%
Recommendation	17%
Lowest price	13%
Other	4%

Likelihood to repurchase product based on performance:

Highly likely	61%
Likely	22%
Somewhat likely	17%
Somewhat unlikely/not at all likely	0%

### Vehicle age:

< 1 year	4%
2-5 years	25%
6-9 years	17%
10+ years	54%

### Other work done:

None	50%
Battery check/replacement	25%
Checked/filled fluids	29%
Check engine light diagnostics	13%
Checked tire pressure	25%
Checked belts and hoses	29%

Some chart totals exceed 100 percent as a result of respondents providing multiple answers. Others do not reach 100 percent as all answer options are not represented.

# The Maintenance Solution™ When Performance Counts.



*Whatever brand  
of spark plugs you  
remove ... make  
sure you replace  
them with Champion.*

*Engineered to  
deliver the ideal  
maintenance solution  
for every type of  
vehicle ... and every  
kind of customer.*

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make, give your  
customers the name  
they can depend  
on ... Champion.*

## CHAMPION® IRIDIUM



Patented Iridium center and platinum ground electrode ensures maximum life.



Fine-wire center electrode and V-trimmed ground produces sharpest spark focus.

Exclusive Heat-Active™ alloy maintains stable operating temperature under all engine loads.

## DOUBLE PLATINUM POWER™



Patented center and ground electrode. Uses proprietary ground electrode weld process to ensure longer life.



Fine-wire center electrode and V-trimmed ground produce sharper spark focus.

Exclusive Heat-Active™ alloy maintains stable operating temperature under all engine loads.

## PLATINUM POWER™



Patented center electrode for long life.



Thin-wire center electrode and V-trimmed ground produce sharp spark focus.

Exclusive Heat-Active™ alloy maintains stable operating temperature under all engine loads.

For special offers and rebates visit  
[www.AlwaysAChampion.com](http://www.AlwaysAChampion.com)

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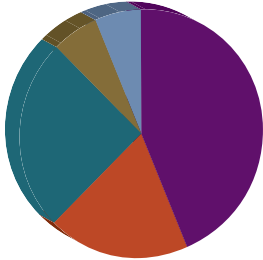
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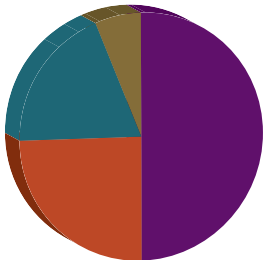
# WATER PUMPS

## Customer service at purchase location:



■ Outstanding	44%
■ Great	19%
■ Good	25%
■ Poor	6%
■ Terrible	6%
■ Didn't receive	0%

## Likelihood of returning to purchase location:



■ Highly likely	50%
■ Likely	25%
■ Somewhat likely	19%
■ Somewhat unlikely	6%
■ Not at all likely	0%

**81%** of consumers compared prices when shopping for this product.

**29%** of consumers personally installed the product they purchased.

## BUYING HABITS

The top five reasons for purchasing a particular type of water pump:

Brand name	31%
Performance claim	31%
Recommendation	13%
Lowest price	6%
In-store display/packaging	13%

Likelihood to repurchase product based on performance:

Highly likely	69%
Likely	19%
Somewhat likely	6%
Somewhat unlikely/not at all likely	6%

### Primary purchase intent:

Water pump is leaking	38%
Regular maintenance	38%
Water pump belt needs replaced	24%
Other	0%

### The top five advertising channels:

Saw/heard no ads	13%
Television	20%
Newspaper	40%
Direct mail	13%
Internet/email	40%

### Vehicle age:

< 1 year	6%
2-5 years	31%
6-9 years	25%
10+ years	38%

### Primary purchase location:

Auto chain	53%
Discount store	7%
Independent auto store	13%
Independent repair shop	7%
Dealership	13%
Department store	7%

### Other work done:

None	27%
Cooling hoses repaired/replaced	20%
Checked/filled fluids	13%
Cooling system flush	60%
Thermostat repair/replacement	27%
Check/replace belts and hoses	20%

Some chart totals exceed 100 percent as a result of respondents providing multiple answers. Others do not reach 100 percent as all answer options are not represented.

# GMB

## Performance & Durability For the Road Ahead



### The GMB Water Pump



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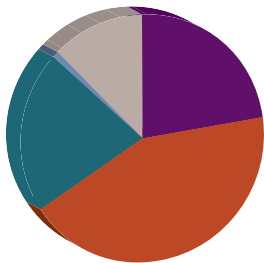


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STAYING ON SCHEDULE

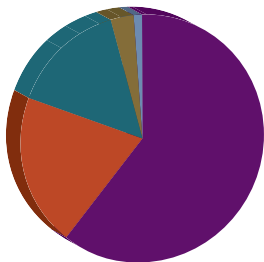
## WIPERS

## Customer service at purchase location:



■ Outstanding	23%
■ Great	43%
■ Good	21%
■ Poor	0%
■ Terrible	1%
■ Didn't receive	12%

## Likelihood of returning to purchase location:



■ Highly likely	61%
■ Likely	20%
■ Somewhat likely	15%
■ Somewhat unlikely	3%
■ Not at all likely	1%

**40%** of consumers compared prices when shopping for this product.

**47%** of consumers personally installed the product they purchased.

## Primary purchase intent:

Wipers performing poorly	73%
Preventive maintenance	10%
Broken wiper blade	15%
Seasonal change	2%

## The top five advertising channels:

Saw/heard no ads	57%
Television	12%
Newspaper	7%
Direct mail	12%
Internet/email	17%

## Primary purchase location:

Auto chain	53%
Discount store	21%
Independent auto store	7%
Independent repair shop	6%
Dealership	3%
Online/Internet	4%

## BUYING HABITS

## The top five reasons for purchasing a particular type of wiper:

Brand name	20%
Performance claim	25%
Recommendation	11%
Lowest price	27%
In-store display/packaging	9%

## Likelihood to repurchase product based on performance:

Highly likely	56%
Likely	32%
Somewhat likely	10%
Somewhat unlikely/not at all likely	1%

## Vehicle age:

< 1 year	3%
2-5 years	24%
6-9 years	25%
10+ years	48%

## Other work done:

None	69%
Oil change	25%
Checked/filled fluids	15%
Checked filters	14%
Checked tire pressure/new tires	16%
Checked belts and hoses	9%

Some chart totals exceed 100 percent as a result of respondents providing multiple answers. Others do not reach 100 percent as all answer options are not represented.



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# PRODUCTS

TOOLS, PARTS AND  
RESOURCES FOR EVERY  
SHOP EVERY DAY

## LED REPLACEMENT HEADLAMPS

Philips Automotive North America released its new line of Philips LED Headlamps for direct replacement



applications on a wide range of vehicles with traditional 5 x 7 inch rectangular and 7 inch round sealed beam headlamps. The DOT compliant LED headlamps feature LUXEON Altilon LED technology used in the latest luxury vehicles. They deliver a bright white 5600 K light output that is closer to the color temperature of daylight.

[www.philips.com/automotive](http://www.philips.com/automotive)

Philips Automotive North America

## UNIVERSAL JOINT FOR JEEP RUBICON

GMB, one of the largest universal joint manufacturers, offers a new U-joint designed specifically for front applications on the 2007-2012 Jeep Wrangler Rubicon. GMB universal joints provide proven durability under harsh road conditions, the company said.



[www.gmb.net](http://www.gmb.net)

GMB

## OXYGEN SENSOR

Bosch has introduced the new generation X-Four Oxygen Sensor for the aftermarket. The latest in a long line of oxygen sensors offered by Bosch, it is smaller, more compact, and offers greater flexibility to the OEMs in selecting the mounting position.



[www.boschautoparts.com](http://www.boschautoparts.com)

Bosch

# THE LATEST PRODUCTS

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AND KEEP YOUR BUSINESS PROFITABLE

## SWAY BAR LINK SOLUTIONS

SuspensionMAXX developed MAXXLink Heavy Duty Sway Bar End Links as a durable, cost efficient and long-lasting solution for the Dodge OEM end links. MAXXLinks also are available in extended lengths for vehicles that have leveled or lifted up to six inches. The MAXXLink end link system replaces the OEM ball-in-socket style link. Available for 1994 to 2014 Dodge Rams.

[www.suspensionmaxx.com](http://www.suspensionmaxx.com)

SuspensionMAXX

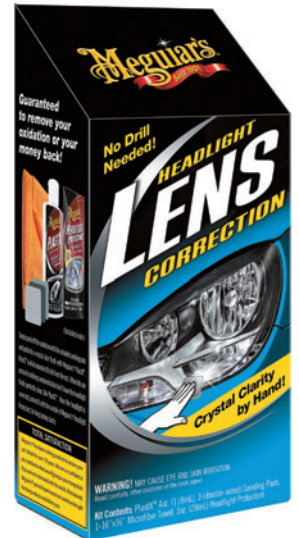


## HEADLIGHT LENS CORRECTION KIT

Meguiar's introduced its Headlight Lens Correction Kit, a do-it-yourself kit that contains everything needed to beautify the headlights of any car. It eliminates light oxidation, general cloudiness and surface scratches.

[www.meguiars.com](http://www.meguiars.com)

Meguiar's



## 'GREEN' BIOCLEAN SPRAY

BioClean Spray, a new addition to Cortec's bio-based line of products, is a blend of coconut oil phospholipids, "green" corrosion inhibitors and surfactants designed to disperse and inhibit microbiological growth. It is non-toxic, non-hazardous, biodegradable, and is manufactured from renewable resources. It is designed to clean hard surfaces such as wood, metal and plastics.

<http://www.cortecvci.com>

Cortec



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33" Power Assist  
Tire Changer



## BendPak XPR-10A

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2-Post Lift, Asymmetric



## Ranger DST64T

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with DataWand™ Entry



## Drester W-550

Special Wheel Washer



## LS580V-601

80-gal. Air Compressor



## TIRE SHOP COMBO

\$3610

## Ranger R980XR

Swing-Arm Tire Changer



## Ranger DST2420

Dynamic Wheel Balancer

## Ranger R23LT

24" Tilt-Back  
Tire Changer



## RMS 37880

Yellow Jacket AC  
Service Machine



## BendPak MD-6XP

6,000-lb. Mid-Rise,  
Frame Lift, Portable



## Ranger R980AT

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Single Power Assist



## BendPak HDS-14

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Length Car Lift



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Exact Match Connectors

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Factory-Installed Protective Loom

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