

AFTERMARKET BUSINESS WORLD™

AUGUST 2016

COLOMBIA

OFFERS HEAVY-DUTY, OFF-HIGHWAY EXPORT OPPORTUNITIES

Collision Shop Product Study

Auxiliary Lighting Philips

Battery Trans Canada Energies Distribution

Brakes Raybestos

DOMESTIC:

Industry News
Products
Opinion/Commentary
Special Reports

INTERNATIONAL:

International News
Automechanika 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

CLICK TO ZOOM

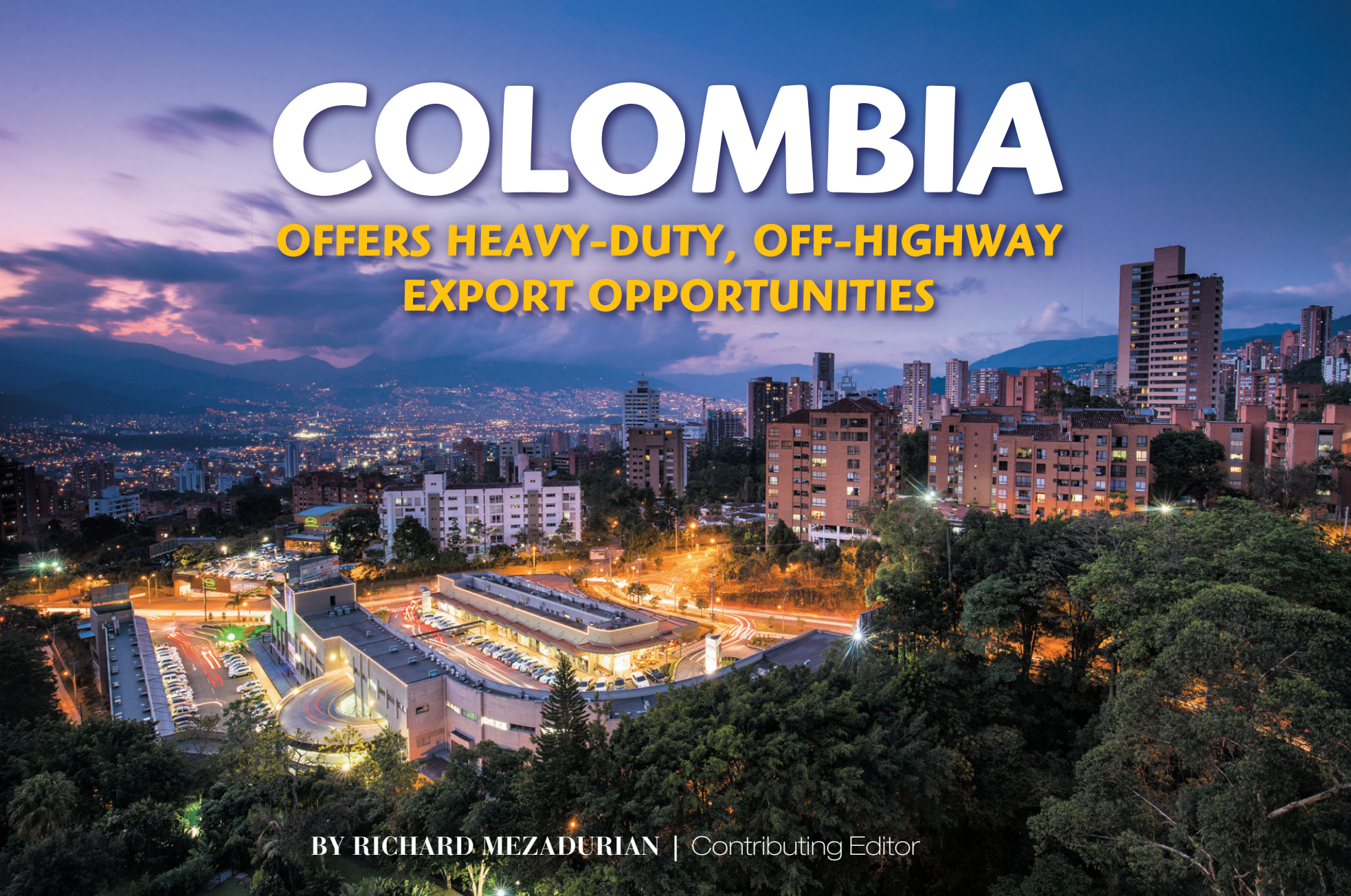
Talk Shop Anytime



AUTOPRO WORKSHOP

COLOMBIA

OFFERS HEAVY-DUTY, OFF-HIGHWAY EXPORT OPPORTUNITIES



BY RICHARD MEZADURIAN | Contributing Editor

High in the Andes mountain range, Colombia sits atop the South American continent, both physically and metaphorically. From a physical perspective, this mountainous nation of 46 million people is surrounded by natural beauty. From the peaks of the Andes, to the beaches of Cartagena, Colombia's natural beauty is unrivaled.

From a business perspective, Colombia also is riding high among the nations of South America. From an aftermarket perspective, this vibrant and growing economy offers many

opportunities for auto parts manufacturers in both the light-duty and heavy-duty segments.

Colombia ranks as the fourth largest economy in South America, behind leaders Brazil, Argentina and Chile. Currently, Colombia has a gross domestic product (GDP) of about US\$505 billion, which ranks 29th in the world. While Brazil's economic woes have dragged itself and most of the continent into slower economic growth or downright recession,

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



Analysis by market

REPLACEMENT

Vendors: High demand reported for certified glass installers.

EMERGING

Technology: WDs face sales challenges.

INTERNATIONAL

Vendors: U.S. firms sidelined as Iran aims to become auto hub of Middle East

CUSTOMERS

Dealerships: Over-the-air updates could reduce recall costs. Will dealers lose out?

Research

Collision Shop Product Study: Our latest research shows the product purchasing trends and preferences of collision repair shop owners and managers.

Online Special Reports

COMMITMENT TO TRAINING

Certified training glass replacement:

The Auto Glass Safety Council administers a technician certification program for auto glass installation, awarding certified technician or master technician credentials.

AFTERMARKET BUSINESS WORLD (Digital ISSN 1938-0593) is published 12 times yearly by UBM 131 W First St., Duluth MN 55802-2066. Subscription rates: digital only \$65 for 1 year.

©2016 UBM. All rights reserved. No part of this publication may be reproduced or transmitted in any form or by any means, electronic or mechanical including by photocopy, recording, or information storage and retrieval without permission in writing from the publisher.

Authorization to photocopy items for internal/educational or personal use, or the internal/educational or personal use of specific clients is granted by UBM for libraries and other users registered with the Copyright Clearance Center, 222 Rosewood Dr., Danvers, MA 01923, 978-750-8400 fax 978-846-8700 or visit <http://www.copyright.com> online. For uses beyond those listed above, please direct your written request to Permission Dept. fax 440-756-5255 or email: mcannon@advanstar.com.

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

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

Opinion



John Shoemaker
Staying in touch with customers



Jason Bigelow
Driverless cars and the bottom line



Scott Thompson
The next catalog revolution is here



Mark Smith
Crazy vs. experience matrix



Stephen Barlas
Google cars seek friendly legislation

Collision Shop Product Study

Auxiliary Lighting Philips

Battery Trans Canada Energies Distribution

Brakes Raybestos

More articles by RICHARD MEZADURIAN

RELATED articles

AUTHOR bio

Colombian aftermarket

“ Colombia is a commodity-based economy, driven largely by agriculture. ”

Colombia's economy has proven resilient during the past five years.

In fact, while Argentina and Brazil were in recession during 2015, Colombia managed to grow its GDP by almost 3.4 percent. According to the International Monetary Fund, that growth is estimated to increase to 3.7 percent in 2016. While this growth rate is a bit slower than Peru or Bolivia, their economies are significantly smaller. Given that 87 percent of Colombia's population is under the age of 55, there is a strong demographic bias for continued economic growth for several decades.

The overall economy in Colombia is strong and getting stronger. Colombia is a commodity-based economy, driven largely by agriculture (coffee, cut flowers and bananas lead the segment) and by mining (gold, coal and emeralds). This leads to a strong demand for vehicles that can navigate the mountainous terrain, while carrying large loads of cargo and people.

The total number of vehicles in operation in 2015 was 2.6 million, which represents a growth of more than 500,000 units since 2010. According to the Automotive Aftermarket Suppliers Association's (AASA) 2016 World

Automotive Market Report, the 10-year growth pattern in the market represented a compound annual growth rate (CAGR) of over three percent. And that CAGR lags significantly behind the other market leaders in South America.

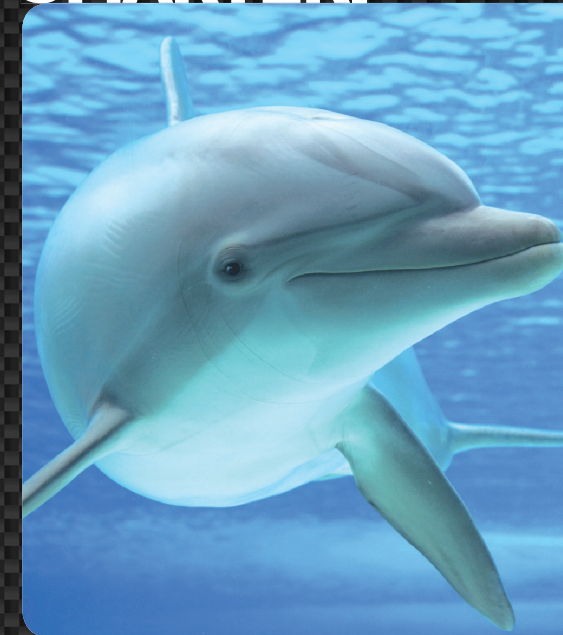
In 2011, the United States entered into a trade promotion agreement (TPA) with Colombia that eliminated tariffs immediately or had the effect of diminishing them over the following decade. Without tariffs, exports to Colombia have grown dramatically since 2012. Overall, the TPA has taken a US\$8 billion trade deficit and turned it into a \$2 billion trade surplus in 2015. In fact, from 2011, when the TPA was first signed in October of that year, through the end of 2015, U.S. aggregate exports of transportation-related equipment to Colombia rose 41 percent, from US\$870 million to US\$1.228 billion.

Retail automotive sales of new vehicles were down significantly in 2015 from 2014. The decline was nearly 12 percent for the overall market. Chevrolet maintained its position as market leader, racking up its third year in a row with the best-selling vehicle, the Chevrolet Sail. ...CONTINUE READING □

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



WIRED TO BE SMARTER.



Ditto.

To eliminate the original failure mode, TechSmart® gave our all-new Fuel Injection Control Module an improved circuit layout with performance upgrades and more advanced electronics. With less excess heat being put on critical components, it's the smart choice for you and your customers.

TechSmart® Fuel Injection Control Module (FICM)

- Redesigned circuit layout
- Higher quality electronics
- Gold-plated contacts
- Built-in load dump protection
- New, not remanufactured
- No reprogramming necessary

The Evolution of Parts

Dolphins are considered to be one of the most intelligent creatures on earth.



[Twitter](#) [Facebook](#) [YouTube](#) [TechSmartParts.com](#)

Collision Shop Product Study

Auxiliary Lighting Philips

Battery Trans Canada Energies Distribution

Brakes Raybestos



AUGUST 2016

Industry News

Market Trends & Analysis

Products

Contact Us

4 Commitment to Training

5 Aftermarket Technology

7 Dealership Market Trends

9 International Trends

11 Vendor Market Trends

12 John Shoemaker

Sign up for weekly Distribution e-newsletters

SearchAutoParts.com

“OUR ADVICE TO OUR AGRR TECHNICIANS WOULD BE TO REMAIN PATIENT AND MAINTAIN PROFESSIONALISM WHEN DEALING WITH THE CHANGES WE FACE WITH ADVANCED DRIVER ASSISTANCE SYSTEMS.” – PAUL ANAYA.

COUNTDOWN TO AMC 2017

MONTHS **1** WEEKS **02**

Certified training programs in VIEW AT AUTO GLASS WEEK

By **JAMES E. GUYETTE** | News Correspondent

It's clear that there are not enough properly trained, qualified and certified glass replacement technicians to meet the needs of the motoring public and adequately staff aftermarket businesses conducting these types of repairs.

This line of work can make a satisfying career for potential technicians interested in taking advantage of the industry's wide array of up-to-date educational offerings.

"In the beginning, windshields were truly wind-screens – they were designed to keep bugs, weather and wind out and had little function beyond those. As car designs evolved, windshields became curved and eventually became an integral part of the vehicle's passenger restraint safety system," explains Debra Levy, president of the Auto Glass Safety Council (AGSC) and managing director of the Auto Glass Week trade exposition.

"Once the glass became a safety feature, how it is installed became just as important. The sophistication of installation has evolved over the years to the point where standards for proper auto glass installation are

necessary," she continues, referring to the American National Standards Institute/AGSC/Automotive Glass Replacement Safety Standard (AGRSS) that was first developed more than 15 years ago. "It's the single most important automotive glass safety item in the past 50 years."

AGSC administers a technician certification program for auto glass installation professionals, awarding certified technician or master technician credentials. It also oversees "one of the most forward-thinking company credentialing programs, whereby third-party independent auditors conduct random audits of companies and their technicians to make sure they are following the industry's standards and installing properly," says Levy.

AGSC additionally administers the industry's auto glass replacement safety ANSI/AGSC/AGRSS 2015-003 Standard.

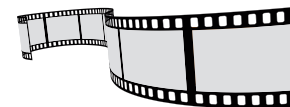
The organization holds training sessions throughout the nation. In June, for instance, AGSC conducted a regional training and accreditation program in suburban Seattle. "We had 23 registered and it was very successful," Levy reports. ...CONTINUE READING

ASE GUIDES | QUESTION OF THE MONTH

An experienced parts specialist asked a customer for the car's engine size when the customer asked for shock absorbers. The parts specialist probably:

- A. was trying to identify the model of car
- B. thought that cars with different engines sometimes have different suspensions
- C. was developing a marketing database
- D. was going to promote related engine parts, hoping to sell more to the customer

[Click here to see the answer](#)



[WATCH AND LEARN]



Measuring and managing business performance



The Trainer #55 - Is reprogramming for you?

Collision Shop Product Study

Auxiliary Lighting Philips

Battery Trans Canada Energies Distribution

Brakes Raybestos



AUGUST 2016

Industry News

Products

4 Commitment to Training

7 Dealership Market Trends

11 Vendor Market Trends

Market Trends & Analysis

Contact Us

5 Aftermarket Technology

9 International Trends

12 John Shoemaker

Sign up for weekly Distribution e-newsletters

SearchAutoParts.com

TELEMATICS/CONNECTIVITY

WDs face sales challenges

Technology, training important for warehouse distributor sales team success

BY BRIAN ALBRIGHT
Correspondent

Automotive aftermarket warehouse distributors (WDs) face increasing competitive pressure from both OEMs and from online retailers. For WDs to stay successful, they not only have to strive to have the right parts at the right time, but also make sure that their sales team is prepared to make a good case for their services when they are in front of customers.

TRENDS & MARKET Analysis

“If you don’t have it on the shelf, the customer just goes to the next seller,” says outside sales manager Traci Taylor of Vaca Valley Auto Parts. “If the price is right, they’ll take it where they can get it, rather than waiting the next day to have it shipped.”

The key is to arm your sales team with the right data, and back that up with the right training.

Sales reps often find themselves calling on accounts without any particular reason to do so, and they aren’t able to ask the right ques-

Technology Newsmaker

Q&A

CARLO CADET
Director of Product Marketing
Perfecto Mobile



Q What opportunities are there for aftermarket system providers in this space, given the control OEMs have over the interface?

A What did Cadet say? Continue reading online.

[Read full interview](#)

tions to uncover a specific need that they can meet for the client. If all the sales team is doing is checking stock, dropping off a card, and asking general questions of the customer, they are likely missing opportunities to land new business, or introduce new products or lines.



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

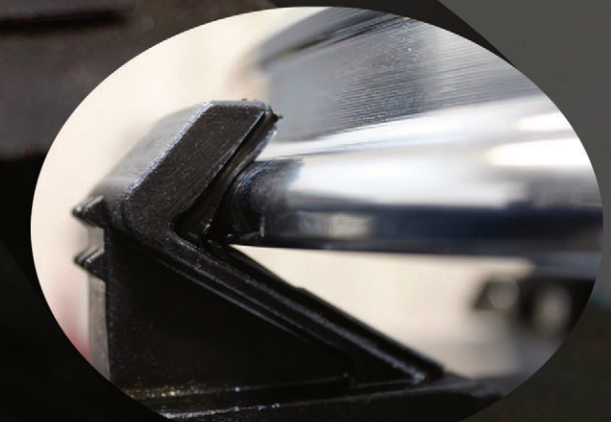
➔ More articles by **BRIAN ALBRIGHT** ➔ **RELATED** articles

Make an impression without leaving a scratch.



Hello RimGuard

Still afraid to service powder coat wheels and expensive alloy rims? Be scared no more because Ranger tire changers feature non-marring RimGuard™ wheel clamps*. Permanently attached Polymer and Urethane shields protect delicate wheels and are adjustable to accommodate rim sizes ranging from 9" - 30". Put aside your worries - not those expensive wheels. Contact your local BendPak/Ranger dealer or call **1-800-253-2363**.



See it on YouTube Search "Ranger Rimguard"

www.bendpak.com/rimguardwheelclamps

© 2016 Ranger Products, Inc. • BendPak and Ranger are registered trademarks. *Patent Pending

Collision Shop Product Study

Auxiliary Lighting Philips

Battery Trans Canada Energies Distribution

Brakes Raybestos



AUGUST 2016

Industry News

Market Trends & Analysis

Products

Contact Us

4 Commitment to Training

5 Aftermarket Technology

7 Dealership Market Trends

9 International Trends

11 Vendor Market Trends

12 John Shoemaker

Sign up for weekly Distribution e-newsletters
SearchAutoParts.com

“It comes down to SKU availability, forecasting and quality, and being able to deliver those parts.”

Salespeople have to be able to find out what the pain points are for each account, and be prepared to offer a solution, and then position a product or service to fit that need. Otherwise, the conversation never moves past the customer trying to get a better price.

If sales reps aren't closing, you have to do the hard work to find out if they need more training because they don't know how to close, or if they need more information so that they have the tools available to close the deal.

FREE WHITEPAPER:

Focus on Telematics – What is in it for you as an automotive aftermarket professional?



DOWNLOAD NOW

Price competition has made this challenging, particularly for untrained sales reps. “The untrained sales guys listen to the noise about price,” says David Caracci, retired vice president of sales at Bosch. Caracci is also an

adjunct professor at Northwood and executive director of the Automotive Sales Council. “The customer is always going to ask for a lower price. The sales person needs to understand the customer's business and what their real need is. Their real need isn't a lower price, it's just the easiest thing to ask for.”

“It's never all about the price,” adds Donna Wagner, assistant professor and chair of the Aftermarket Management program at Northwood University. “It comes down to SKU availability, forecasting and quality, and being able to deliver those parts. And how much profit the repair shop can make by buying parts from a specific distributor.”

There are a number of strategies and tools available that can help WD sales teams stay competitive.

Know your account

Observation is critical for successful sales. Know the account, what vehicles they are servicing, and what parts they are buying from ...CONTINUE READING ▢

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



This is my BendPak

There are many, But this one's ~~mine~~. Ours

“Having BendPak lifts is a valuable asset to us. It helps us keep our cars the fastest in the nation. No matter what we're doing, BendPak is what we use.”

- Bobby Ducote, Kye Kelley & Scott Taylor from TV's “Street Outlaws-New Orleans”



For more information on BendPak's entire product line, call 1-800-253-2363 or visit www.bendpak.com



Collision Shop Product Study

Auxiliary Lighting Philips

Battery Trans Canada Energies Distribution

Brakes Raybestos

© 2016 BendPak, Inc. • BendPak, Inc is a registered trademark.



Industry News

Products

4 Commitment to Training

7 Dealership Market Trends

11 Vendor Market Trends

Market Trends & Analysis

Contact Us

5 Aftermarket Technology

9 International Trends

12 John Shoemaker

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

DEALERSHIPS

Remote control automotive recalls

Over-the-air software updates could reduce the cost of recalls. Will dealers lose?

BY BRIAN ALBRIGHT
Correspondent

As vehicles become as reliant on software as they are on mechanical systems, the idea of updating the systems in the car using over-the-air technology is catching on.

Tesla has been a leader in the space, using software over-the-air (SOTA) fixes for everything from a charger plug recall to changing the suspension settings on its vehicles to give them more clearance at high speeds.

TRENDS & MARKET Analysis

That could be good news for drivers who are hard pressed to bring their vehicles in for a rapidly rising number of recalls, but bad news for dealers who depend on recall business to keep customers coming back after the warranty is up.

According to ABI Research, there will be 203 million OTA-enabled cars shipping by 2022. Both SOTA and firmware over-the-air (FOTA) will see a rapid increase, with nearly 180 million new cars supporting SOTA and 22 million

Dealer Newsmaker

Q&A

CHRIS SUTTON
VP of U.S. Automotive Retail
J.D. Power



How much are all the auto recalls actually affecting overall customer satisfaction?



What did Sutton say? Continue reading online.

[Read full interview](#)

with FOTA by 2022. Tesla will continue to lead the way in firmware updates, while other OEMs focus on SOTA.

“Three factors changed the course of the automotive industry and paved the way for the future of OTA: recall cost, Tesla’s success as

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



- Collision Shop Product Study
- Auxiliary Lighting Philips
- Battery Trans Canada Energies Distribution
- Brakes Raybestos

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



Industry News

Products

4 Commitment to Training

7 Dealership Market Trends

11 Vendor Market Trends

Market Trends & Analysis

Contact Us

5 Aftermarket Technology

9 International Trends

12 John Shoemaker

Sign up for weekly Distribution e-newsletters
SearchAutoParts.com

“ In the past two years, the recall rate increased to approximately 46 percent. ”

the foundation of autonomous driving, and security risks based on software complexities,” says Susan Beardslee, senior analyst at ABI Research. “It is a welcome transformation, as OTA is the only way to accomplish secure management of all of a connected car’s software in a seamless, comprehensive and fully integrated manner.”

Managing recalls is a bigger challenge than ever for both OEMs and drivers. In the past two years, the recall rate increased to approximately 46 percent and four major OEMs set aside a combined \$20 billion in warranty reserves, according to Beardslee.

Not all recalls can be fixed via an OTA update, of course, but ABI’s analysis suggests that roughly one-third of recalls in 2015 could have been addressed over the air. Doing so could have saved manufacturers as much as \$6 billion.

In some cases, OEMs have addressed software updates by mailing USB drives to customers, but this method is inherently less secure and less reliable.

“Obviously, if there’s a problem with your airbag that can’t be fixed over the air,” Beardslee says. “But there still a tremendous opportunity.

BMW last year sent a software patch to around 2.2 million vehicles this way. One of the advantages for OEMs and drivers is that you don’t have to take the time to go to the dealer, and you don’t have to wait for an incident to occur. You can make this change as soon as you know there’s a problem.”

Risk aversion slows adoption

SOTA solutions typically address telematics or infotainment solutions. Maps, navigation, Apple CarPlay, and other driver-facing applications generally fall into this category. Firmware (FOTA) involves mission-critical systems that allow the car to function.

The updates typically are downloaded while the car is parked.

“The only one publicly doing FOTA right now is Tesla,” Beardslee says. “Potentially this could be used for safety issues, or even value-added improvements like improving gas mileage.”

The design cycle of vehicles will likely delay wider adoption of SOTA in the short term.

“There are processors that need to be ...CONTINUE READING □

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



DELIGHTFULLY SOUND-FREE



Model# RS7580H-603
MSRP: \$4250*

HUSHQuiet
ROTARY-SCREW AIR COMPRESSOR

Engineered for high performance, efficiency and reliability, BendPak’s Hush-Quiet RS7580H-603 rotary screw air compressor can meet the compressed air demands of high volume tire shops, general maintenance and fleet shops, vehicle body and paint facilities or busy automotive dealerships. Our exclusive Hush-Quiet technology makes it the perfect compressor to install in noise conscious service areas.

For more info visit www.bendpak.com/hushquiet or call 1-805-933-9970

*Valid at participating dealers. Prices subject to change after September 30, 2016
© 2016 BendPak, Inc • BendPak, Inc is a registered trademark.

BP BendPak

Collision Shop
Product Study

Auxiliary Lighting
Philips

Battery
Trans Canada
Energies
Distribution

Brakes
Raybestos



AUGUST
2016

Industry News

Market Trends & Analysis

Products

Contact Us

4 Commitment to Training

5 Aftermarket Technology

7 Dealership Market Trends

9 International Trends

11 Vendor Market Trends

12 John Shoemaker

Sign up for weekly
Distribution e-newsletters

SearchAutoParts.com

VENDORS

U.S. firms sidelined as Iran aims to become auto hub of Middle East

BY JAMES E. GUYETTE
News Correspondent

Iranians are starved for cars after years of crippling international economic sanctions. As the nation's automotive marketplace starts to crank up again it will most likely have to make due without American-made vehicles and components because U.S. exports to Iran remain stalled under a highly complex list of federal restrictions.

TRENDS & MARKET Analysis

With Iran and Boeing engaging in negotiations to update the country's dangerously aging civilian aircraft fleet, conservatives in Congress are attempting to shoot down the deal – representative of a lingering anti-Iranian trend that does not bode well for official licensing of automotive exports anytime soon. None of the Presidential candidates have thus far voiced support for improving diplomatic relations with Iran.

"I expect it will be difficult" for American companies interested in taking advantage of Iran's burgeoning auto market, says Clif Burns at the

Vendor Newsmaker

Q&A

MOHAMMED AL FAYYAD

General Motors Middle East
Customer Care and Aftersales Director



Which aftermarket products and services sell best in the Middle East?



What did Al Fayyad say? Continue reading online.

[Read full interview](#)

Washington, D.C.-based Bryan Cave international law firm. "Nothing can directly be sent from the U.S. to Iran."

"You can't export any auto parts to Iran," laments Shahriar Afshar, president of the Iranian Trade Association in San Diego. "Iran



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

More articles by **JAMES E. GUYETTE**

RELATED articles



AUGUST 2016

Industry News

Market Trends & Analysis

Products

Contact Us

4 Commitment to Training

5 Aftermarket Technology

7 Dealership Market Trends

9 International Trends

11 Vendor Market Trends

12 John Shoemaker

Sign up for weekly Distribution e-newsletters
SearchAutoParts.com

NEW



Fleet Management Sales Start Here

Product Features

- Fuel economy
- Driver score
- Route history
- Vehicle location
- Crash detection
- Check engine
- Vehicle maintenance
- Reports & alerts

ONLY FROM INNOVA



The fleet manager and parts store are alerted



The parts store reaches out to the fleet manager

follow up with your customers while they follow their fleets

Created by parts people for parts people, the Innova Fleet Services OBDII dongle gives auto parts stores a huge sales advantage. After a simple setup, both the fleet customer and the parts store are alerted of required maintenance through telematics, such as when the check engine light is illuminated or when vehicle service is due. Each alert gives the store a unique opportunity to proactively reach out to the customer and capture the parts sale.

Unique to the aftermarket, the new Innova Fleet Services OBDII dongle includes all the features found on a traditional system and is more affordably priced. Easy to use, it will help your customers manage their fleets and provide them with a fast return on their investment. More sales for you. More savings for your customers. A win-win from Innova Fleet Services.

INNOVA

FLEET SERVICES

For more information on how we can help your business grow, please call 714-424-6768 or visit us at www.fleet.innova.com

Collision Shop Product Study

Auxiliary Lighting Philips

Battery Trans Canada Energies Distribution

Brakes Raybestos



It will be difficult for U.S. companies to take advantage of Iran's burgeoning auto market.



has a booming auto business" that includes vehicle exports throughout the Middle East.

This ongoing growth has non-American auto industry firms venturing into Iran at an accelerated pace following January's partial lifting of sanctions that had been imposed by the United Nations, the European Union and the U.S. to disarm Iran's pursuit of nuclear weapons. Iran has accepted strict limits to its atomic quest with "snap back" sanctions looming if it violates the agreement.

Now being referred to as "the largest untapped automotive market on the planet" with its population of 79.5 million people, Iranian drivers are seeking upgrades to a countrywide fleet of older vehicles frequently lacking replacement parts.

In 2014 Iran managed to sell more than 860,000 cars – even with the sanctions in place – surpassing all the other Middle Eastern nations despite a dearth of monetary resources and technological expertise largely brought about by the long American boycott and Europe's subsequent sanctions-induced exit from the market.

"Almost the entire automotive industry is open to partnering as international technology, modern production lines and finance is the need of the hour," says senior research analyst Isaac Abraham at Frost & Sullivan, which has produced a series of reports on the nation's vehicle sector.

"Iranian OEMs lack the powertrain technology, build quality and finesse of foreign companies, and would benefit immensely from partnering with them," he says.

Iran's vehicle market is complicated, though, with the government maintaining a stake among OEMs and suppliers, according to Abraham, who was assisted in his research by Vishwas Shankar. Protectionist policies and high localization mandates raise the entry barriers for foreign companies at the cost of quality, but they also boost local economies and employment levels.

Negotiating joint ventures

The government's authoritarian presence is ...CONTINUE READING □

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



Pre-programmed to Keep You Ahead of The Curve.

As technology advances, you should too. To stay ahead of the curve, simply go to aapexshow.com. That's where you'll find everything you need to point you and your business in the right direction.

To register now, visit www.aapexshow.com/adv

aapex
ahead of the curve

#AAPEX16

Register Now! AAPEX 2016, Nov. 1-3, at the Sands Expo in Las Vegas. AAPEXedu sessions begin on Oct. 31.

Collision Shop
Product Study

Auxiliary Lighting
Philips

Battery
Trans Canada
Energies
Distribution

Brakes
Raybestos



AUGUST
2016

Industry News

Market Trends & Analysis

Products

Contact Us

4 Commitment to Training

5 Aftermarket Technology

7 Dealership Market Trends

9 International Trends

11 Vendor Market Trends

12 John Shoemaker

Sign up for weekly
Distribution e-newsletters

SearchAutoParts.com

VENDORS

Auto Glass Safety Council reports high demand for certified installers

BY JAMES E. GUYETTE
News Correspondent

Debra Levy is president of the Auto Glass Safety Council (AGSC) and managing director of Auto Glass Week. She recently fielded a series of questions from Aftermarket Business World about the importance of proper training for glass repair and replacement technicians and other aspects of the industry.

TRENDS & MARKET Analysis

Q: Are there enough technicians available to meet the needs of the glass installation industry?

A: Enough qualified technicians? No, there are not.

Q: What steps are being taken to attract new technicians?

A: A number of quality glass companies have started offering “internships” to high school students and have worked with

graduates and returning veterans to provide the training necessary to be a technician.

Q: What are the typical qualities that you look for in a glass technician candidate?

A: The pendulum on this has really changed. Years ago, companies would most likely hire a “car guy” and teach him about glass and customer service. Most companies today find they have greater success hiring “people” people and training them about glass installation. In many ways, auto glass replacement is a service industry.

Q: Do you recommend that shop owners look to their local high schools and



DEBRA LEVY

vocational training centers to recruit suitable candidates? Are speakers available to reach out to instructors or their students? What are the

career benefits of being a glass technician?

A: Glaziers have been identified by the U.S. government as one of the professions expected to experience shortages in workers. Getting a local vocational-technical school interested in such a program is a great way to grow, and there has been a fair degree of success using that method. Being an auto glass technician is the job of a true professional – one of a safety professional who is often a first responder as well.

Q: How critical is it for technicians to obtain suitable training for glass installation?

A: It’s vital. The windshield is a part of a vehicle’s safety system and it’s imperative that it be installed correctly. And the vehicle systems are changing so rapidly that it is important that technicians stay current in their knowledge.

Q: Are the training programs typically directed at glass specialists, or should technicians at collision repair shops and

“Most companies find they have greater success hiring “people” people and training them.”

mechanical repair shops also obtain professional training?

A: AGSC offers a number of different training programs. One is for insurers so they learn and understand the importance of ...CONTINUE READING



Comfort King

The LuK DMF: over 90% vibration damping. More than any solid flywheel.

The original LuK Dual Mass Flywheel (DMF) is superior to a solid flywheel when it comes to functionality and comfort. With isolation degrees of more than 90%, it provides driving comfort that even the most critical passengers will enjoy.

Don't risk it – stay with the original LuK DMF!

Further information:
www.repxpert.us



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

More articles by **JAMES E. GUYETTE**

RELATED articles



Industry News

Products

4 Commitment to Training

7 Dealership Market Trends

11 Vendor Market Trends

Market Trends & Analysis

Contact Us

5 Aftermarket Technology

9 International Trends

12 John Shoemaker

Sign up for weekly Distribution e-newsletters
SearchAutoParts.com

Collision Shop Product Study

Auxiliary Lighting Philips

Battery Trans Canada Energies Distribution

Brakes Raybestos

What are you doing **TO STAY IN TOUCH WITH YOUR CUSTOMERS?**

Is more than 25 percent of your business coming from one source? If it is, you might want to pay attention.

According to OnStrategy's article by Todd Ballowe, Ten Common Causes of Business Failure, number six is overdependence on a single customer. In his article he asks "If your biggest customer walked out the door and never returned, would your organization be OK?" The number seven cause is no customer strategy.

I understand the comfort of having insurance direct repair programs (DRPs). I

enjoyed having them when I was working in a shop. However, I always continued to market my customer base.

In a day and time when a customer can change their insurance affiliation in 15 minutes or less online, you need to keep track of your customers. I always tracked whether a DRP assignment was a repeat customer or a new opportunity. At my shop, it was about 70

percent repeat and 30 percent new. What I found interesting was almost 20 percent of my repeat customers were with a different insurance company. This is why relying on your DRP to market for you makes you susceptible to their ebbs and flows. Those ups and downs can negatively affect your workflow.

By marketing to your customer base you retain your customer regardless of their insurance company affiliation. There are numerous commercials luring customers from one insurance company to another and unless you have a DRP with all of them your customers could be directed to your competition.

By staying in contact with your customers you develop loyalty that will help combat insurance company steering. Customers want to know they have somebody that can help them when they have an accident. By staying in touch with them they will turn to you. When you don't stay in touch, they will rely on the insurance company's recommendations.

There are many tools available to maintain contact with your customers as well as different methods. Which method or tool you use depends on your marketing target. I recommend you do a little research before you pick one or maybe two to reach your customers.

Relying on your DRP to market for you makes you susceptible to their ebbs and flows.

What are you doing to stay in touch with your customers?

Marketing for success

Even if you have a DRP with several insurance companies, the customer must know you to pick you from the line-up the insurance call center gives them. To gain those customers you must create a plan to market to the public.

Marketing plans are only as effective as their reach. You can't successfully market your collision center without understanding your target. Marketing has many facets that require research to determine the correct message, the right channel and the intended receiver.

Determining where your marketing is successful and where it is not working, as well as knowing the differences in the market areas prepares you to ...CONTINUE READING □



JOHN SHOEMAKER
Business Development Manager
BASF North America



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

COLUMNISTS

Mark Smith

Crazy vs. experience matrix

Stephen Barlas

Google cars seek friendly state, federal laws

Jason Bigelow

Driverless cars can drive up the bottom line

Scott Thompson

The next catalog revolution is here

➔ More articles by **JOHN SHOEMAKER** ➔ **RELATED** articles ➔ **AUTHOR** bio



AUGUST
2016

Industry News

Market Trends & Analysis

Products

Contact Us

4 Commitment to Training

5 Aftermarket Technology

7 Dealership Market Trends

9 International Trends

11 Vendor Market Trends

12 John Shoemaker

Sign up for weekly
Distribution e-newsletters
SearchAutoParts.com

Crazy vs. EXPERIENCE MATRIX

I've learned that some people are very goofy about engine oil. Conventional motor oil, blended oils, synthetic oils, high-mileage oils, recycled (green) oils, and even different colored oils. Many more people are just as goofy about politics and religion.

Somehow picking a motor oil has become more complex than choosing a presidential candidate or the church or synagogue that will assure your salvation.

At the core of oil, politics, and religion are some very important facts to consider: oil comes out of the ground, politicians come from under rocks and religion promises that we will arise from the ground after death. With this great understanding in hand, and combining the three (oil, politicians, and religion), one could assume it would not be unreasonable for me to ask for a specialty oil change performed by Bernie Sanders, using blended synthetic peanut-butter flavored 0W-50 high mileage oil on the consecrated ground of a Mormon garage complete with a cemetery – all for \$19.95 in 20 minutes or less.

We make choices based on few facts and even less data. The truth is largely ignored, and our expectations of quality outweigh the logic of the whole process. Due to this revelation that hyperbole seems to trump common sense, I have developed a simple chart to help you

determine where you should buy your parts and get your service. I call this guide the crazy-experience matrix.

Basically it consists of a vertical X axis called Crazy, and a horizontal Y axis labeled Experience. The Crazy axis begins with a measurement of 4 and tops out at a 10 crazy, because let's face it, to work in this industry you have to be at least a "4" crazy.

The Experience axis runs from 0 to 25 years. It stops at 25 years, because selecting anyone with over 25 years of experience to handle your parts and service needs will result in you dealing with such a jaded old-timer you'd never distinguish them from a 10 crazy even if they were a 4 or below. However, this is not a static representation. It's quite fluid.

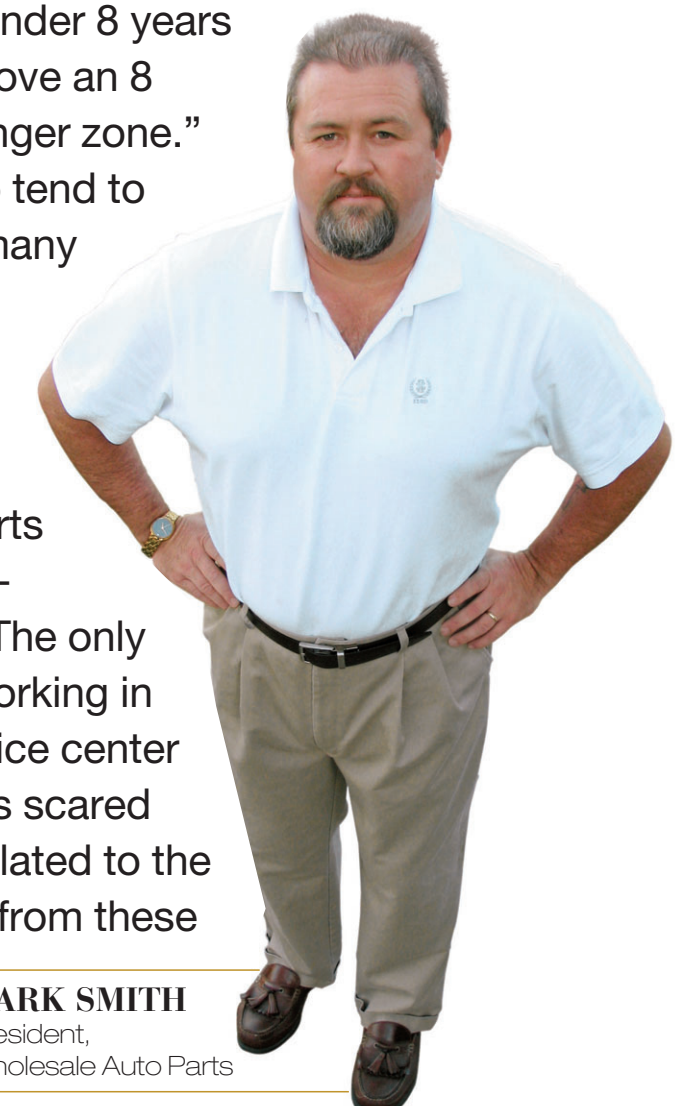
So, for starters anyone who falls within less than 5 years of experience and between a 4-10 crazy we will call the "no go zone." Unless you are not afraid of disappointment, return trips, long waits, or you thrive on misery, stay away from this zone. Life is just better that way.

Next, we have persons that rank between a 4-7 crazy and with 5-8 years of experience. This zone is the "reasonably accurate zone," and they are not crazy, most of the time. You can call these guys and gals your friends. They are OK to hang out with, but don't possess the "Bullwinkle" gene commonly needed for the "Mr. know

“Taking advice from these folks could result in jail time or engine failure. Or both.”

it all" savant ability. One should strive to leave the "reasonably accurate zone" to find a more permanent location for parts and service.

Above 5 years, yet under 8 years of experience, and above an 8 crazy, we call the "danger zone." These are people who tend to be gypsies, with too many tattoos to count, and really odd piercings. They possibly are ex-convicts, degenerates and unseemly sorts who go home and polish their AR-15 rifles. The only reason they are still working in a parts store or a service center is because everyone is scared of them, or they are related to the owner. Taking advice from these folks could result in jail time or engine failure.



MARK SMITH
President,
Wholesale Auto Parts

...CONTINUE READING ▢

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



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

Collision Shop Product Study

Auxiliary Lighting Philips

Battery Trans Canada Energies Distribution

Brakes Raybestos



- Industry News
- Market Trends & Analysis
- Products
- Contact Us
- 4 Commitment to Training
- 5 Aftermarket Technology
- 7 Dealership Market Trends
- 9 International Trends
- 11 Vendor Market Trends
- 12 John Shoemaker

Sign up for weekly Distribution e-newsletters
SearchAutoParts.com

Google cars seek FRIENDLY STATE, FEDERAL LAWS

John Krafcik, CEO of Google Self-Driving Cars, told a Washington audience in May that the National Highway Traffic Safety Administration (NHTSA) needs to update its federal safety standards if autonomous vehicles are to reach the market as quickly as companies like Google hope they will.

He gave the example of the Federal Motor Vehicle Safety Standard (FMVSS), which requires turn signals to be “self canceling” by motion of the steering wheel. Self-driving cars won’t have steering wheels, but they will have turn signals, and the technology is already there, added Krafcik, to produce turn signals that operate independent of a steering wheel.

So a self-driving car will never meet that particular FMVSS unless NHTSA changes it. “We want to see the NHTSA allow us to use technology that is equivalent to what is required by the FMVSS,” he said.

He underlined the need for federal policies on self-driving cars by warning of the patchwork of state laws that could grow up around autonomous vehicles. “There are some well-intentioned ideas there but there is a real irony that those states, in putting their policies together, don’t realize they are causing some harm,” he said.

NHTSA, an office within the Department of

Transportation, is expected to issue draft guidance this summer specific to the interplay between state and federal laws. Google has complained, for example, about California draft regulations for operation of autonomous vehicles that specifically exclude fully self-driving cars. Further, in the past two years, 23 states have introduced 53 pieces of legislation that affect self-driving cars – all of which include different approaches and concepts.

“Five states have passed such legislation, and although all were intended to assist the development of the technology in the state none of those laws feature common definitions, licensing structures or sets of expectations for what manufacturers should be doing,” said Chris Urmson, director, Self-Driving Cars, Google, when he testified before the Senate Commerce Committee in March. “If every state is left to go its own way without a unified approach, operating self-driving cars across state boundaries would be an unworkable situation and one that will significantly hinder safety innovation, interstate commerce, national competitiveness and the eventual deployment of autonomous vehicles.”

However, at a conference in Detroit on June 8, Mark Rosekind, the NHTSA administrator, indicated that the upcoming guidance would not restrict state regulation

Twenty-three states introduced 53 pieces of legislation that affect self-driving cars.

of autonomous vehicles.

Krafcik’s remarks in May were during a panel discussion at a conference organized to receive a new report from the Energy Security Leadership Council (ESLC) called The National Strategy for Energy Security: The Innovation Revolution. The report calls for the creation of a federal program to address autonomous vehicle liability in order to encourage early autonomous vehicle adoption, a solution similar to the National Vaccine Injury Compensation program. Additionally, the ESLC urges more flexible federal safety standards for such vehicles than for traditional cars while also creating a single office at the U.S. Department of Transportation and a White House inter-agency working group

...CONTINUE READING ▢



STEPHEN BARLAS
Washington
Correspondent

Collision Shop Product Study

Auxiliary Lighting Philips

Battery Trans Canada Energies Distribution

Brakes Raybestos

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

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



Industry News

Market Trends & Analysis

Products

Contact Us

4 Commitment to Training

5 Aftermarket Technology

7 Dealership Market Trends

9 International Trends

11 Vendor Market Trends

12 John Shoemaker

Sign up for weekly Distribution e-newsletters

SearchAutoParts.com

Driverless cars can drive up **THE BOTTOM LINE**

“Autonomous vehicles will be capable of operating 24 hours a day without breaks.”

Critics worry that autonomous vehicles will create massive job losses and put repair shop owners out of business. But owning and operating a repair shop for over 21 years has taught me that only one thing is certain about the automotive industry – it is always changing and moving.

Driverless cars are a case in point. With millions of autonomous miles logged and recent legislative changes supporting the implementation of driverless vehicles, some automotive manufacturers plan to roll out fully autonomous, self-driving vehicles to America’s roadways by as early as 2020. Despite the naysayers, I am actually excited about how this will affect the automotive repair industry.

From a mechanical and electrical perspective, autonomous vehicles are not much different from the vehicles technicians already service on a daily basis. The autonomous features are just that – “features” designed to replace drivers, not cars. The goal is to add operational awareness and intelligence without replacing any of the components that make human-controlled cars operate.

Having added the likes of parking assist, lane departure, 360 degree-view cameras and crash-avoidance systems for over a decade, manufacturers have learned

that computers paired with the right algorithms consistently make better decisions than humans, and at a much faster rate. It is estimated that more than 1.3 million people around the globe die each year in car-related crashes due to driver error. So why not replace the bad decision makers – namely, the drivers? Human emotion and psychology can make this a tough sell for some of us. However, the economic and safety benefits of creating fully autonomous vehicles are too appealing to be ignored. The phenomenon is unstoppable.

As I see it, repair shops – and the parts manufacturers, wholesalers and retailers that supply them – will be among the beneficiaries of the shift to autonomous vehicles. Early implementation will most likely take place in the transportation sectors, with autonomous vehicles showing up as taxis, limousines and city buses. These vehicles will be capable of operating 24 hours a day without breaks; some will even collect money and digitally transmit it to their owners, sight unseen.

With time, fleets of driverless cars will fan out across the country to deliver groceries and mall merchandise, take seniors to church or doctor’s appointments, conduct sight-seeing tours, ferry carpoolers to and from work – the potential applications are nearly limitless. But this

scenario can only play out if the vehicles run properly.

Today, the vehicles entering shops for maintenance or repairs sit parked 95 percent of the time. Tomorrow, fleets of driverless cars will spend nearly all their time on the road – with an increase in wear and tear and a proportionate need for maintenance and repair.

Technicians losing their jobs? Shop owners going out of business? On the contrary, shop owners will need to expand and hire more highly trained technicians to keep pace with the massive increase in demand that will be put on the service industry. Parts manufacturers, too, will need to ramp up production in order to keep pace with the skyrocketing demand for brake pads, tires, steering and suspension components and all of the other consumable parts that vehicles require.

In fact, parts manufacturers have already starting gearing up for the changes by offering advanced training and support networks to technicians

...CONTINUE READING ▣



JASON BIGELOW
Founder
Advanced Tire & Auto Center

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



Collision Shop Product Study

Auxiliary Lighting Philips

Battery Trans Canada Energies Distribution

Brakes Raybestos

More articles by **JASON BIGELOW** RELATED articles AUTHOR bio



AUGUST 2016

Industry News

Products

4 Commitment to Training

7 Dealership Market Trends

11 Vendor Market Trends

Market Trends & Analysis

Contact Us

5 Aftermarket Technology

9 International Trends

12 John Shoemaker

Sign up for weekly Distribution e-newsletters
SearchAutoParts.com

The next catalog **REVOLUTION IS HERE**

Prior to 1984, the concept of an all-brands aftermarket electronic catalog was almost inconceivable. True, paper catalogs were (and remain) obsolete almost from the minute they went to press. True, an incorrect part number or application listing in a paper catalog can do untold damage to a business's reputation until the next volume is printed. And true, the need to dig through multiple, thick print volumes adds unnecessary cost and complexity to most transactions. Still, many distributors and jobbers were reluctant to abandon their catalog racks until someone could provide a compelling reason to invest in the new technology.

The market provided that reason, as it always does, and it is delivering an equally powerful message some 32 years later. In short, we're in the midst of a second catalog revolution, one that once again will separate businesses committed to strong growth from those that are at risk of losing touch with the changing needs of today's aftermarket customers.

How we got here

The arrival of parts proliferation in the early 1980s sent shock waves through the aftermarket distribution channel, with wholesalers confronting rapidly escalating

capital requirements. At the same time, the increased sophistication of vehicle systems brought difficult new diagnostic challenges to service providers and, by extension, to their parts providers.

Suddenly, these wholesalers were faced with the need to sell more parts to more customers for more applications in less time. Not surprisingly, speed, accuracy and efficiency became the defining characteristics of successful parts businesses, with the eCatalog serving as a vital contributor to all three.

Let's return to 2016 where parts proliferation continues. The average passenger car has more computing power than an Apollo spacecraft. Perhaps more challenging, however, is the ongoing revolution in consumer expectations.

The industry's 5 o'clock promise has become the noon or 2 p.m. demand. Many consumers don't want to hear about the time needed for comprehensive diagnostics because they believe (often wrongly) Google, YouTube or some other resource has already told them what's wrong with their vehicles. Some want to provide their own parts. We live in interesting times – times that make the eCatalog, and more specifically its ever-expanding content – a parts wholesaler's most important competitive asset.

“The industry's 5 o'clock promise has become the noon or 2 p.m. demand.”

The growth ahead

Microsoft's Bill Gates declared “content is king” way back in 1996. In truth, Gates wasn't referring to an aftermarket parts catalog, yet his words were indeed prophetic for the thousands of parts distributors and jobbers who today are searching for what Epicor calls the “next 20” – 20 new professional accounts, 20-percent sales growth and/or, hopefully, a 20-percent increase in profitability. These are lofty goals to be sure, but aiming high is what every market leader must do in an age of increasing competition. And in order to aim high, you must have the right assets: the right business partnerships, employees, brands, products, and, yes, eCatalog content.

In recognition of this fact, Epicor recently realigned the value proposition of the Epicor PartExpert® electronic catalog. Whereas parts lookup – in the form of applications listings, interchanges, buyer's guides and other fundamental tools ...CONTINUE READING ▣



SCOTT THOMPSON
VP Automotive, Analytics and
Content, Americas, Epicor
Software

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



Collision Shop Product Study

Auxiliary Lighting Philips

Battery Trans Canada Energies Distribution

Brakes Raybestos

More articles by **SCOTT THOMPSON** → RELATED articles → **AUTHOR** bio



AUGUST 2016

Industry News

Products

4 Commitment to Training

7 Dealership Market Trends

11 Vendor Market Trends

Market Trends & Analysis

Contact Us

5 Aftermarket Technology

9 International Trends

12 John Shoemaker

Sign up for weekly Distribution e-newsletters
SearchAutoParts.com

EASING THE PRESSURE

COLLISION REPAIR SHOP OWNERS, MANAGERS FEEL LESS INSURER INFLUENCE

BY BRUCE ADAMS | Managing Editor



Photo: Getty Images/Okto_SwanOmurphy

For the second consecutive year, collision repairers say they feel less insurer influence when buying replacement automotive parts, according to the *Aftermarket Business World* 2016 Collision Shop Study. The study asked collision repair shop owners and managers about their parts purchasing practices, preferences and influences.

When asked, "How much influence does the insurance company have on the part service or replacement work you can perform," a record 70 percent said "none." That is up from 63 percent who answered that way in the 2015 study and 58 percent who answered "none" in the 2014 study. Possible replies included "none, some, moderate, major" and "complete control."

Collision repairers answering "none" or "some," the two least intrusive answers, increased from 79 percent in the 2015 study to 85 percent in the 2016 study.

Answers at the other end of the spectrum also showed an improvement in the sometimes contentious relationship between collision repairers and insurers.

Those answering "complete control" decreased

from 4 percent in both the 2014 and 2015 studies to 2 percent this year. In addition, those answering "major" control decreased from 9 percent in 2015 to 4 percent in 2016. Those reporting that they feel "moderate" pressure stayed steady at 9 percent.

When asked who they tend to purchase parts from, collision repairers in this year's study said auto parts retailers, jobbers, dealership and warehouse distributors. When asked who their preferred supplier is, responses included auto parts retailers (41 percent), jobber (19 percent), dealerships (18 percent) and warehouse distributors (14 percent).

When asked the primary reason that they prefer one supplier over another, collision repairers said it was due to good relationships (34 percent), parts availability (24 percent), fast delivery (16 percent) and carries specific product brands (11 percent).

Methodology: The *Aftermarket Business World* Collision Shop Study was fielded via email to readers of *ABRN*, a sister publication of *Aftermarket Business World*. The findings are intended to show general trends, not statistical certainties. □

CONTENTS 18 Auxiliary Lighting 19 Battery 20 Brakes

PRESENT



Step into a Virtual Training Lab Designed Specifically for Automotive Professionals Like YOU!

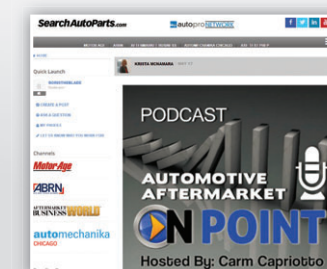
WE'VE GOT TERABYTES OF FREE RESOURCES TO IMPROVE YOUR SKILL AND GROW YOUR BUSINESS:

- HOW-TO VIDEOS
- MANAGEMENT AND TRAINING OPTIONS & RESOURCES
- INFO ON THE LATEST PARTS AND EQUIPMENT ... AND MORE!



PETE MEIER
Director of Training / Technical Editor

"The **autopro NETWORK** connects you with experts, colleagues and industry professionals in a user-friendly, online platform. Step your game up by exploring information and resources for technicians, shop owners, manufacturers, distributors and more!"



Join today at <https://WorkShop.SearchAutoParts.com>

Collision Shop Product Study

Auxiliary Lighting Philips

Battery Trans Canada Energies Distribution

Brakes Raybestos



Industry News

AUGUST 2016

Market Trends & Analysis

Products

Contact Us

4 Commitment to Training

5 Aftermarket Technology

7 Dealership Market Trends

9 International Trends

11 Vendor Market Trends

12 John Shoemaker

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

Auxiliary Lighting

Purchasing source

Auto parts retailer	40%
Discount store	13%
Jobber	40%
Dealership	26%
Warehouse distributor	32%

Preferred purchasing channel

Auto parts retailer	31%
Dealership	19%
Jobber	21%
Warehouse distributor	15%

Main reason for using preferred supplier

Fast delivery	8%
Good relationship	33%
Price	10%
Parts availability	29%

Margins

29% of respondents say they know how much over the jobber they pay for this.

What shops know they pay	What shops think they pay
1-5%*	31%
6-10%*	16%
11-15%*	15%
16-25%*	15%
More than 25%	23%

*Percent over jobber

EASING THE PRESSURE



92% have no plans to expand their auxiliary lighting offerings in the next 12 months.

Amount of this product that is returned

None	46%	5-9%	4%
1-2%	27%	10% +	6%
3-4%	8%	I don't know	9%

Frequency of supplier contact

Once a week	15%
Every two weeks	4%
Once a month	2%
Every three months	8%
Every six months	7%
Yearly	4%
No contact necessary	60%

Brand vs. supplier loyalty

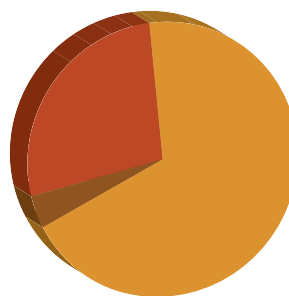
If a primary supplier of this product replaced a brand with another of like quality, a tech would:

Change suppliers to continue purchasing original brand 21%

Keep primary supplier and purchase new brand 79%

National brands vs. private label purchases

69% National
4% Private
27% Both



Reason for buying auxiliary lighting

Quality	11%
Insurer requirement	10%
Price	11%

Insurance company influence on auxiliary lighting replacement work

None	52%
Some	18%
Moderate	17%
Major	11%
Complete control	2%

Some chart totals do not reach 100 percent because all answer options are not represented. Others exceed 100 percent because respondents could provide multiple answers.

Safety sells



Philips upgrade headlights show your customer what's ahead sooner. More time to react increases their driving safety. With a clear view of the road ahead, that's safety that sells.

innovation ✨ you



Vision, VisionPlus, CrystalVision ultra and X-tremeVision upgrade headlights

PHILIPS

Collision Shop Product Study

Auxiliary Lighting Philips

Battery Trans Canada Energies Distribution

Brakes Raybestos



AUGUST 2016

Industry News

Market Trends & Analysis

Products

Contact Us

4 Commitment to Training

5 Aftermarket Technology

7 Dealership Market Trends

9 International Trends

11 Vendor Market Trends

12 John Shoemaker

Sign up for weekly Distribution e-newsletters

SearchAutoParts.com

Battery

Purchasing source

Auto parts retailer	57%
Dealership	33%
Jobber	32%
Direct from manufacturer	7%
Warehouse distributor	21%

Preferred purchasing channel

Auto parts retailer	40%
Dealership	16%
Jobber	20%
Warehouse distributor	15%

Main reason for using preferred supplier

Fast delivery	18%
Good relationship	39%
Specific product brands	12%
Parts availability	20%

Margins

16% of respondents say they know how much over the jobber they pay for this.

What shops know they pay	What shops think they pay
1-5%*	25%
6-10%*	38%
11-15%*	6%
16-25%*	25%
More than 25%	6%
1-5%*	11%
6-10%*	33%
11-15%*	24%
16-25%*	22%
More than 25%	10%

*Percent over jobber

EASING THE PRESSURE



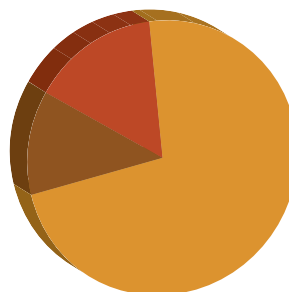
89% have no plans to expand their battery offerings in the next 12 months.

Amount of this product that is returned

None	84%	5-9%	0%
1-2%	15%	10% +	0%
3-4%	0%	I don't know	1%

National brands vs. private label purchases

73% National
12% Private
15% Both



Reason for buying batteries

Quality	30%
Availability	34%
Brand	27%

Insurance company influence on battery replacement work

None	76%
Some	17%
Moderate	5%
Major	1%
Complete control	1%

Some chart totals do not reach 100 percent because all answer options are not represented. Others exceed 100 percent because respondents could provide multiple answers.

Frequency of supplier contact

Once a week	12%
Every two weeks	6%
Once a month	12%
Every three months	3%
Every six months	3%
Yearly	2%
No contact necessary	62%

Brand vs. supplier loyalty

If a primary supplier of this product replaced a brand with another of like quality, a tech would:

Change suppliers to continue purchasing original brand	32%
Keep primary supplier and purchase new brand	68%

TCED

We Deliver Power



Introducing the **Shell** battery product line



Protected by a full warranty - no prorata.

Manufactured in a state of the art, up-to-date facility, providing guaranteed consistent quality.

Covering a wide range of vehicle battery models.

Eco-conscious factory limiting our environmental footprint overall.

A premium battery with a well established brand name!



"WE DELIVER POWER!"

www.TCED.ca

Officially Licensed Product

Shell name and associated trademarks used under license from TSBA Group AG.

Collision Shop Product Study

Auxiliary Lighting Philips

Battery Trans Canada Energies Distribution

Brakes Raybestos



AUGUST 2016

Industry News

Market Trends & Analysis

Products

Contact Us

4 Commitment to Training

5 Aftermarket Technology

7 Dealership Market Trends

9 International Trends

11 Vendor Market Trends

12 John Shoemaker

Sign up for weekly Distribution e-newsletters

SearchAutoParts.com

Brakes

Purchasing source

Auto parts retailer	67%
Dealership	35%
Jobber	24%
Direct from manufacturer	4%
Warehouse distributor	13%

Preferred purchasing channel

Auto parts retailer	51%
Dealership	22%
Jobber	16%
Warehouse distributor	11%

Main reason for using preferred supplier

Fast delivery	22%
Good relationship	25%
Parts availability	27%
Specific product brands	15%

Margins

23% of respondents say they know how much over the jobber they pay for this.

What shops know they pay	What shops think they pay
1-5%*	16%
6-10%*	42%
11-15%*	8%
16-25%*	17%
More than 25%	17%

*Percent over jobber

EASING THE PRESSURE



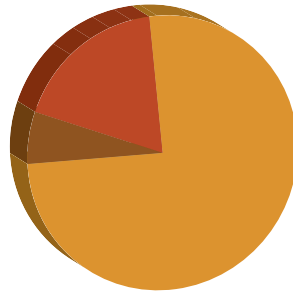
80% have no plans to expand their brake offerings in the next 12 months.

Amount of this product that is returned

None	78%	5-9%	2%
1-2%	12%	10% +	2%
3-4%	4%	I don't know	2%

National brands vs. private label purchases

76% National
6% Private
18% Both



Frequency of supplier contact

Once a week	13%
Every two weeks	6%
Once a month	13%
Every three months	7%
Every six months	0%
Yearly	6%
No contact necessary	55%

Brand vs. supplier loyalty

If a primary supplier of this product replaced a brand with another of like quality, a tech would:

Change suppliers to continue purchasing original brand 34%

Keep primary supplier and purchase new brand 66%

Reason for buying brakes

Price	12%
Availability	12%
Quality	20%

Insurance company influence on brake service replacement work

None	79%
Some	9%
Moderate	8%
Major	2%
Complete control	2%

Some chart totals do not reach 100 percent because all answer options are not represented. Others exceed 100 percent because respondents could provide multiple answers.

European Brakes for European Cars

Introducing Raybestos® European disc brake pads. Specially formulated to meet the rigorous braking standards established in Europe through Regulation 90, Raybestos® European friction delivers the quiet operation and solid stopping power these high-performance specialty vehicles require.

- Alfa Romeo
- Audi
- BMW
- Jaguar
- Land Rover
- Mercedes-Benz
- Mini
- Porsche
- Range Rover
- Saab
- Volkswagen
- Volvo



Raybestos
The best in brakes

©2016 Brake Parts Inc LLC. All rights reserved. RAYBESTOS and THE BEST IN BRAKES are among the registered trademarks of BPI Holdings International, Inc.

www.relyonraybestos.com

Collision Shop Product Study

Auxiliary Lighting Philips

Battery Trans Canada Energies Distribution

Brakes Raybestos



Industry News

Market Trends & Analysis

Products

Contact Us

4 Commitment to Training

5 Aftermarket Technology

7 Dealership Market Trends

9 International Trends

11 Vendor Market Trends

12 John Shoemaker

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

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

Is it time to rethink your sales strategy?

OUR TEAM SAVES YOU TIME

Find out how we can be your sales solution.

tascosalesreps.com

800-722-8272



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

Collision Shop Product Study

Auxiliary Lighting Philips

Battery Trans Canada Energies Distribution

Brakes Raybestos



AUGUST 2016

Industry News

Market Trends & Analysis

Products

Contact Us

4 Commitment to Training

5 Aftermarket Technology

7 Dealership Market Trends

9 International Trends

11 Vendor Market Trends

13 John Shoemaker

Sign up for weekly Distribution e-newsletters

SearchAutoParts.com