

AFTERMARKET BUSINESS WORLD™

FEBRUARY 2015

EVs DRAW ATTENTION FROM RECORD CROWDS AT AUTOMECHANIKA SHANGHAI



Reseller
Product
Study

Auxiliary
Lighting
Philips

Brakes

Water Pumps
GMB

DOMESTIC:

Industry News
Hot Auto Products
Opinion/Commentary
Special Reports

INTERNATIONAL:

International News
Global Events
Events Coverage
Import/Export Guide

SearchAutoParts.com

- Distribution
- Collision Repair
- Service Repair
- Technicians

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

Talk Shop Anytime





EVs DRAW ATTENTION FROM RECORD CROWDS AT AUTOMECHANIKA SHANGHAI

BY JAMES E. GUYETTE
News Correspondent

The Automechanika Shanghai exposition – Asia’s largest trade show for automotive parts, accessories, equipment and services – once again set attendance records in December by attracting 4,906 exhibitors and more than 89,000 attendees from 143 nations and regions throughout the world. Taiwan topped the list of international visitors, followed by Korea, Russia, Malaysia, Turkey, Iran, the U.S., India, Japan and Thailand. They walked the aisles of 17 permanent halls at the sprawling Shanghai New International Expo Centre plus 10 temporary halls representing a 5 percent increase in display area compared to the 2013 edition of the event.

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



Analysis by market

REPLACEMENT

Vendors: Takata, NHTSA facing criticism due to exploding airbag controversy.

EMERGING

Technology: Timken improves inventory optimization, supply chain performance.

INTERNATIONAL

Vendors: U.S. automakers dressing up luxury offerings to Chinese market.

CUSTOMERS

Dealers: Dealerships embrace millennials.

Research

Reseller Product Study: See what resellers had to say about their product purchases and their customers in this *Aftermarket Business World* research.

Online Special Reports

EXPERIAN AUTOMOTIVE

Aftermarket Opportunities: Longer vehicle ownership periods improve aftermarket sales and make customers less brand loyal, Experian analysis shows.

Opinion



Donny Seyfer
Preaching to the choir



AASA's OAC
Latin American market revival continues



Rachel Miller
What you need to know about selling parts online



Mark Smith
When competitors get married



Stephen Barlas
NTSB considers tire registration changes

Reseller Product Study

Auxiliary Lighting Philips

Brakes

Water Pumps GMB

PHOTO COURTESY: AUTOMECHANIKA SHANGHAI

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

➔ **RELATED** articles

➔ **AUTHOR** bio

Automechanika Shanghai



The Chinese and regional governments have introduced policies supporting NEVs.



The tally of international exhibitors rose by 6 percent for a total of 581, with a 5 percent increase in participating Chinese companies to 4,325.

Nearly 40 nations and regions were represented among the booths, including five new countries – Belarus, Jordan, Peru, Portugal and Switzerland.

Seventeen nations fielded overseas pavilions; Argentina and Pakistan were a new presence among the larger country-centric collections of exhibits.

The Accessories & Tuning category experienced the biggest uplift in booth presence as the number of exhibitors increased by 10.4 percent, followed by Repair & Maintenance, which had a 7.3 percent rise in participation.

NEVs in the fast lane

Among the more significant Automechanika Shanghai programs was the third edition of the NextGen Auto International Summit China. Some 15 topics were addressed relating to NEVs –

LIKE THIS ARTICLE?

CHECK OUT
RELATED CONTENT @

automechanika
CHICAGO APRIL 24-26

PLAN YOUR VISIT

SEE WHO IS DOING TRAINING

COMMONLY ASKED QUESTIONS

IT'S EASY TO DO BUSINESS
IN CHICAGO

REGISTER TODAY @
MotorAge.com/AMCregistration

New Energy Vehicles. These include new-energy and smart vehicles as well as lighter-weight cars and trucks. NEVs are becoming increasingly important as government authorities seek to resolve the nation's air pollution problems through various economic subsidies and other assorted incentives and mandates. In 2014 about 50,000 electric vehicles were sold in China.

"China's NEV industry is driving into the fast lane," according to NextGen's organizers. "There is an active involvement of the industry and consumers on the corresponding parts development and measures to support the NEV growth."

Messe Frankfurt (Shanghai) general manager Richard Li explains that "a key focus this year is to help vehicle manufacturers and auto parts suppliers to manage partnerships, so they can execute much needed industry reform."

Both the central Chinese government and a number of ...CONTINUE READING □



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

UNMATCHED SUPPORT...



IS OUR COMMITMENT TO YOU.

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

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

FREE Tech Line: +1.800.424.7839
airtexproducts.com

© 2014 Airtex Products, LP



AIRTEX
Fuel Delivery Systems

Exceptional Quality. Unmatched Support.

Reseller
Product
Study

Auxiliary
Lighting
Philips

Brakes

Water Pumps
GMB



FEBRUARY
2015

Industry News

Join our Community

Hot Auto Products

Contact Us

4 International Trends

6 Vendor Market Trends

8 Dealership Market Trends

10 Technology Solutions

12 Donny Seyfer

13 Mark Smith

Sign up for weekly
Distribution e-newsletters
SearchAutoParts.com

VENDORS

American automakers dressing up luxury offerings to Chinese market

BY JAMES E. GUYETTE
News Correspondent

China's rapidly rising middle- and upper-classes are increasingly coveting luxury automobiles and opening doors for high-end American models while bringing along the prospect of subsequent aftermarket opportunities. The performance attributes of premium U.S. nameplates are also attracting attention, especially as well-to-do government officials – instructed by superiors to tone down the blatant bling – are frequently foregoing chauffeurs in favor of getting behind the wheel themselves.

TRENDS & MARKET Analysis

According to data from the Digital Luxury Group consultancy, the vehicle category tops online searches among the Chinese luxury sector at 53.5 percent, besting by a wide margin beauty products (22.7 percent) and fashion (15 percent). In 2012-13 the most sought-after high-end automaker offerings were from Audi,

Vendor Newsmaker

Q&A

DMITRY IURGENS
CFO, SLAMSTOP



What distribution channels are you seeking in the U.S.? What are some of the distributor requirements?



What did Iurgens say? Continue reading online.

[Read full interview](#)

BMW, Lexus, Mercedes, Porsche, Lamborghini, Volvo, Land Rover and Infiniti, with Cadillac pulling into the No. 10 spot.

Luxury vehicles have experienced “a particularly impressive growth in the last



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

More articles by **JAMES E. GUYETTE**

RELATED articles

HEAVYWEIGHT LIFTING



Meets or exceeds the standards prescribed by ANSI/ALI ALCTV-2011

BendPak's HDS-Truck Series four-post lifts are a whole new breed of rugged. They're newly engineered heavy-duty truck lifts that make light work out of heavy lifting. They work better, are built to last, and feature upgrades that increase safety, durability and productivity. The four-post HDS series provides a generous 18,000 to 40,000-lb. lifting capacity and features extra-wide runways to accommodate a wide variety of vehicles configurations. Contact your local BendPak/Ranger dealer or call 1-800-253-2363.



© 2014 BendPak / Ranger Products are registered trademarks.

Call 1-800-253-2363 • www.bendpak.com/purchase

HEAVYWEIGHT PORTABILITY



FULL MOBILITY



TOUCHPAD CONTROLS



BendPak portable column lifts offer the versatility and time saving features to keep your work bays more productive and your profits soaring. No other system on the market matches it for safety, flexibility and ease-of-use. With a lifting capacity of 72,000 pounds per set of four, never before has a series of portable column lifts delivered so much power and versatility for both indoor and outdoor use. Contact your local BendPak/Ranger dealer or call 1-800-253-2363.



© 2014 BendPak / Ranger Products are registered trademarks.



Call 1-800-253-2363 • www.bendpak.com



FEBRUARY 2015

Industry News

Join our Community

Hot Auto Products

Contact Us

4 International Trends

6 Vendor Market Trends

8 Dealership Market Trends

10 Technology Solutions

12 Donny Seyfer

13 Mark Smith

Sign up for weekly Distribution e-newsletters

SearchAutoParts.com

Reseller Product Study

Auxiliary Lighting Philips

Brakes

Water Pumps GMB

“General Motors’ Cadillac plans to introduce nine new models in China over the next five years.”

several years,” says Wilson Liu, head of the China automotive division at PricewaterhouseCoopers (PwC). Even as the Chinese auto market grew only marginally in 2011, the luxury segment netted a 54.5 percent growth rate. By the end of 2013, the segment was still enjoying double-digit growth of 18.4 percent, reaching sales of 1.4 million units, second only to the U.S. China is expected to surpass the U.S. in luxury vehicle sales by 2016, he reports.

Liu explains that the population of affluent consumers in China is quickly expanding, both in volume and in age range. Younger first-time buyers have increasing buying power within the market, and the result has been growing sales within the luxury segment, he says.

“The foreign luxury brands seem to appeal to young buyers as they perceive them as safer, more technologically advanced and better quality,” says Liu. “On the other hand, a trend of overall vehicle downsizing, amid more stringent emission standards, is also reflected in the luxury segment. To meet these regulations, entry-level models are increasingly available

and appealing to younger, first-time buyers.” “Premium brands appeal to those amassing greater wealth – a demographic shift that is rapidly expanding in China to younger generations that are hungry for consumer goods that show their higher status,” according to a PwC Autofacts Analyst Note issued in June 2014.

Luxury vehicles have an expected annual growth rate of 11.5 percent from 2013 to 2020, which is almost double the rate of standard, non-premium light vehicles. Autofacts is forecasting that the Chinese market will surpass the average luxury penetration rate of 10 percent in “mature” markets such as the U.S. to reach just over 3 million units by 2020.

“As the luxury segment proliferates, global premium brands are scrambling to localize production,” says Rick Hanna, PwC’s global automotive leader. “It is expected that almost all major luxury brands are expected to have domestic assembly by 2016.”

Assembly localization has cost advantages that include local sourcing, market research ...CONTINUE READING ▢



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

THE SAVINGS SUPERSTORE



Ranger R30XLT 33" Power Assist Tire Changer \$3560	BendPak XPR-10A Dual-Width, 10,000 Lb. 2-Post Lift, Asymmetric \$2865	Ranger DST64T Digital Wheel Balancer with DataWand™ Entry \$2365	BendPak LR-60 6,000-lb. Capacity, Low-Rise Lift \$1525
LS580V-601 80-gal. Air Compressor \$1915	TIRE SHOP COMBO \$3610		Ranger R23LT 24" Tilt-Back Tire Changer \$1870
BendPak SP-7X 7,000-lb. Capacity, Scissor, Frame Engaging \$4535	BendPak MD-6XP 6,000-lb. Mid-Rise, Frame Lift, Portable \$1915	Ranger R980AT 50" Swing-Arm & Single Power Assist \$3045	BendPak HDS-14 14,000-lb. Standard Length Car Lift \$4155

FREE SHIPPING! *FREE SHIPPING! *FREE SHIPPING! *FREE SHI

Call Now! 1-800-587-0663
www.wrencherswarehouse.com



*Free shipping on all BendPak and Ranger Products to most areas in the 48 contiguous states. ** We are not required to collect sales tax on orders delivered outside of CA and TN. You may be required to remit sales tax to your local taxing authority. © 2014 Wrenchers Warehouse. All Rights Reserved.

Reseller Product Study

Auxiliary Lighting Philips

Brakes

Water Pumps GMB



Industry News

Hot Auto Products

4 International Trends

8 Dealership Market Trends

12 Donny Seyfer

Join our Community

Contact Us

6 Vendor Market Trends

10 Technology Solutions

13 Mark Smith

Sign up for weekly Distribution e-newsletters
SearchAutoParts.com

VENDORS

Takata, NHTSA facing criticism due to exploding airbag controversy

BY JAMES E. GUYETTE
News Correspondent

Japan's Takata and American regulators are taking it on the chin over faulty airbags that can blast shrapnel into vehicle cabins, drivers and passengers. The OEM vendor, which has several facilities in the U.S., is receiving criticism from consumer safety advocates, media outlets and lawmakers upset with how Takata executives have been reacting – or not reacting – to the problem airbags.

TRENDS & MARKET Analysis

And the situation is setting the stage for even wider ramifications as the National Highway Traffic Safety Administration (NHTSA) is experiencing bipartisan disdain emanating from U.S. House and Senate leaders, Democrats and Republicans alike, who say that the agency has been too slow to act.

As events continue to evolve, Takata was resisting NHTSA's demand for a national recall,

More articles by **JAMES E. GUYETTE**

RELATED articles

Vendor Newsmaker

Q&A

TODD WALBURG

Automotive Specialist,
Lieff Cabraser Heimann &
Bernstein



Why are Takata airbags failing and not others? What does the Takata airbag recall entail?



What did Walburg say? Continue reading online.

[Read full interview](#)

insisting that the suspect airbags are only subject to failure in humid climates.

On Dec. 24 the company issued a statement saying that it is “deeply saddened by the fatalities attributed to defective Takata airbags, and



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



There's a lot riding on the safety of your lift.

Reseller
Product
Study

Auxiliary
Lighting
Philips

Brakes

Water Pumps
GMB



Protect your technicians, your customers and your business. Have all your lifts inspected annually by an ALI Certified Lift Inspector.

Don't trust your lift safety to just anyone. ALI Certified Lift Inspectors are proven qualified to inspect every lift in your service department to determine if they are functioning properly.

Annual lift inspections are required by health & safety officials, ANSI standards and local regulations. But even more importantly — taking care of your lifts means taking care of your team. Their safety is riding on it.

To find an ALI Certified Lift Inspector in your area, visit www.autolift.org/inspection



Inspect to Protect™
Your business is riding on it™



FEBRUARY
2015

Industry News

Join our Community

Hot Auto Products

Contact Us

4 International Trends

6 Vendor Market Trends

8 Dealership Market Trends

10 Technology Solutions

12 Donny Seyfer

13 Mark Smith

Sign up for weekly
Distribution e-newsletters

SearchAutoParts.com



NHTSA's delay in acting is not going over well with members on Capitol Hill.



apologizes for the widespread concern and inconvenience caused to the driving public.”

Takata also announced that key executives were taking four-month pay cuts and that Representative Director Stefan Stocker was resigning from his positions as president and COO, and that Chairman and CEO Shigehisa Takada would be assuming Stocker's former duties.

According to the statement, “These changes have been made to further unify companywide initiatives to address the airbag safety issue, speed up decision making, and strengthen the company's response measures.”

NHTSA has been applying heightened pressure aimed at invigorating the pace and scope of the assorted recalls being implemented among auto-makers. The 10 car manufacturers that installed Takata-supplied airbags in vehicles covering model years 2002 to 2008 have been initiating various recalls of their own at an ever-broadening clip, expanding worldwide into countries such as China, Japan and other non-tropical locales.

With an estimated 14 million vehicles already under recall, an all-encompassing endeavor is

the best course to take, according to industry consultant and educator Todd Hoffman, executive director of Scene of the Accident. “I think they'll eventually all be recalled,” he said.

Scene of the Accident, which specializes in training repairers and emergency personnel, is headquartered in the international port of Houston along the Gulf Coast – a region engulfed in high humidity and salty air. Houston's wharves have long been filled with row upon row of parked cars and trucks offloaded from ocean-going vessels and awaiting shipment, said Hoffman.

In addition to the time spent on the docks, “a vehicle on a ship can pick up salt air, so the corrosion could have started a lot earlier no matter where the vehicle is sold.” Hoffman has been testing Takata airbags, and he believes rusting components are the culprit.

“I've been deploying a lot of them to capture a failure; I'm even soaking them in saltwater to see how they fail,” he reported, explaining that he requested a supply of airbags from a distributor. ...CONTINUE READING □



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

NEW PRODUCT

LEVERLESS PERFORMANCE



MSRP \$6385** WITH FREE SHIPPING!

Who says you can't have it all? That's why we packed our newest R80DTXF tire changer with all the features you need to increase productivity and profits. (1) Bi-lateral bead loosener with hand control operation, (2) leverless mount-demount head - no more tire irons, (3) dual power drop rollers help keep beads in position through the entire mounting procedure, (4) fully adjustable wheel clamps handle 12" - 31" diameter wheels, (5) multi-profile traveling drop-center tool holds sidewalls in the drop-center, (6) TurboBlast™ bead seating system. The new R80DTXF also includes a full-variable speed motor that goes slow to super-speed depending on the foot pedal pressure. You're welcome.

See it on YouTube

www.bendpak.com/wheel-service • 1-800-253-2363

© 2014 Ranger Products, Inc. • BendPak, Inc. and Ranger Products are registered trademarks. *Free shipping on all BendPak and Ranger Products to most of the 48 contiguous states. **Valid at participating dealers. Prices are subject to change at any time.



Your world.

Our shoulders.

XPR-SERIES
ETL Certified 2-Post Lifts

BP BendPak

1-800-253-2363 • www.bendpak.com
© 2014 BendPak Inc. • BendPak is a registered trademark.

WHAT'S IN YOUR GARAGE?

See us on YouTube
www.bendpak.com

BP BendPak
PROVIDING AUTOMOTIVE SERVICE SOLUTIONS

Reseller Product Study

Auxiliary Lighting Philips

Brakes

Water Pumps GMB



FEBRUARY 2015

Industry News

Join our Community

Hot Auto Products

Contact Us

4 International Trends

6 Vendor Market Trends

8 Dealership Market Trends

10 Technology Solutions

12 Donny Seyfer

13 Mark Smith

Sign up for weekly Distribution e-newsletters
SearchAutoParts.com

DEALERSHIPS

Dealerships embrace millennials

NADA workforce study reveals surge in Gen Y hiring, increase in service tech pay

BY BRIAN ALBRIGHT
Correspondent

Younger workers are a fast growing part of the U.S. auto dealership workforce, and many of them are heading into service technicians positions with rising salaries. The National Automobile Dealers Association (NADA) released its third annual industry report on the dealership workforce.

TRENDS & MARKET Analysis

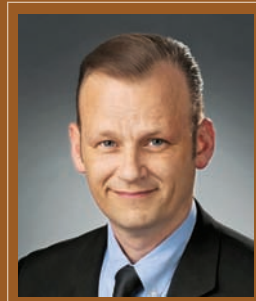
The 2014 Dealership Workforce Study Industry Report, produced in partnership with ESI Trends, provides data on compensation, benefits, retention and hours of operation.

In 2013, total dealership employment grew 3.4 percent to more than 1 million people. The weekly median earnings in 2013 were \$976, or 25 percent more than the average median weekly earnings for the U.S. private sector workforce. Earnings grew again this year, although at a slower pace than in 2012 (1.3

Dealer Newsmaker

Q&A

MIKE WILLIAMS
VP of Mobile and Direct Sales,
Black Book



What do you think was the most interesting or surprising thing about the mobile computing survey results?



What did Williams say? Continue reading online.

[Read full interview](#)

percent versus 3.7 percent). Turnover in dealership employees is also lower than in the private sector (36 percent versus 42 percent).

As was the case last year, the number of "Generation Y" employees or millennials (those



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

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

automechanika
CHICAGO

America's Leading International Trade Fair for the Automotive Industry targeting Trade Visitors from the US & Canada

April 24 - 26, 2015
McCormick Place, Chicago, Illinois

The Heat Is On In Chicago.

Chicago Fast Fact:
At the 1893 Chicago World's Fair, the first glass of Pabst Blue Ribbon was poured.

Introducing the Largest U.S. Trade Show and Training Event for Shop Owners and Technicians

automechanika
CHICAGO

April 24 - 26, 2015
McCormick Place, Chicago, Illinois

- The Latest Products
- Cutting Edge Training
- All Under One Roof

For more information and to register visit: automechanikachicago.com

MotorAge ADVANSTAR messe frankfurt

Reseller Product Study

Auxiliary Lighting Philips

Brakes

Water Pumps GMB



Industry News

Hot Auto Products

4 International Trends

8 Dealership Market Trends

12 Donny Seyfer

Join our Community

Contact Us

6 Vendor Market Trends

10 Technology Solutions

13 Mark Smith

Sign up for weekly Distribution e-newsletters
SearchAutoParts.com



Service manager pay decreased slightly in 2013, while technician pay went up.



born after the early 1980s) also expanded. According to the research, 47 percent of new hires were from Gen Y, bumping their representation up to 27 percent of the total dealership workforce. Last year, that number was 23 percent.

“Last year the percentage of Gen Y working at dealerships was about the same as in the general workforce,” says Ted Kraybill, president and founder of ESI Trends. “The U.S. percentage didn’t change this year, but the dealerships grew four percentage points. Most of those are coming in as new service technicians and sales consultants.”

Work-life balance is also improving as dealerships try to find ways to ease the long schedules that used to be associated with dealership jobs. The percentage of dealerships that schedule employees to work more than 45 hours per week has dropped every year for the past three years. Only 13 percent of dealerships surveyed scheduled sales consultants to work more than 50 hours, and just 16 percent scheduled service advisors to work those hours.

While the number of women at dealerships increased last year, that figure flatlined in the

2013 data. “That was surprising, because the industry is doing a lot in terms of changing the culture and work-life balance that should theoretically attract more women,” Kraybill says. “But we saw no change.”

Compensation trends

There have traditionally been pay gaps between high-end luxury dealerships and other dealerships, as well as between different positions within a single dealership. Kraybill says that the gap is narrowing. “The high end of the bell curve stayed the same, but the middle of that curve tightened up some more, so the difference in the medians of various positions narrowed,” Kraybill says.

For example, the finance and insurance (F&I) manager median moved down, and the median for sales managers moved up. “But the number of F&I managers making more than \$200,000 went up, and is significantly higher than the percentage of sales managers making that salary,” Kraybill says.

...CONTINUE READING □



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



SHARE THE APP SWEEPSTAKES



You could win!

IT'S EASY.

Install the SMP® Parts APP.
Open.
Share.

1st Prizes

THREE WINNERS will receive the new Samsung Galaxy Note® 4



- One lookup for all SMP® brands
- Multiple scan options
- Up-to-date product info
- Installation videos
- For android and iphone

2nd Prizes

TWENTY LUCKY WINNERS will each receive the latest Apple® iPod touch®



Bonus

THE FIRST 500 ENTRANTS will be given an SMP® Parts APP Portable Phone Charger

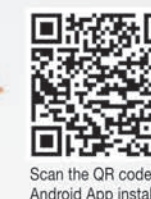


Promotion runs January 15 - March 31, 2015

Share to Facebook or Twitter

Get 10 additional entries

for every one of your friends that install the SMP® Parts APP through your link



Scan the QR code for Android App install



Scan the QR code for iPhone, iPad App install



Best Buy® is a registered trademark of BBY Solutions, Inc. iPod touch® is a registered trademark of Apple Inc. Galaxy Note® is a registered trademark of Samsung Electronics Co., Ltd. All rights reserved.

Reseller Product Study

Auxiliary Lighting Philips

Brakes

Water Pumps GMB



FEBRUARY 2015

Industry News

Join our Community

Hot Auto Products

Contact Us

4 International Trends

6 Vendor Market Trends

8 Dealership Market Trends

10 Technology Solutions

12 Donny Seyfer

13 Mark Smith

Sign up for weekly Distribution e-newsletters
SearchAutoParts.com

TECHNOLOGY SOLUTIONS

A better view of inventory demand

Timken solution helps improve inventory optimization, supply chain performance

BY BRIAN ALBRIGHT
Correspondent

Inventory and demand forecasting remain critical challenges in the automotive aftermarket, but technology is advancing that can help suppliers and distributors make better decisions about the placement of inventory – right down to the zip code – that can increase turns, reduce obsolescence and save costs.

TRENDS & MARKET Analysis

Timken is one of several aftermarket companies that is leveraging sales history, registration data, and other information, along with complex analytics, to improve sales and reduce costs. The company uses an internally developed solution called Demand Insight to help distributors optimize their inventory.

Timken's catalog team matches parts and vehicles, and combines that information with vehicle registration and replacement/failure rates, along with internal sales data. Crunching that data using proprietary algorithms helps

More articles by **BRIAN ALBRIGHT** RELATED articles

Technology Newsmaker

Q&A

STEVEN STURM
AOL Advertising's Category
Development Officer for Autos



Where are some of the most immediate areas where we see connected car technology gaining popularity?



What did Sturm say? Continue reading online.

[Read full interview](#)

them predict how many parts will be needed in a given geography, and how those parts sales will fall within the premium aftermarket, economy aftermarket and OEMs.

More than 300 distributors and Timken sales representatives now use the online system,



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

automechanika CHICAGO

America's Leading International Trade Fair for the Automotive Industry targeting Trade Visitors from the US & Canada

April 24 - 26, 2015

McCormick Place, Chicago, Illinois

Introducing the Largest U.S. Trade Show and Training Event for Shop Owners and Technicians

- Reach thousands of qualified buyers from the automotive service, collision repair and associated industries before, during and after the show
- Exhibit packages to fit any budget from 10 x 10s to fully customized installation spaces
- Extensive branding, sponsorship and show floor exposure opportunities

RESERVE YOUR PREFERRED LOCATION TODAY!

Ryan Loomis, Sr. Sales Associate, Ryan.Loomis@usa.MesseFrankfurt.com, 678.732.2402 for more details or visit www.AutomechanikaChicago.com.



Reseller
Product
Study

Auxiliary
Lighting
Philips

Brakes

Water Pumps
GMB



FEBRUARY
2015

Industry News

Join our Community

Hot Auto Products

Contact Us

4 International Trends

6 Vendor Market Trends

8 Dealership Market Trends

10 Technology Solutions

12 Donny Seyfer

13 Mark Smith

Sign up for weekly
Distribution e-newsletters

SearchAutoParts.com

“ This type of data-driven, intelligent forecasting is expanding in the aftermarket. ”

and it includes more than 4,000 parts with vehicle applications. Customers can access detailed analysis and charts showing demand for specific parts based on location. They can also view the most popular parts in order of demand, along with peak demand based on part lifecycles.

“We’ve been able to take VIO and cataloging data, and add a third element in the replacement rates,” says Barry Harris, global manager of automotive aftermarket at Timken. “We’re an OE manufacturer, and we know the replacement timing of our parts. Using that information and some sophisticated logic we developed, we can say in general when you can expect demand for those replacement parts to begin. The question then is, how do you make that forecast better? That started us down the path of using geographic information, and now we’re even adding information on weather patterns and local road conditions.”

Timken launched Demand Insight in 2010 and the Canadian market went online in 2012. There have been other tweaks over time, including the addition of a data source that

helps predict new vehicle registrations for up to two years into the future; flags that indicate part applicability for agricultural or heavy-duty vehicles; and the ability to do multiple searches in multiple tabs. In 2014, the company added medium-duty vehicle aftermarket demand.

This type of data-driven, intelligent forecasting is expanding in the aftermarket. Delphi, for example, has an Intelligent SKU Management solution that uses proprietary research, market trends and customer provided information to help optimize inventory for local markets. Goodyear Engineered Products has the DataDrive Market Intelligence System, which uses Veyance Technology’s algorithms to evaluate stocking levels by region, county and metro area for warehouse distributors. TRW Aftermarket uses a big data solution from PROS Holdings to make tailored offerings and improve pricing strategies based on inventory data.

Large distributor groups also have developed their own inventory management tools for forecasting. ...CONTINUE READING □



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

NOW YOU CAN TAKE IT WITH YOU

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



MOBILE INFO FOR AUTO PROS!

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

Reseller Product Study

Auxiliary Lighting Philips

Brakes

Water Pumps GMB



Preaching to **THE CHOIR**

I should probably title this column “The Choir Newsletter,” just in case it falls into the hands of someone other than the choir, as sometimes has been known to happen. I want to talk about something we are all aware: education.

Choir member John Tisdale of ASE once told me that training is like a diet book for fat people; you can buy the book and feel good about it but unless you actually read it and apply the information, nothing is going to change. Many shops buy the training but either don't attend at all or attend, nod their heads and go right

back to the shop and do the same things that they have always done.

Worse yet, I see an alarming number of journeyman technicians who think that once they have reached the level of master technician they know everything they need to know. If you think I am kidding I invite you to one of my classes.

There is always a guy who walks in because his boss

made him come and his mind is closed. There is nothing he can learn that he does not already know. Not coincidentally he is also the guy who doesn't want to work on hybrids because they are stupid, hates diesels because they stink and thinks the small block Chevy is the pinnacle of technological advancement. Brand loyalties aside my friends, you know these guys and I hope they do not belong to you.

There are very few issues in our industry that cannot be solved with a little enlightenment. In fact, there are more than a few issues that exist in our industry due to a lack of enlightenment. So because you are a member of the choir, let's talk about the programs that are out there to enlighten us. Many of you have the attitude that if you can attend a class and take away one useful thing that class was a success. I completely agree with you. A couple of years ago I attended a Vin Waterhouse class and learned one thing that changed our shops profit structure. I have attended classes by NAPA's number crunching wizard more than once and each time there is something that fits me at that time and finds its way into our shop management toolbox.

For years trainers and meeting planners have tried to figure out how to get journeyman technicians to attend in-service fundamental electrical training programs. If you

“We have to get our egos out of the way so we can learn the things that hold back our growth.”

put basic or fundamental in the title then master techs all claim expertise and refuse to attend yet, when I put a diagram that shows a voltage drop test (one of the most fundamental and necessary tests we perform) up on the screen rarely more than a handful can tell me what the test shown is and what we are trying to learn from it.

My friend Bob Pattengale of Bosch is teaching these clearly more advanced techniques as “Practical Electrical Testing.” We have to figure out how to get our egos out of the way so we can learn the things that hold back our growth. I know that as teachers we are constantly experimenting with new ideas and are all ears for solutions.

There are programs by suppliers like Bosch and Gates Rubber ...**CONTINUE READING** □



DONNY SEYFER
Operations Manager
Seyfer Automotive, Inc.

CLICK
TO
ZOOM

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

COLUMNISTS

Mark Smith

When competitors get married

Stephen Barlas

NTSB considers tire registration changes

Rachel Miller

Selling auto parts online

Curtis Draper

Latin American market revival continues

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



FEBRUARY
2015

Industry News

Join our Community

Hot Auto Products

Contact Us

4 International Trends

6 Vendor Market Trends

8 Dealership Market Trends

10 Technology Solutions

12 Donny Seyfer

13 Mark Smith

Sign up for weekly
Distribution e-newsletters
SearchAutoParts.com

When competitors **GET MARRIED**

There is an old saying that “Marriage is the leading cause of divorce” and this statement, though not very poetic, is representative of reality.

The surreal effect comes with sweeping changes, heightened emotion, myriads of compromise and let us not forget the influence of in-laws. Plus, there are the endless and often pointless arguments about which party is responsible for which chores, where to spend the holidays, and who “wears the pants” in the family. All of that needs to be resolved in due time, and hopefully before children are spawned, adopted or put up for adoption. Let’s face it, some kids are the seed of Satan.

Enough about my life, let’s talk of mergers, acquisitions and leveraged buyouts that make headlines within our own industry, such as the merger of the Federated and Pronto buying groups. Often, hasty unions, much like life, make us wonder if one or the other was in a “delicate way” or vulnerable. Both groups are long-term, much touted programs in their own right, so what’s the reason?

In “the ye olde times” this merger could be likened to that of a royal arranged marriage where the King of England married off his daughter to the son of the King of Spain to ease tensions between the two countries, or

to share titles of land and wealth. By combining the royal houses, their combined power and influence yields new respect recognized by friend and foe. Many reasons for such unions make sense for all involved, but the inner workings and fine-tuning required for longevity are what I find to be the most curious, and quite secretive.

Someone is likely to be dominant in this relationship and someone is likely to lose their identity by way of a name change. Or, possibly a whole new name as the Auto Value/Bumper-to-Bumper pairing gave us. And there’s always the hyphenated option, so who knows.

Both Federated and Pronto are very traditional in market approach, yet are somewhat dominant in different parts of the country, so one must ascertain this merger will lead to geographical growth first and foremost.

Secondly, their name brands line up pretty well, as do the manufacturers of their “short lines.” Still there will be some shuffling and realignment that likely will drive the manufacturers crazy and a lot of distressed or reboxed merchandise likely will be abundant.

When my wife and I got married, my favorite recliner didn’t match the drapes, was stinky, covered in stains, and although comfortable, only made it to the garage and no further when we were moving in together.

Someone is likely to dominate this relationship and someone is likely to lose their identity.

Whenever my new bride (now wife of 30 years) got upset with me during the first few years of marriage, I would retreat to the garage with a cigar and a bottle of whatever adult beverage I could find, and that old recliner comforted me, welcoming me into the folds of it’s broken arms, wobbly foot rest, and I was reminded by countless stains, rips and tears of simpler times when my loneliness had its rewards too.

Plus, I used to love greeting my mother-in-law when she arrived, sitting in that chair with a smelly cigar and wearing a Burger King Kids Meal Crown, waving around a home-

made scepter that
...CONTINUE
READING ▢



MARK SMITH
President,
Wholesale Auto Parts

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

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



Reseller
Product
Study

Auxiliary
Lighting
Philips

Brakes

Water Pumps
GMB



Industry News

Hot Auto Products

4 International Trends

8 Dealership Market Trends

12 Donny Seyfer

Join our Community

Contact Us

6 Vendor Market Trends

10 Technology Solutions

13 Mark Smith

Sign up for weekly
Distribution e-newsletters
SearchAutoParts.com

NTSB considers TIRE REGISTRATION CHANGES

The National Transportation Safety Board (NTSB) has picked up the issue of tire safety, and its concern could lead to recommendations for regulatory changes affecting tire dealers.

The NTSB is investigating some 2014 tire blowout accidents that resulted in deaths, which were discussed at a meeting in Washington in early December. The meeting served as a forum for the Rubber Manufacturers Association (RMA), which represents tire manufacturers, to push a proposal that Congress change the tire registration law to require dealers to electronically register the tire identification number (TIN) with the National Highway Traffic Safety Administration (NHTSA) at the point of sale.

If Congress doesn't act, a NTSB recommendation to NHTSA could result in a regulatory change. The NTSB will be making recommendations of some sort in the near future.

Four serious accidents in 2014 resulting from disabled tires resulted in the NTSB two-day symposium on tire safety on December 9 and 10. The accidents occurred one week apart in February, in Florida and Louisiana, and resulted in multiple deaths in both

instances. The NTSB has not released reports on those accidents yet.

In one case, a poorly maintained, 10-year old tire separated at high speeds. In the second, the separated tire had been the subject of a recall a year and a half earlier. NTSB staff members at the workshop cited two additional accidents in 2014 that are not the subject of investigations.

Kevin Rohlwing, senior vice president of training for the Tire Industry Association (TIA), believes more has to be done to prevent tire separation accidents. That includes improving the NHTSA tire registration/recall process and informing consumers about the need to register tires and maintain them. And the TIA is willing to do its part. However, Rohlwing emphasizes the entire burden for improving tire safety should not be laid on the back of dealers. He opposed requiring dealers to electronically register new tires.

Moreover, Roy Littlefield, TIA executive vice president, is miffed the RMA sprang its electronic registration proposal on the TIA. "We are incredibly disappointed that RMA supports a legislative solution to the problem of low tire registration rates rather than

“If Congress doesn't act, a recommendation to NHTSA could result in a regulatory change.”

educational,” he says. “TIA has been working with RMA on a number of legislative issues like tire repair and used tires over the past few years, but there have been no discussions related to mandatory tire registration. We had talked about working together to educate and improve voluntary numbers, so it was a total shock to hear that they are proposing legislation over education.”

The Transportation Recall Enhancement, Accountability and Documentation (TREAD) Act was the last piece of tire safety legislation Congress passed. That was in 2000. The TREAD Act was passed because of problems with Firestone tires. The TREAD Act included directives to NHTSA to ...CONTINUE READING ▢



STEPHEN BARLAS
Washington
Correspondent

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



Reseller
Product
Study

Auxiliary
Lighting
Philips

Brakes

Water Pumps
GMB

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



FEBRUARY
2015

Industry News

Hot Auto Products

4 International Trends

8 Dealership Market Trends

12 Donny Seyfer

Join our Community

Contact Us

6 Vendor Market Trends

10 Technology Solutions

13 Mark Smith

Sign up for weekly
Distribution e-newsletters
SearchAutoParts.com

What you need to know ABOUT SELLING PARTS ONLINE

Imagine that you run a brick-and-mortar shop located on the side of a busy highway. You're advertising on billboards, running special promotions and doing everything you can to create interest. But traffic is sparse, and you're wondering how you'll ever get noticed.

With e-commerce, many automotive parts and accessories sellers are finding themselves in a similar scenario, and with similar questions: How do buyers find me and learn that I'm selling what they want?

If you develop a comprehensive strategy that focuses on increasing your product visibility, the e-commerce world can be your next key revenue stream. Retailers that stay on top of industry trends and adapt to changes can build a thriving business that puts their online revenue in the fast lane.

Are you in a scenario where you're looking to improve your online business? Let's take a look at best e-commerce practices for parts and accessories retailers that want to accelerate their revenue.

Fitment/compatibility/application

Determining which vehicles your products are compatible with is the first step to improving your e-commerce performance. The next step: including accurate data to

instill confidence that your product is compatible with the buyer's vehicle. Additionally, indicating that a part fits more than one vehicle reduces the number of product listings you need to create, pay for and manage.

Some marketplaces, such as Amazon, eBay and Newegg, encourage buyers to add their vehicle information to their accounts so that only applicable products are displayed. These "virtual garages" allow consumers to create a tailored shopping experience for their vehicles. Buyers can still find products that fit specific vehicles when they use each marketplace's year/make/model search options.

Once you've optimized your fitment information, you're ready to shift your sales into gear by selling on online third-party marketplaces. Each marketplace offers ways for you to indicate the fitment of your parts — which we'll cover next.

eBay

eBay Motors is the original online marketplace for parts and accessories. In fact, as of Q2 2014, eBay reported that more than 392 million parts and accessories transactions occurred on the eBay Motors marketplace since its launch.

“Determining vehicles your products are compatible with is the first step.”

The first order of business on eBay is to communicate fitment information by sending the brand and manufacturer part number (MPN) to eBay. Then, eBay uses its extensive fitment catalog to provide compatibility data (as well as item specifics, stock photos and other product information). Or, you can submit fitment information manually, since not all categories of parts and accessories have fitment matches in eBay's catalog.

eBay sets limitations on the number of compatibilities that can be associated ...**CONTINUE READING** ▢



RACHEL MILLER
Senior Product Marketing Manager, ChannelAdvisor

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



➔ More articles by **RACHEL MILLER** ➔ **RELATED** articles ➔ **AUTHOR** bio



FEBRUARY
2015

Industry News

Join our Community

Hot Auto Products

Contact Us

4 International Trends

6 Vendor Market Trends

8 Dealership Market Trends

10 Technology Solutions

12 Donny Seyfer

13 Mark Smith

Sign up for weekly
Distribution e-newsletters

SearchAutoParts.com

Reseller
Product
Study

Auxiliary
Lighting
Philips

Brakes

Water Pumps
GMB

Latin American market **REVIVAL CONTINUES**

While some countries in commodity-rich Latin America still face challenges due to low raw material prices, many bright spots exist in this diverse and vibrant region. Many opportunities exist in Latin America for North American automotive and heavy-duty products.

Here are some highlights from Latin America in 2014 and forecasts for 2015:

Brazil – Brazil experienced a roller coaster ride in 2014 in the run-up to the re-election of President Dilma Rousseff to a second term. This largest of South America's economies continues to grapple with inflation pressures. President Rousseff has recently stated that she intends to cut public spending that doesn't support domestic consumption or investment. Brazil is facing headwinds from higher interest rates, weak external demand, soft commodity prices and subdued consumer and business confidence in 2015.

Mexico – This second largest Latin American market is expected to continue to benefit from its strong links to the U.S. and an anticipated revival of the U.S. economy in 2015. The Mexican economy is expected to accelerate in 2015 and inflation to moderate. Mexico is well positioned for the changing global macro dynamics. Reforms introduced by President Enrique Peña Nieto in telecom, taxation and energy are expected to benefit the country's

economy through higher productivity, increased competitiveness and enhanced investment prospects.

Colombia – In 2014, Colombia was the only country in the region to exhibit a healthy GDP growth rate. However, continued lower mining and oil sector output could reduce Colombia's GDP growth in 2015.

Peru and Chile – The economies of Peru and Chile are largely dependent on mining and related activity. The sector had been on the decline due to lower commodity prices, but is expected to gradually recover in 2015. While growth may have slowed, Peru and Chile remain strong economies. The Peruvian government cut taxes and increased government spending to boost growth. Peru's economy is expected to grow 5.1 percent in 2015 while Chile is expected to grow at 3.3 percent in 2015.

The AASA Overseas Automotive Council (OAC) is planning a trade mission to Peru in late March, held in conjunction with the automotive trade show



“ The Mexican economy is expected to accelerate in 2015 and inflation to moderate. ”

EXPOMECHANICA. The event will provide North American suppliers the opportunity to expand their global outreach into key Latin American markets. For more information on the trade mission and OAC's other programs and benefits, visit www.oac-intl.org or contact Curtis Draper, OAC executive director, at cdraper@aasa.mema.org or 919-406-8856.

Editor's note: Curtis Draper is vice president of industry analysis, programs and member services at the Automotive Aftermarket Suppliers Association (AASA) and group executive of AASA's international aftermarket councils: the China Aftermarket Forum (CAF) and the OAC. CAF is a consortium of full-service suppliers that meet quarterly to discuss opportunities in the Chinese aftermarket and to identify ways to address challenges in the segment. For more details about CAF, click on www.aftermarketsuppliers.org/Councils/CAF.



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

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



Reseller
Product
Study

Auxiliary
Lighting
Philips

Brakes

Water Pumps
GMB

More articles by **CURTIS DRAPER** → RELATED articles → **AUTHOR** bio



Industry News

Hot Auto Products

4 International Trends

8 Dealership Market Trends

12 Donny Seyfer

Join our Community

Contact Us

6 Vendor Market Trends

10 Technology Solutions

13 Mark Smith

Sign up for weekly
Distribution e-newsletters
SearchAutoParts.com

PRICE RULES

Price trumps all else in the do it yourself (DIY) market, according to the latest *Aftermarket Business World* Reseller Product Study. While 53 percent of respondents said price was the top need of their DIY customers, only 9 percent said price was the most important attribute of their professional customers.

The top product attribute among professional customers was a tie between quality and availability, which each garnered 36 percent of responses. Among professional customers, OEM form, fit and function ranked third with 11 percent of the responses.

Among DIY customers, availability at 18 percent and quality at 16 percent were a distant second and third to price as their top need. OEM form fit and function ranked fourth with 7 percent of respondents.

Some 61 percent of resellers said their product sales increased in 2014, while 32 percent said sales stayed the same. Among those who experienced increases, 23 percent said sales were up 1 percent to 5 percent, 24 percent were up 6 percent to 10 percent and 10

RESELLERS SAY PRICE IS KEY AMONG DIY CUSTOMERS

BY BRUCE ADAMS
Managing Editor

percent were up 11 percent to 15 percent.

Resellers look forward to 2015 with promise as 70 percent expect their sales to increase, while 29 percent expect their sales to stay the same as 2014. Of those expecting an increase, 30 percent think 2015 sales will increase 1 percent to 5 percent, and 24 percent believe sales will increase 6 percent to 10 percent.

Some 63 percent of respondents said they did not make any internet sales in 2014 while 7 percent sold more than 20 percent of their products online.

Almost half of resellers responding (49 percent) said the majority of their inventory is national brand product, while 31 percent said their inventory is evenly split between national brands and private label.

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

CONTENTS: **17 Brakes** **18 Auxiliary Lighting** **19 Water Pumps**

RESELLER PRODUCT STUDY

Brakes

Needs of professional customers

Quality	46%
Availability	22%
OEM form, fit & function	11%

Needs of DIY customers

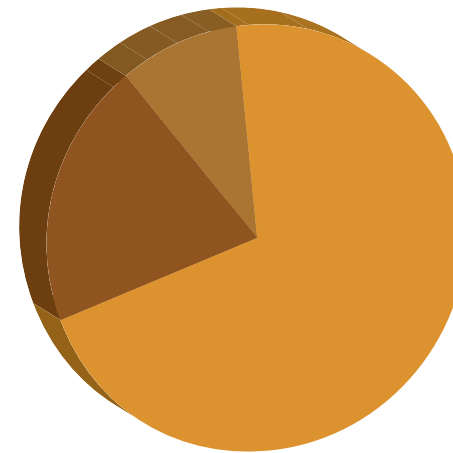
Price	51%
Availability	14%
Quality	22%

2014 brake sales

71%
Increased

20%
Held Steady

9%
Decreased



59% of resellers report they make none of their brake sales online.

PRICE RULES

RESELLERS SAY PRICE IS KEY AMONG DIY CUSTOMERS

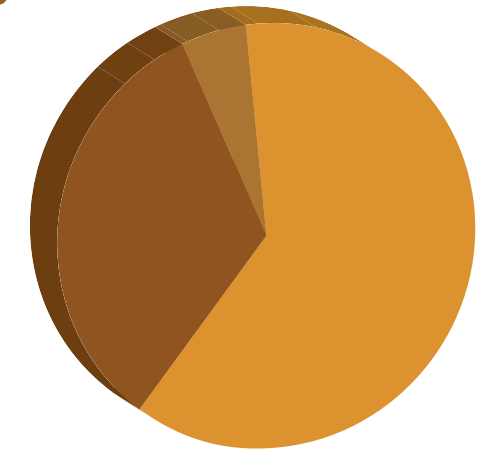
46% report the majority of brake inventory is national brand products.

Expected 2015 gross margins

62%
To Increase

33%
To Hold Steady

5%
To Decrease



2015 brake sales expectations

To increase 1-10%	51%
To increase 11-20%	25%
To hold steady	19%
To decrease	0%

Expected 2015 brake turns

1-2	17%
3-4	33%
5-6	19%
7-8	6%

69%
turn to

INDUSTRY PUBLICATIONS

to get news and information on brake trends and developments

Reseller Product Study

Auxiliary Lighting
Philips

Brakes

Water Pumps
GMB



FEBRUARY 2015

Industry News

Join our Community

Hot Auto Products

Contact Us

4 International Trends

6 Vendor Market Trends

8 Dealership Market Trends

10 Technology Solutions

12 Donny Seyfer

13 Mark Smith

Sign up for weekly Distribution e-newsletters

SearchAutoParts.com

Auxiliary Lighting

Needs of professional customers

Quality	28%
Price	9%
Availability	46%

Needs of DIY customers

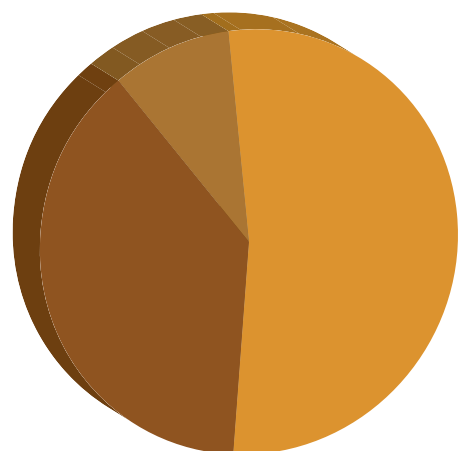
Price	58%
Availability	11%
Quality	18%

2014 auxiliary lighting sales

53%
Increased

38%
Held Steady

9%
Decreased



60% of resellers report that they make no auxiliary lighting sales online.

PRICE RULES

RESELLERS SAY PRICE IS KEY AMONG DIY CUSTOMERS

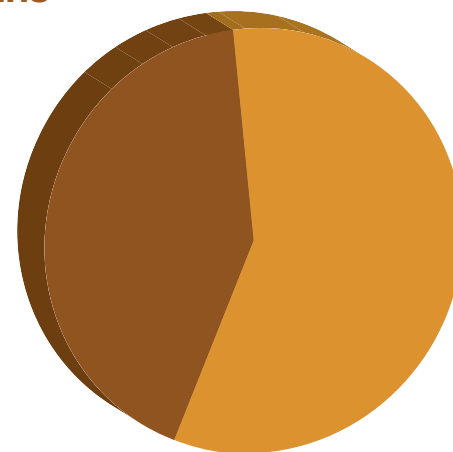
50% report their auxiliary lighting inventory is national brand products.

Expected 2014 gross margins

58%
To Increase

42%
To Hold Steady

0%
To Decrease



2015 auxiliary lighting sales expectations

To increase 1-10%	57%
To increase 11-20%	12%
To hold steady	29%
To decrease 1-20%	0%

Expected 2015 auxiliary lighting turns

1-4	82%
5-8	11%
9-10	5%
11-12	2%

73%
turn to

INDUSTRY PUBLICATIONS

to get news and information on auxiliary lighting trends and developments

Lights that live on.



Philips Vision LED lights last **12 years, guaranteed.**

A breakthrough innovation. Replace your standard incandescent bulbs with our robust Philips **Vision LEDs** that deliver dynamic lighting both inside and out.

Thanks to their **12+ years lifetime**, you will likely never have to replace them again.

innovation ✨ you



New!



To learn more, visit www.philips.com/visionled



PHILIPS

Reseller Product Study

Auxiliary Lighting Philips

Brakes

Water Pumps GMB



FEBRUARY 2015

Industry News

Join our Community

Hot Auto Products

Contact Us

4 International Trends

6 Vendor Market Trends

8 Dealership Market Trends

10 Technology Solutions

12 Donny Seyfer

13 Mark Smith

Sign up for weekly Distribution e-newsletters

SearchAutoParts.com

Water Pumps

Needs of professional customers

OEM form, fit and function	16%
Quality	36%
Availability	34%

Needs of DIY customers

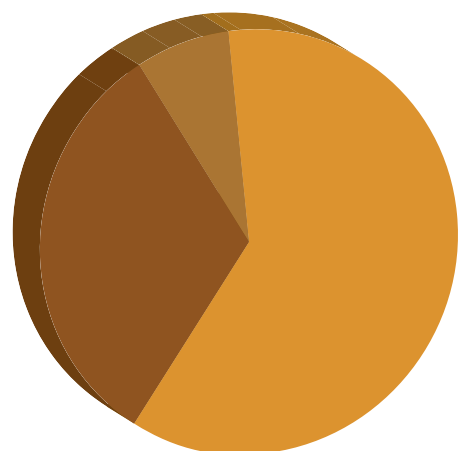
Price	48%
Availability	32%
Quality	9%

2014 water pump sales

61%
Increased

32%
Held Steady

7%
Decreased



71% of resellers report they make none of their water pump sales online.

PRICE RULES

RESELLERS SAY PRICE IS KEY AMONG DIY CUSTOMERS

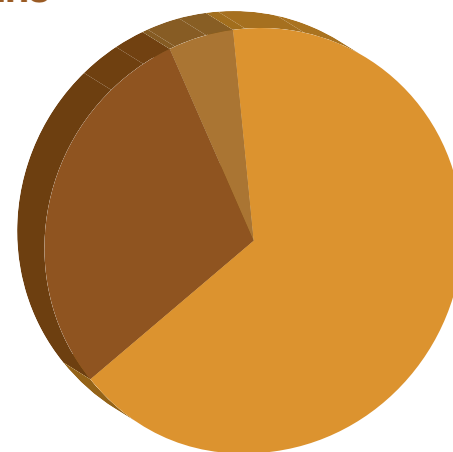
51% report the majority of their water pump inventory is national brand products.

Expected 2015 gross margins

66%
To Increase

29%
To Hold Steady

5%
To Decrease



2015 water pump sales expectations

To increase 1-10%	52%
To increase 11-20%	7%
To hold steady	38%
To decrease	2%

Expected 2015 water pump turns

1-2	45%
3-4	33%
5-6	8%
7-8	5%

72%
turn to

INDUSTRY PUBLICATIONS

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

For over **70** years,

WE have made it our mission to provide **YOU** with precisely Engineered products...

Our goal is your peace of mind...

And to create Exceptional Experiences for generations to come.



f
t
| gmb.net

Welcome to our ever-growing family! **GMB**

Reseller Product Study

Auxiliary Lighting Philips

Brakes

Water Pumps GMB



FEBRUARY 2015

Industry News

Join our Community

Hot Auto Products

Contact Us

4 International Trends

6 Vendor Market Trends

8 Dealership Market Trends

10 Technology Solutions

12 Donny Seyfer

13 Mark Smith

Sign up for weekly Distribution e-newsletters

SearchAutoParts.com

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

Manufacturers Representatives

Reseller
Product
Study

Auxiliary
Lighting
Philips

Brakes

Water Pumps
GMB

SOUTH

N.A. Williams
Manufacturers Representative

N.A. Williams Company has been providing sales and marketing solutions for its clients for over 80 years.
115 aftermarket professionals.

2900-A Paces Ferry Rd., S.E.,
Atlanta, GA. 30339
770-433-2282
www.nawilliams.com

autocare ASSOCIATION
Independence drives us.

MEMBER MEMBER

SOUTH

Click Here to
INCREASE SALES

tascosalesreps.com
The Solutions Provider

www.tascosalesreps.com
www.twitter.com/TASCOSALESREPS
www.facebook.com/Tascosalesrepscom

AAA HEAD OF THE CLASS AWARD

f t

AFTERMARKET BUSINESS WORLD™

Content Licensing for Every Marketing Strategy



Marketing solutions fit for:

- Outdoor
- Direct Mail
- Print Advertising
- Tradeshow/POP Displays
- Social Media
- Radio & Television

Logo Licensing | Reprints | Eprints | Plaques

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

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

Let Marketplace Advertising **Work For YOU!**

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

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



Industry News

Hot Auto Products

4 International Trends

8 Dealership Market Trends

12 Donny Seyfer

Join our Community

Contact Us

6 Vendor Market Trends

10 Technology Solutions

13 Mark Smith

Sign up for weekly
Distribution e-newsletters
SearchAutoParts.com