AFTERMARKET BUSINESS WORLD™
The leading source for market trends & analysis

October 2016

Talk shop anytime
AUTOPRO WORKSHOP

Vol. 125, No. 2

COMMUNITY

HOW TO BUILD AN EFFECTIVE TEAM

Team members want to feel empowered, not employed

PRODUCTS

FALL PRODUCT REVIEW

Some of the latest tools and resources

SUPPLY CHAIN OUTLOOK

CONNECTED VEHICLES, EVS WILL RESHAPE THE AFTERMARKET

TRENDING

AAPEX ADDS ASA INVOLVEMENT

AAIW lineup features auto knowledge

RESEARCH

CONSUMER ATTITUDE STUDY

Recommendations, brand name sway auto parts buyers more than lowest price

ONLINE EXCLUSIVE

FREE TRAINING

Register your customers for a free Commitment to Training event

NACE automechanika CHICAGO
COMMITMENT TO TRAINING

SIGN UP FOR TRAINING E-NEWS

Get the latest information on free training and news about NACE Automechanika Chicago

UBM

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 battery you can **TRUST**

TCED
Trans-CanadaEnergiesDistribution

"WE DELIVER **POWER!**"

www.**TCED**.ca

Visit us at aapex *ahead of the curve* NOV 1-3 Booth **30015**

Officially Licenced Product

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

24950 Country Club Blvd., Suite 200
North Olmsted, OH 44070
Fax: (440) 891-2675
www.aftermarketbusiness.com
Aftermarket Business World

OCTOBER 2016 Vol.125, No. 2

Talk shop anytime
AUTOPRO WORKSHOP

AFTERMARKET BUSINESS WORLD™

EDITORIAL STAFF
Group Content Director
Mike Willins
mwillins@ubm.com
(440) 891-2604

Managing Editor
Bruce Adams
bruce.adams@ubm.com
(440) 891-2617

Technical Editor
Peter F. Meier
pmeier@ubm.com
(813) 909-3803

Columnists
Automotive Aftermarket Suppliers Association/OAC
media@mema.org
Stephen Barlas
sbarlas@verizon.net
Scott Luckett
sluckett@gcommerceinc.com
John Shoemaker
john.a.shoemaker@basf.com
Mark Smith
wapautoparts@yahoo.com

News Correspondent
James E. Guyette
jimguyette2004@yahoo.com

Contributors
Brian Albright
b-albright@sbcglobal.net
Andy Adams
clwydautoelectrical@yahoo.co.uk

Art Director
Steph Benz

Senior Designer
Stalin Annadurai

Band Manager
James Hwang
jhwang@ubm.com
(714) 513-8473

SUBSCRIPTION CHANGES/ CUSTOMER SERVICE
(888) 527-7008
(218) 740-6395

BUSINESS STAFF
Vice President General Manager
Jim Savas

Group Publisher
Terri McMenamin
tmcmenamin@ubm.com
(610) 397-1667

Business Manager
Nancy Grammatico

Sales Coordinator
Jillene Williams

Sr. Production Manager
Karen Lenzen
(218) 740-6371

Circulation Director
Anne Brugman

Circulation Manager
Tracy White
(218) 740-6540

Marketing Director
Boris Chernin
bchernin@ubm.com
(310) 857-7632

COMMUNITY

ONLINE COVERAGE

AFTERMARKET BUSINESS WORLD™
Upcoming Webinars and Archives
Check out our technical, service and business webinars.
SearchAutoParts.com/webinars

Aftermarket TECHNOLOGY
Get weekly updates about the latest aftermarket technology information.
AftermarketBusiness.com/IT

POWERTRAIN PRO
Transmission focused technical content at your fingertips.
MotorAge.com/PowerTrainPro

NACE automechanika CHICAGO
COMMITMENT TO TRAINING

SIGN UP FOR THE FREE COMMITMENT TO TRAINING E-NEWS
HTTP://BIT.LY/GET-TRAINING-NEWS
SUBSCRIBE HERE TO GET THE LATEST INFORMATION ON LOCATIONS AND TIMES OF UPCOMING FREE TRAINING AS WELL AS NEWS ABOUT NACE AUTOMECHANIKA CHICAGO 2017.

REGISTER YOUR CUSTOMERS NOW FOR THE FREE TRAINING EVENT IN NOVEMBER.
AFTERMARKETBUSINESS.COM/JOLIETEVENT
THE THIRD DAY-LONG, NO-COST TRAINING EVENT IS NOVEMBER 19 AT JOLIET JUNIOR COLLEGE IN JOLIET, ILLINOIS. CATERED MEALS, CONTINUING EDUCATION CREDITS, AND MORE.

FOLLOW US!
Check out breaking news, updates with social media.
Twitter: *@Aftermarket_Biz, @Motor_Age, @Frost_Sullivan*
Facebook: *Aftermarket Business World*
Workshop: *badams, Pete Meier*

magenta black
ES847713_AMB1016_001.pgs 09.30.2016 23:21 ADV

Not subscribed to *AftermarketBusinessWorld* digital?

Sign up ***FREE TODAY*** for:

- international market insight
- more from favorite columnists
- technology updates
- industry research

TRENDING

american business media
The Association of Business Information Companies

Printed in U.S.A.

©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 978-646-8700 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@ubm.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 responsibility for any losses or other damages incurred by readers in reliance of 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.

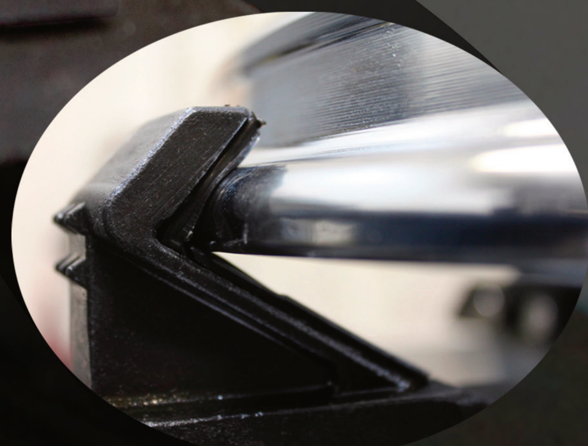
SUBMISSIONS:
AftermarketBusiness welcomes unsolicited articles manuscripts, photographs, illustrations and other materials but cannot be held responsible for their safekeeping or return.

MEMBER OF:

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*. Permantly 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.**



You Tube See it on YouTube Search "Ranger Rimguard"

www.bendpak.com/rimguardwheelclamps

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

Ranger®

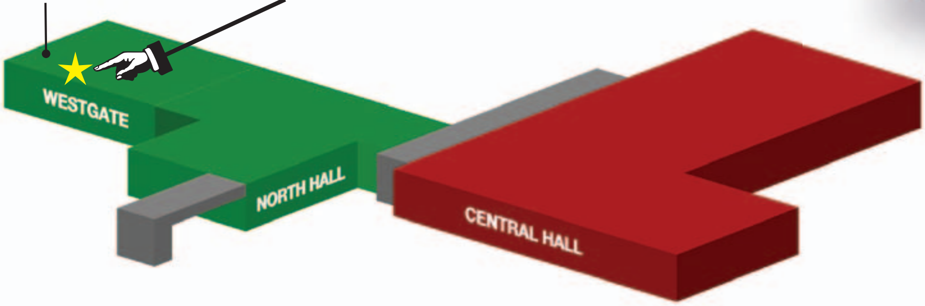
QUICKJACK™

PATENTED
ALL RIGHTS RESERVED

QUICKJACK IS BACK FOR *SEMA 2016.*
IMPROVED DESIGN! NEW MODELS!

SEMA SHOW

Las Vegas Convention Center



NOVEMBER 1-4

WESTGATE

Booth No.16621

www.quickjack.com

© QuickJack 2016. QuickJack products are protected by one or more patents.

SearchAutoParts.com

Looking for new equipment? Check out our website for offerings from top companies.

SPECIALTY PARTS
UPKEEP/MAINTENANCE
SHOP EQUIPMENT
SHOP MATERIALS
PAINT & REFINISH
REPLACEMENT PARTS
VEHICLE STYLING
BUSINESS SYSTEMS
ORGANIZATIONS/ASSOCIATIONS
OFF-ROAD
...AND MUCH MORE

RESEARCH

CONSUMER ATTITUDE STUDY

BUYING AUTO PARTS

RECOMMENDATIONS, BRAND NAME INFLUENCE CONSUMERS TO BUY AUTO PARTS MORE THAN LOWEST PRICE

AD INDEX

IT'S QUICK!
IT'S EASY!
IT'S DIRECT !

That describes our new way of handling your inquiries about advertisements and product releases. You may go to www.motorage.com/readerservice and fill out a short form and we'll send your request immediately (electronically) and directly to the respective manufacturers who have the information you want.

You may also check the items you are interested in and fax the sheet to us at (416) 620-9790 to get more information on the products of interest. Like we said — quick, easy, direct.

ADVERTISING AND EDITORIAL PRODUCT INDEX

SALES STAFF

Midwest & Western States
Michael Parra,
Regional Sales Manager
Tel: (704) 919-1931
mparra@ubm.com

Illinois, Eastern & Southern States
Paul A. Ropski,
Regional Sales Manager
Tel: (312) 566-9885
Fax: (312) 566-9884
propski@ubm.com

Ohio, Michigan & California
Lisa Mend,
Regional Sales Manager
Tel: (773) 866-1514
Fax: (773) 866-1314
lmend@ubm.com

Inside Sales/Classified Sales/Recruitment
Keith Havemann,
Sales Representative
Tel: (310) 857-7634
Fax: (310) 943-1465
khavemann@ubm.com

List Rental Sales
Tamra phillips
tphillips@ubm.com
(440) 891-2773

Permissions/International Licensing
Maureen Cannon
(440) 891-2742

Reprint Services
877-652-5295, ext 121
bkolb@wrightsmedia.com
Outside U.S. dial 281-419-5725 Ext. 121

Marketing
Boris Chernin,
Marketing Manager
Tel: (310) 857-7632
Fax: (310) 943-1465
bchernin@ubm.com

AD DEADLINES:
Insertion orders–1st of month preceding issue date.
Ad materials–5th of month preceding issue date.

To subscribe, call toll-free 888-527-7008. Outside the U.S. call 218-740-6477.

LIGHTING INNOVATIONS SHINE LIGHT ON VALUE OF TRAINING

BY **JAMES E. GUYETTE**
NEWS CORRESPONDENT

You certainly don't want to be in the dark when called upon to help shine some light on meeting the vehicle lighting needs of your DIFM and DIY customers. Having evolved into becoming a bit more complicated than simply pushing in a matching bulb, obtaining the necessary education to impart illuminating repair and replacement information is taking on heightened importance.

"Good lighting knowledge is paramount to good lighting sales," says Ann-Marie Hines, senior marketing manager at Lumileds LLC (founded by Philips).

At this year's Automotive Aftermarket Products Expo (AAPEX) in Las Vegas the company is launching its Phillips Automotive Lighting Training Academy. "The primary focus of this program will be to train, inform and educate our retail partners and their service customers on lighting sales and service so they can grow their lighting business and maximize their profitability," she says.

"The program will feature a series of modules that will cover everything our customers will need to know in order to create the best lighting selling experience. It will include lighting basics, performance, product technology, installation, maintenance and merchandising." More modules are to be continually added to expand the program.

"Our best advice for both retailers and shops is to check the vehicle's shop manual and review the manufacturer's recommended replacement procedure for servicing the headlamp properly. Some of this information is also available from technical information services such as ALLDATA and Mitchell's," says Hines.

"To help customers find the right bulb for the application, we offer both a print version of our Philips catalog and an easy-to-use Philips online bulb finder that retailers, shops and do-it-yourselfers can use to search for their bulb application by vehicle year, make and model."

"In addition to their primary safety function as forward lighting, carmakers have been using them as key styling elements," Hines continues. "As a result, headlamps have become more complex, and because of their integration into the body of the vehicle, more difficult to service. Most technicians will agree that lighting maintenance was much easier in the age of the sealed beam headlamp. Replacement was simple. Removing the mounting rim gave you access to the headlamp, which could be easily removed and replaced from the front of the vehicle.

"Today, practically all vehicles are fitted with some form of composite headlamp design where its halogen, HID, or LED based, or a combination thereof. They feature multiple bulbs, which in many cases can only be accessed from inside the engine compartment and require extra effort and disassembly to remove and replace."

CHIPS, or Change Headlight Bulbs in Pairs, is a recently rolled-out safety initiative from the company. "The campaign is aimed at encouraging service technicians and vehicle owners to change headlight bulbs in pairs whenever they need to replace a bulb due to damage, failure, or when one of the bulbs starts to dim," Hines says.

"Headlight bulbs tend to deteriorate and lose effectiveness over a period of 2-3 years. Typically, motorists only replace the bulb that has burned out or is failing. This is not advisable because replacing just one failed bulb can result in an unbalanced or unpredictable headlight beam and potentially present a safety risk."

"Today it is much more complex as automobiles are becoming more

COMMITMENT TO TRAINING SUPPORTERS

AXALTA · ABARIS TRAINING · CARQUEST Technical Institute · DELPHI · Fox Valley Technical College Knowledge That Works · GARMAT USA · GFS · mitchell · Mitchell1 In your shop, at your side · pico Technology · Polyvance Advancing Polymer Repair · PPG · SCHAEFFLER Automotive Aftermarket LuK INA FAG RUVILLE

CARMAKERS HAVE BEEN USING HEADLAMPS AS KEY STYLING ELEMENTS. THEY HAVE BECOME MORE COMPLEX, AND DUE TO THEIR INTEGRATION INTO THE BODY OF THE VEHICLE, MORE DIFFICULT TO SERVICE. – ANN-MARIE HINES

fancy, including the way headlights are assembled in cars," reports Robert Gill, North American sales manager at GE Lighting. "In the past, you could just replace the lamp. Now, you may need to take off the bumper or the battery, and this, therefore, may require help from a skilled, knowledgeable person."

GE has downloadable apps to facilitate accurate bulb replacement along with an instructional video. "The more-trained, the more-knowledgeable," according to Gill. "We also offer training through our distributors in key accounts and support through the Auto Care Association."

"Without proper training and knowledge it's easy for technicians and owners to miss out on parts and service sales and profits," says industry consultant Daniel Stern. "I say 'proper' training and knowledge because if it's just based on promotional and advertising material it can quickly land a shop owner in expensive doo-doo."

If a lighting system is modified in an unsafe manner, as in installing improper products or incorrect aiming, in the event of a crash "the shop can be held liable, and it can get very costly," he cautions. "Lamps need to be high-quality appropriate parts in good condition – and adjusted correctly."

"Glare issues (adversely impacting oncoming drivers) are usually a result of poorly aimed headlights," says Matthew Brumbelow, senior research engineer at Insurance Institute for Highway Safety (IHHS). For example, "SUV headlights are mounted higher than car headlights, so they generally should be aimed lower. Instead, many of them are aimed higher than the car headlights we've tested so far."

Incidents of excessive glare induced by improper aiming are a way-too-common occurrence, according to Stern. "Most vehicles in North America never have their headlamp aim properly checked or adjusted after they leave the factory. If it's ever adjusted at all, it's usually a random adjustment, often upward" when performed by someone lacking a suitable understanding of how the systems are designed to operate.

"Bulb replacement ranges from easy to very difficult depending on the vehicle make and model," says Stern, who provides training recommendations and conducts individualized onsite sessions.

"While the basics are pretty universal, the particulars are highly specific in terms of what kinds of vehicles are in mind, what kinds of products, what sorts of goals and results customers are seeking at that particular shop or what services the shop is considering offering," he says. "So in order to be

AUTOMECHANIKA CHICAGO, NACE SIGN LETTER OF INTENT TO COMBINE IN 2017

Automechanika Chicago, the largest U.S. trade show dedicated to high-end technical and management-related training for automotive collision and service repair shops, along with NACE (the International Autobody Congress & Exposition), the premiere event for the U.S. collision repair industry, have signed a letter of intent to combine forces starting in 2017.

The co-production between Automechanika Chicago and NACE will create a unified stage using NACE's strong relationships within the collision and OE community combined with Automechanika Chicago's global strength throughout the automotive aftermarket. Working in collaboration, the two entities will create an unprecedented partnership focused on training and product discovery for the automotive technicians, shop owners and parts distributors. A combined Automechanika Chicago and NACE show will take place July 26-29, 2017 in Chicago.

"We are extremely pleased with this alliance. The industry has been asking for this and we listened. By combining the expertise of two undisputed market leaders, Automechanika Chicago and NACE, we are confident of our ability to offer a comprehensive platform for companies interested in reaching collision and mechanical repair shops en masse," said Dennis Smith, President and CEO, Messe Frankfurt North America.

Automechanika Chicago produced its inaugural show in April of 2015 in partnership with UBM, formerly Advanstar Communications, training more than 2,000 technicians and shop owners. NACE has served the automotive repair and collision market for more than 30 years. The strong commitment to the automotive industry by each of these groups solidifies the combined position to exceed the demands of the market.

"By combining resources, this collaboration will provide the market with a unique opportunity to connect each segment of the industry thus serving the entire automotive collision and service repair audience," said Dan Risley, President and Executive Director of the Automotive Service Association (ASA).

"This partnership is a real opportunity for shop owners, managers and technicians to connect at an event tailored to them by groups that understand their training needs and the real-world repair issues they face," said UBM Automotive VP & GM Jim Savas. □

useful and cost-effective, an education program really has to be tailored on a case-by-case basis."

"Lighting devices have lots of engineering involved, therefore training will provide details and arguments for technicians and sales crews to provide better service, advice and support for their customers or end-consumers," reports HELLA product manager Alfredo de la Vega.

"From color temperature to wattage consumption, from technology to better aiming, it makes a huge difference," he points out. During last year's AAPEX the company launched its "one-stop shop" www.hella.com/techworld technical portal with an array of online training programs, videos, manuals and bulletins regarding vehicle-specific lighting systems.

HELLA sales and product advisors are also available upon request to conduct specialized onsite instruction at your particular business.

Maximizing safety and sales

"Asking a simple question such as 'do you want to see better when driving at night?' can help motorists understand the importance of changing their headlights for an improved on-road experience," explains SYLVANIA Automotive Lighting marketing manager Brian Noble, echoing the Car Care Council's recommendation that headlamps should always be replaced in pairs to maximize lighting performance and safety.

"Vehicles have more complex lighting options today than ever before. New and improved technology includes adaptive headlights, laser headlights and systems that manage high/low beams," says Noble.

"Additionally, consumers need to know a lot more about their headlights if their car comes with either halogen, HID or LED bulbs," he says.

"Newer technology adds to the safety of headlights, but it also affects the overall cost. Today, a front-end accident could cost thousands of dollars as compared to a couple of hundred. Furthermore, most of the new systems, outside of halogen headlights, require going to a dealer or a mechanic for repairs if there is an issue," says Noble.

"Luckily, newer technology lasts longer than traditional products that have a filament," according to Noble. "The overall market still has the vast majority – over 90 percent – of the cars and trucks using halogen bulbs that are less expensive and easier to replace," he says.

"Most vehicles have a similar, but slightly different, process to change-out bulbs. They could use the same bulb, but would need to use different tools and follow a different installation process based on the car and manufacturer," says Noble.

"With lighting, the first place we send installers is sylvania.carcarekiosk.com. Training videos and other resources are organized based on vehicle-specific install. The site also includes guides that detail how to aim bulbs, what happens if grease is on the bulbs, the benefits of value-added product, and more," he says.

Store-level training is provided as well. "Most of the time it is specific to the retailer based on their objectives, product lines and the needs of their target audience," says Noble.

Knowledgeable aftermarket businesses are able to assist owners of older vehicles by providing the latest lighting fitments for yesteryear's fixtures.

"Safety is a major concern when driving our vintage and classic cars on today's highways. Original vehicles move slower on the road than their modern counterparts," notes Stephen Kassis at The Filling Station restoration house in Lebanon, Ore. "Having LED tail lights on the rear of our vintage cars helps other drivers see us quicker than with standard tail lights. This is helpful even in daylight hours."

Philips' Hines points out that the recently released Philips Classic Car

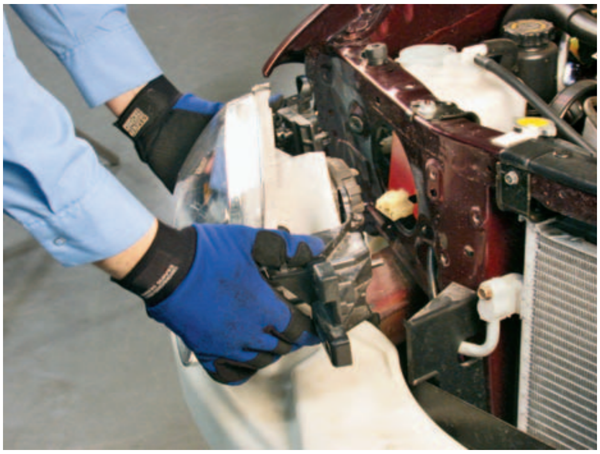


PHOTO: I-CAR

Lighting Catalog for 1969 to 1998 domestic and import cars, SUVs, light trucks and vans showcases headlamp upgrades that "let vintage and custom car enthusiasts maintain a stock look during the day while having a dramatic, bright white light at night."

Turning the corner

"There are a variety of auto lighting technologies, though many of them aren't for the U.S. yet, due to NHTSA standards that say headlamps should have a low beam, high beam and a means of switching to thus," says Jason Bartanen, director of industry technical relations at I-CAR, the Inter-Industry Conference on Auto Collision Repair.

Bob Jansen, I-CAR's senior instructional designer, says the up-and-coming laser headlamp technology, for instance, is said to be some 1,000 times more efficient than LEDs.

"I'm also talking LEDs that cater their beam in multiple patterns based on the road ahead and vehicles oncoming. The beams are able to both give a bright light to where you're going and avoid dazzling oncoming drivers at the same time," says Jansen.

"In the U.S., the most advanced technology is LED lamps, which started in rear lamps, trickled slowly to the front as daytime running lamps, then finally headlamps," he recounts. "The issue with LEDs is that you can't replace the bulbs individually, just as a complete lamp assembly. Expensive, but that's all you can do. The plus side of that is that it's not that difficult."

Standard Brand Presents

THE TURBOCHARGER

FULL-COVERAGE TURBO DOMINATION

TRUSTED QUALITY AND EASIER INSTALLATION
FOR DIESEL AND GASOLINE-POWERED VEHICLES EVERYWHERE

STANDARD®

Visit us at AAPEX BOOTH 4226

StandardTurbos.com

JOHN SHOEMAKER Business Development Manager, BASF
john.a.shoemaker@basf.com

HOW TO BUILD AN EFFECTIVE TEAM

Team players need good attitudes, skills and goals

After reading the headline above, John C. Maxwell's quote "Teamwork makes the dream work" might be circulating in your head – it does in mine whenever people talk about teamwork. Most people only remember and repeat the first part of the quote. Here's the rest of it: "…but a vision becomes a nightmare when the leader has a big dream and a bad team."

While teamwork does make the dream work, what really makes the team work? I believe attitude, skill set and personal goals all play a part in being a good team player. You must have the right people in the right place, with the needed skill set and the right desire. A thorough review of each potential teammate is required to set a good foundation for sustainability.

To build a successful team you need to know what makes a potential team player tick and how they interact. The best way to accomplish this is through personality testing.

There are multiple choices for testing. The most popular seems to be the Briggs Myers test that identifies 16 different personalities. Yes, I said 16 different personalities. That's why I said earlier you were building a puzzle. I am positive your head will spin a little as you work to match personalities in your team's development.

Knowing what personalities you have and what personalities will work with each other is definitely the first step in successful team building.

Along with having the right personality, a good team member must have a skill set required to achieve the goal. Without having the skill set needed, a person is just in the way; they cannot assist the team in achieving the goal and can become an obstacle.

Matching the skill sets is another part of the puzzle you will need to work through when formulating your team.

You might find through personality testing that your estimator does not deal with customers well but is very organized and detail oriented. Moving that person from a customer service position to a production manager function might suit the team and improve your overall team performance.

Now that you have the personalities and the skill sets sorted out it's time to involve the individuals you need to form your team. Bring them together, explain your goals and solicit their ideas on how to achieve your objective.

Having their buy-in and commitment is your first step toward completing your puzzle and developing your team. Knowing they are an integral part of your success will make them feel involved and more dedicated.

Once you have your team assembled, it is time to get to work to achieve your goal. Give the team room to do the tasks required to complete the objective. Rely on their commitment to drive them. As they continue to gel, an informal leader will rise to positively influence the team. Think of the football quarterback, or basketball team captain – they generally do not have the power or authority of the coach, but the team respects them and follow their instructions and guidance.

We have always been told that there is no "I" in team, but I believe individual effort plays a big part in a team's success. Sustainability will be achievable when an individual combines his or her personal goals with your team goals. When an individual team member grows, the inherent competition of people will drive the other committed team members to improve as well.

Team members want to feel empowered not employed. Once they feel like they are only doing a job the team will unravel.

As long as the "I" is handled correctly, without an ego attached, the team will prosper through individual growth. It is invaluable when one team member can add value to another team member through encouragement, friendly competition and coaching.

Remember, team members want to feel empowered, not employed. Once they feel like they are only doing a job the team will begin to unravel. Just as one type of informal leader can make the team thrive, another can bring it down. So it's important to communicate with the entire team to remind them of their value.

Give them what I like to call "an early win" – an easy goal to achieve that will require the entire team's input. Once they have a win under their belt, they will reach for the next one to systematically achieve your objective. □

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**

ECE R90 R90 CERTIFIED

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

STEPHEN BARLAS Washington Correspondent

sbarlas@verizon.net

AUTO INDUSTRY VS. CELL PHONE USERS

Wi-Fi users threaten V2V spectrum flexibility

The auto industry is facing off against the cable television, cell phone and other Wi-Fi-dependent sectors in an effort to preserve the radio spectrum reserved for vehicle-to-vehicle (V2V) communications.

The Federal Communications Commission (FCC) allocated the 5.9 GHz Safety Spectrum band to dedicated short range communications (DSRC) in 1999 for the purpose of intelligent transportation systems (ITS). But with V2V automotive applications slow to develop, Wi-Fi users are demanding a piece of the V2V space.

In June, the FCC took the next step in a regulatory proceeding that has been germinating for a few years. It issued a proposed rule laying out two possible means for sharing the DSRC spectrum and announced a new three-phase testing program designed to determine whether interference with V2V communications can be abated when non-auto companies use the spectrum. The testing should finish by early 2017.

In terms of sharing the spectrum, the FCC is looking at two alternatives. The first is called "detect and avoid" which involves detecting the presence of DSRC signals and avoiding using the spectrum in the band when DSRC signals are present. The "re-channelization" approach involves splitting the DSRC spectrum into two contiguous blocks: the upper 30 MHz part of the band exclusively for safety-related communications, and permitting unlicensed devices to share the lower 45 MHz part of the band with non-safety DSRC communications.

Steven Bayless, vice president, technology and market, Intelligent Transportation Society of America, which isn't opposed to sharing, says V2V applications will need the entire 75 MHz allocated by the commission.

"It cannot be chopped up and served a la carte based on arbitrary distinctions of safety vs. non-safety applications made by other parties with a goal of minimizing DSRC use of the band," he says. The auto industry and its suppliers back the detect and avoid option because it allows them to deploy the radio equipment they have been developing for years. Rechannelization would upend those efforts.

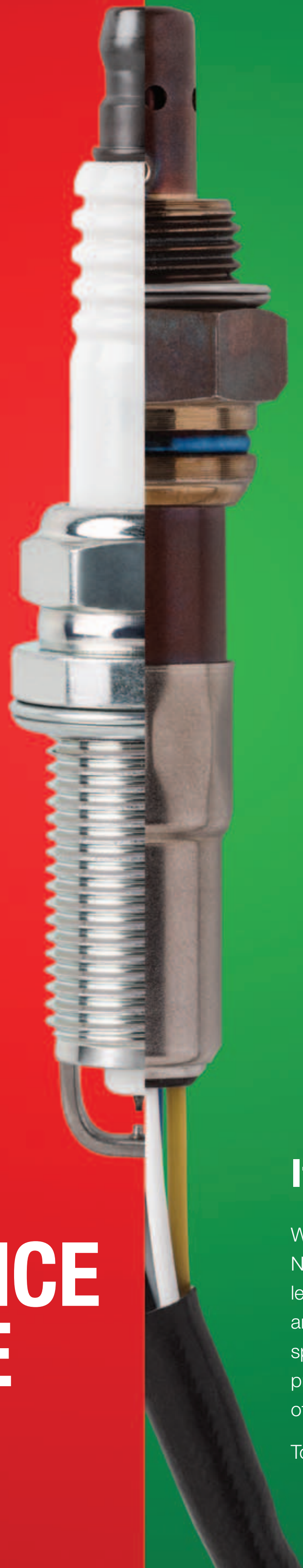
Auto industry partisans argue that detect and avoid will more likely protect DSRC from harmful interference and will not require any changes to DSRC's system design or the FCC's DSRC rules. General Motors will be bringing DSRC technology to market this year in the 2017 Cadillac CTS. That DSRC technology would comply with the dictates of the new Federal Motor Vehicle Safety Standard (#150) the National Highway and Traffic Safety Administration is scheduled to propose imminently, according to GM. Delphi is one of the suppliers for the CTS. Delphi is ready to install its devices in the aftermarket as well, according to Joseph R. (Bob) Dockemeyer Jr., technical fellow - Advanced RF Infrastructures and Services, Delphi Automotive.

The cable television and Wi-Fi industries argue that they need part of the DSRC 5.9 GHz band to advance next-generation Gigabit Wi-Fi. "It is the only band that can support this technology," says Rick Chessen, senior vice president, Law & Regulatory Policy, National Cable and Telecommunications Association. Rechannelization will allow for that.

The cable TV, mobile phone and other Wi-Fi sectors dwarf the automotive V2V sector.

The potential threat to V2V communications is even more acute now given the FCC's recent decision to allow more latitude for higher-powered, unlicensed U-NII devices in the the U-NII-3 band. That 5850-5895 MHz band sits on the lower border of the 5.9 MHz band at issue. So interference with V2V applications is already a bigger threat than it was a year ago.

In terms of users, the cable TV, mobile phone and other Wi-Fi sectors dwarf the automotive V2V sector. So the former have a leg up in terms of their economic justification and political punch in Washington. Comments made by FCC commissioners seem to indicate a preference for rechannelization. If the FCC goes that route, it could pose problems for any meshing with the NHTSA's soon-to-be proposed FMVSS 150. □



NGK SPARK PLUGS

NTK OXYGEN SENSORS

SUPERIOR PERFORMANCE RUNS IN THE FAMILY.

It's in our DNA.

When it comes to automotive products, NGK Spark Plugs and NTK Oxygen Sensors lead the industry with world-class expertise and innovation. As OE manufacturers of spark plugs and oxygen sensors, our premium products are engineered to the exacting specs of every vehicle for the best results on the road.

To find out more, visit **ngksparkplugs.com.**

STAY ON TOP OF INDUSTRY DEVELOPMENTS.
Sign up today for **FREE SUBSCRIPTIONS** to
- Aftermarket Business E-News & Alerts
- Aftermarket Technology E-News
- Weekly Wrap E-News

AFTERMARKETBUSINESS.COM/SUBSCRIBE

COVERSTORY

SUPPLY CHAIN OUTLOOK

EVS, CONNECTED VEHICLES WILL RESHAPE THE AUTOMOTIVE AFTERMARKET

BY **BRIAN ALBRIGHT** | CONTRIBUTING EDITOR

DESPITE getting a lot of attention during the past five years, electric vehicles are still just a small part of the entire vehicle fleet. According to Navigant, there were just 2.6 million hybrids, plug-in hybrids, and battery electric vehicles on the road globally in 2015, a number that is expected to grow to slightly more than 6 million by 2024.

The market for connected vehicles, meanwhile, is growing quickly. Gartner forecasts that one in five vehicles on the road worldwide will have some form of wireless network connection by 2020.

How will the roll out of additional high-tech and electric vehicle models affect the aftermarket parts supply chain? These new types of vehicles will require new categories of replacement parts and assemblies, while demand for other types of replacement parts may decline as they increasingly rely on electronic functions rather than mechanical ones.

As EVs, connected cars and other types of vehicles continue to incorporate advanced technology, more parts and components will include processors and embedded software.

"That can make it considerably more difficult to build compatible parts," says Aaron Lowe, senior vice president of regulatory and government affairs at the Auto Care Association. "Some of that is also due to OEMs protecting that software through copyright protection, which has become a major issue in the aftermarket."

At ACDelco, Bob Stewart, manager of aftermarket service support, says there will be more modules that need to be set up with a tool or are programmable once installed, which affects installation at the repairer level.

"The other big thing we've seen is

Photo: GettyImages/yuryRumovsky

www.vdo.com/usa

They’re not just OEM quality... they’re the OEM parts!

Our new VDO OEM Direct Parts Program lets you give your customers OEM parts direct from the manufacturer – that’s us!

Our line includes Air Control Valves, Electronic Throttle Valves, Flex Fuel Sensors, Fuel Modules, Fuel Injectors, MAF/MAP Sensors and Temperature Controlling Water Pumps. We offer exceptional coverage for European, domestic and Asian vehicles. You get the same high quality original equipment parts we supply to vehicle OEMs worldwide, but affordably priced to keep you and your customers competitive.

For more information, email:
salessupport-us@vdo.com
or call: 800-564-5066

VDO

VDO – A Trademark of the Continental Corporation

THE AFTERMARKET SUPPLY CHAIN WILL HAVE MORE INFORMATION ABOUT PART FAILURES AND CUSTOMER DEMAND, BUT THE TYPES OF PARTS REQUIRED AND THE FREQUENCY WITH WHICH THEY ARE REPLACED WILL CHANGE DRAMATICALLY.

that there are more remanufactured electronic assemblies," Stewart says.

Demand for connectivity will expand beyond new vehicles, which presents an opportunity for the aftermarket. While newer vehicles will be increasingly connected, the fact remains that the overall fleet is increasingly getting older. The aging of the vehicle fleet will likely be exacerbated by the fact that younger drivers are delaying vehicle purchases or putting off buying a car altogether.


Aaron Lowe

"Having a sufficient number of cars in the fleet that can communicate will require the aftermarket to provide and install that equipment," Lowe says.

When it comes to electric and hybrid vehicles, the types of parts and assemblies that may see growth in the future will depend on which types of alternative fuel sources gain traction.

"Whether we see bigger growth in electric cars or fuel cell vehicles could change parts demand, or reduce the number and types of components that have to be repaired because they aren't under the same type of stress as in a traditional car," Lowe says. "How big the opportunity is and when those technologies will come into the market remains to be seen."

More data will improve the supply chain

With more telematics technology and connectivity in the vehicle fleet, repairers could conceivably get faster access to information about what services or parts will be needed for a given repair. That, in turn, could provide better demand signals to the rest of the parts supply chain. According to Stewart, however, efforts to develop ways to effectively leverage that data are still in their infancy.


Bob Stewart

"Everybody's desire is to get more data to be able to forecast demand," Stewart says. "But at the end of the day we're dealing with mechanical parts. From a service perspective, if there is a trouble code in a vehicle there are still additional diagnostics that have to go on to determine what the problem is."

The types of repairs needed also will evolve as more technology is integrated in the vehicle. Parts are continuing to get more durable (which has been the case regardless of electrical vehicle or connectivity), but there will also be more fixes delivered via firmware or software upgrades.

"An independent shop can make those repairs but they have to have the right equipment," Lowe says. "That's actually more of a threat to the dealers because if you don't need to go back to the dealership to get the car updated, you can get it repaired anywhere."

The Right to Repair movement achieved a key victory a few years ago in getting OEMs to provide all software and repair information in the cloud beginning next year for these newer model cars. That will go a long way toward providing access for independent repairers.

The biggest challenge is to understand the data and what it really means. That will be the key to moving from simply trouble code reporting to providing actionable information to consumers and shops. "We have some 2016 model years that have vehicle health management for the electrical systems, and we're testing that to understand how we can predict battery failure or alternator failures before they happen and notify the customer," Stewart says.

Customers could then be notified via OnStar or a text message. "There is a lot of fear that we are only going to put that out to OEMs and dealers, but the aftermarket is part of this whole equation. You want the customer to have a positive service experience. At the end of the day it doesn't matter where the GM vehicle gets repaired; if they have a good experience the likelihood of buying our product is greater," Stewart says.

Stewart emphasizes that the data is still useless without the input of a skilled repairer. "For many of these repairs, you still have to do physical tests beyond getting the data," Stewart says. "Data is the diagnostic indicator but you have to put everything together to figure out what the failure is and what needs replaced. Telematics is just a remote reading of the fault code; you still need service information from going through the whole diagnostic process to fix the root cause."

With more telematics and connectivity in vehicles, repairers could conceivably get faster access to know what services or parts will be needed for a given repair.

The aftermarket supply chain will have more information about part failures and customer demand, but the types of parts required and the frequency with which they are replaced will change dramatically.

"A lot of this is going to depend on the technology," Lowe says. "No one knows if it will be pure electric or hybrid or hydrogen. They will all have reduced needs for different engine parts compared to gasoline-powered engines. They'll still need tires and brakes, but it will be different."

"We are still quite a bit away from the car sending a code and letting the shop and distributor know that you need to order this part for it before the car gets here," Stewart says. "That's everybody's ultimate goal, but I think there are some challenges yet to be overcome." □

The Power of Collaboration

With thousands of locations across North America, the Automotive Parts Services Group is stronger together, sharing resources in areas that benefit all in the supply chain, such as IT and data management, electronic catalog and Co-Man warehouse. These combined efforts help The Group excel at providing all customers with high-quality service and name brand quality parts from leading manufacturers.

While Federated and Pronto members continue to focus on building their local businesses, The Group's national footprint has enabled these members to serve national accounts that were previously out of reach. Global collaboration is being developed and enhanced through Federated and Pronto agreements with 1Parts.

The Group is working on innovative technology solutions to enhance efficiency and accuracy as well as telematics systems that allow for seamless communication from consumers to repair outlets to parts providers. Integrated technology is the key to the future and The Group is leading the way, delivering so much more than parts to its customers.

That's the power of collaboration.

Federated Auto Parts Professionals

pronto® The Smart Choice For Auto Parts

1parts Global Aftermarket Services

Federated Auto Parts Professionals

pronto® The Smart Choice For Auto Parts

The GROUP™ AUTOMOTIVE PARTS SERVICES GROUP

Together Strong

www.TheGroupAPSG.com

AAPEX ADDS ASA INVOLVEMENT

AAPEX ANCHORS AAIW WITH LINEUP OF AUTO KNOWLEDGE

BY **JAMES E. GUYETTE** | CONTRIBUTING EDITOR

Attendees from all over the world will be convening in Las Vegas for this year's Automotive Aftermarket Industry Week (AAIW).

The Nov. 1-3 Automotive Aftermarket Products Expo (AAPEX) and the Nov. 1-4 Specialty Equipment Market Association (SEMA) Show – your ticket is good for admission to both events – will additionally be anchoring numerous international corporate meetings and organizational conventions designed to deliver the latest in learning along with offering networking opportunities on a global scale.

TRENDS & MARKET ANALYSIS

Widely known as the "eye candy" element of AAIW for its emphasis on custom cars, parts and accessories, the SEMA Show at the Las Vegas Convention Center will also be providing attendees with educational seminars, product demonstrations, special events and networking.

Last year's event attracted more than 60,000 domestic and international buyers perusing displays segmented into 12 sections; the new products showcase highlighted more than 2,500 recently rolled-out components.

Face-to-face discussions

Jointly produced by the Auto Care Association and the Automotive Aftermarket Suppliers Association (AASA) at the Sands Expo and Convention Center, SEMA and AAPEX are gearing up to host more than 2,200 exhibitors and 45,000 targeted buyers among the 160,000-plus attendees from more than 140 nations who are expected to file through the turnstiles.

"While at AAPEX, international buyers can connect with U.S. exhibitors that export and want to connect with new business partners," says Michael Barratt, the Auto Care Association's senior vice president of meetings and events.

"AAPEX works closely with specialists from the U.S. Commercial Service, the export promotion arm of the U.S. Department of Commerce, to assist international buyers attending the event. In 2015, specialists led 26 official buying delegations to AAPEX. New services are planned for 2016, which will add even more value to international buyers' AAPEX experience in 2016."

"All aftermarket channel partners – service professionals, distributors, retailers and manufacturers – benefit from the opportunities for face-to-face discussions and the education that AAPEX provides," according to Chris Gardner, AASA's vice president of programs and member services.

"Manufacturers can display their latest products and showcase their advanced technology. Service professionals benefit from live demonstrations of new products. Distributors and retailers alike gain from meeting with suppliers both old and new," Gardner says. "All aftermarket channel partners can select from the free AAPEXedu sessions and Let's

INTERNATIONAL NEWSMAKER

Q&A

KEITH MCMILLEN
Founder and CEO,
BeBop Sensors

Q ARE THERE OTHER AUTOMOTIVE APPLICATIONS FOR THIS TECHNOLOGY?

Aimed at setting a new standard for global automakers, BeBop Sensors of Berkeley, Calif., recently unveiled an Automotive Occupant Classification System (OCS) that features embedded car seat sensors with intelligent car occupant sensing technology for safer airbag deployment.

The smart fabric sensor OCS continuously takes full seat pressure images in real time, detecting pressure information and movement from the entire seat for all aspects of physical contact between the occupant and the seat, including leaning forward or back, left or right, crossing legs, detecting the rigid bottom of a child's booster seat, the occupant's size and weight, and more. Current OCS technology only estimates the weight of a passenger in order to deploy or disable airbags when determining if a child or infant car seat is placed on the front passenger seat.

A

A: As far as "smart" devices go, your car should be one of the smartest. People spend a lot of time in their cars, so a focus for us is finding new and better ways of both allowing people to interact with their cars and how their cars interact with them.


automechanika
SHANGHAI
Online pre-registration
Shanghai international trade fair for automotive parts, equipment and service suppliers
30.11 – 3.12.2016
National Exhibition and Convention Center (Shanghai), China
www.automechanika-shanghai.com
auto@hongkong.messefrankfurt.com
312,000 sqm
Exhibition space
Number of exhibitors:
5,700 from 39
countries & regions
53 Comprehensive
fringe programme
CNAICO
中汽国际
messe frankfurt

FOUR-STAR GEN. MICHAEL HAYDEN (RET.), A FORMER DIRECTOR OF THE CENTRAL INTELLIGENCE AGENCY AND THE NATIONAL SECURITY AGENCY, WILL DELIVER THE KEYNOTE ADDRESS

So we get a lot of inquiries from OEMs and tier 1 suppliers to help them figure out how to make the car more comfortable, ergonomic, responsive or stylish (i.e. upgrade or removal of switches and other control interfaces).

More than anything though, they want to figure out how they can make cars that are less deadly to their passengers and the people they share the road with.

Q: What are the potential opportunities presented by your OCS developments?

A: Anything that interacts with an object inside a car; most of the time that means the driver and occupants, but it also means your luggage or groceries. Occupancy sensing for proper airbag deployment is a big problem automakers are still trying to solve and understanding the difference between your six-year-old and your carry-on bag is hard for the seats of today.

Soft switches and gesture interfaces remove some of the "clunkiness" of switches and other hard molded parts while bringing the cost of integrating newer interaction modes down into accessible ranges.

Q: Are there any automakers currently using this?

A: Automobile cycles are long due to the standards and certifications required in getting any new technology into a car. Most technology in cars on the road today (and especially safety-related tech) has been in development for five years or more followed by more years of certifying compliance to quality and safety requirements. There are certainly automakers who are using earlier generations of tech that attempts to address the use-cases we're discussing, but we have engaged with nearly all of them on trying to help build the cars our children will drive. Or better yet, the cars that will drive them.

Q: Are there applications for retrofitting this technology into existing vehicles?

A: For safety mechanisms, this seems less practical due to the heavy regulations involved.

For comfort or ergonomics, many of our applications are designed around the current features of our car interiors, so this is much more conceivable.

Q: Are auto industry suppliers to OEMs using this technology?

A: Tier 1 suppliers are also excellent partners for us, so much of the old and new tech has been on their minds just as much as ours.

Tech discussions to expand industry knowledge and develop strategies to advance their business."

The educational offerings have been enhanced with a focus on technology for the entire segment and increased training opportunities for service professionals.

"AAPEXedu has been updated to include a technology track to examine the impact of technology on the industry and prepare aftermarket professionals to take advantage of new opportunities. New for 2016 is the Let's Tech, program, which will allow AAPEX participants to learn more about new technology in quick presentations of 20 minutes or less throughout the show," Barratt says.

AAPEXedu's technician training includes the return of the Service Professionals program and the concurrent Audio-Video Inc. (AVI) Conference.

Savvy managers

"New for 2016," says Gardner, "AAPEX has partnered with the Automotive Service Association (ASA) to promote and support ASA's Regional Management and Technical Training programs, one of which will be held during AAPEX with a specific focus on management education. This partnership ensures that the independent repair community will access a tremendous amount of value in the training we are offering."

"AAPEXedu features sessions designed to aid aftermarket business owners in advancing their companies' success," Barratt points out. The schedule includes tracks devoted to management, profitability, sales, marketing and customer service.

"In addition, AAPEX attracts the top aftermarket industry executives, industry analysts and thought leaders. Owners and managers have myriad opportunities during the week to network with these leaders and peers in the aftermarket to learn best practices and problem solving," he says.

"Savvy managers will bring their up-and-coming staff members to AAPEX. The event is a one-of-a-kind opportunity for aftermarket newcomers to experience the full scope of the industry in one location during one week," says Barratt. "They can meet and network with peers, benefit from the experience and insights of industry leaders, and expand their industry knowledge and value to the company."

"We are excited about the Let's Tech sessions, a new way of delivering valuable information and training quickly," Gardner notes. "These sessions will be useful dialogue starters between buyers and exhibitors about new technologies impacting the aftermarket."

"Education of the next generation of technicians and automotive professionals is important to the future of the automotive industry both in the west and across the United States," says Selwyn Joffe, chairman, president and CEO of Motorcar Parts of America, sponsor of a gala dinner being presented by the California Automotive Wholesalers' Association (CAWA), which represents aftermarket manufacturers, jobbers, warehouse distributors and retailers in California, Nevada and Arizona.

Motorcar Parts of America has production facilities located in California, Mexico, Malaysia and China, augmented by administrative offices in California, Tennessee, Mexico, Singapore and Malaysia.

With members arriving from 34 countries, the National Automotive Radiator Service Association (NARSA) is among the many organizations conducting annual side-conventions in conjunction with AAPEX. A full plate of activities includes a NARSA awards breakfast, a golf tournament and a special Cooling System Appreciation Reception.

Another AAPEX-affiliated event is the Remanufacturing Conference presented by the Motor & Equipment Remanufacturers Association (MERA) and Auto Care Association, which will address the challenges and opportunities ahead for the remanufacturing industry.

The Automotive Warehouse Distributors Association's (AWDA) 69th Annual Business and Education Conference offers an array of one-on-one business meetings between manufacturers and distributors.

As part of the Auto Care Association, the Import Vehicle Community will be reaching out to its membership, as will the Car Care Council Women's Board and YANG, the Young Auto Care Network Group.

The Automotive Warehouse Distributors Association's 69th Annual Business and Education Conference will offer an array of one-on-one business meetings between manufacturers and distributors.

Might be making news

Given the approaching Nov. 8 Presidential election, the Nov. 2 AAPEX General Session is likely to generate interest as four-star Gen. Michael Hayden (Ret.) delivers a keynote address.

A former director of the Central Intelligence Agency (CIA) and the National Security Agency (NSA), Hayden has been making headlines by joining other traditionally nonpartisan government officials in harshly questioning Donald Trump's fitness to serve as commander-in-chief.

Not exactly enamored of Hillary Clinton either, Hayden has been controversial in telling media outlets that he may not be casting a ballot in the presidential race.

His public comments and concerns regarding Trump have been especially hard-hitting: "I can argue about this position or that position – I do that with the current president," said Hayden in a widely disseminated television interview. "But he's inconsistent. And when you're the head of a global super power, inconsistency, unpredictability – those are dangerous things. They frighten your friends and they tempt your enemies." □

IMPROVING FLEET EFFICIENCY

TRACKING SYSTEMS CAN REDUCE COSTS, IMPROVE VEHICLE MAINTENANCE EFFORTS

BY **BRIAN ALBRIGHT** | CONTRIBUTING EDITOR

Whether you are a large fleet operator with hundreds of delivery or service trucks, or a smaller operator with just a few delivery vehicles, fleet efficiency and vehicle maintenance play a large role in the costs of supporting your vehicle assets. Fluctuating fuel costs, insurance costs, maintenance and tire replacement, and the cost of purchasing new vehicles quickly add up.

Fleet monitoring and management solutions that combine GPS location data, vehicle telematics, routing/scheduling capabilities, and electronic logging can significantly improve both the utilization and efficiency of a fleet, as well as ensure the vehicles are properly maintained and repaired in a timely fashion.

TRENDS & MARKET ANALYSIS

"Staying on top of these scheduled services as well as monitoring diagnostic trouble codes (DTCs) will ensure the life of fleet vehicles is extended as long as possible," says Ryan Driscoll, marketing director at GPS Insight. "Outside of maintenance, monitoring fleet utilization and balancing the usage of each vehicle can prolong vehicle life as well."

Because the expense of deploying the technology has fallen, these benefits apply to both very large and very small vehicle fleets. For parts retailers, jobbers and distributors that maintain their own fleet of local delivery vehicles, this type of fleet optimization tool can be the difference between a profit and a loss when it comes to delivery.

"Reliability, uptime, reduced wear and tear and reduced maintenance expense over the life of the vehicle matter to small fleets just as much as they do to large fleets," says Kelly Frey, vice president of product marketing at Telogis, a Verizon subsidiary that provides GPS-based fleet management solutions. "The size of the fleet doesn't really matter, other than they may be more apt to use an external maintenance service provider."

Improving fleet maintenance

Fleet management systems can combine contextual information such as location, weight/load, weather, route, and scheduling with rich engine diagnostic information to provide a more complete maintenance picture. The software can determine when and where maintenance should be performed, as well as by whom.

"By alerting fleet managers as soon as events occur, they can perform necessary repairs before they become much larger issues," says Mike Fitzgerald, executive vice president and general manager at Innova Telematics Solutions. "For example, a malfunctioning O2 sensor will throw a check engine light and with the Innova system, an alert is sent immediately to the fleet manager. The value in this quick response is that the fleet manager can promptly schedule service to replace the oxygen sensor, thereby preventing further problems such as the costly replacement of the catalytic convertor."

By using an application programming interface (API), the fleet solution can even share data with a third-party maintenance shop's internal software to automatically send alerts or schedule repairs. "This way the shop is prepared with the right parts and has the vehicle on the schedule when it is ready to come in," Driscoll says.

For example, Telogis offers its Telogis Maintenance Connect solution in conjunction with Ford and other partners, which collects diagnostic information and severity determination data, and then uses a configurable workflow to alert back-office staff and preferred maintenance providers of an impending service need.

While maintenance is important, most companies deploy fleet solutions to improve utilization and efficiency.

This allows fleet operators to be more proactive or predictive in determining and scheduling maintenance needs, which can help avoid costly breakdowns and extend the life of the fleet vehicles.

The technology can also help measure the cost of maintaining each vehicle by logging and tracking all completed maintenance. "So if a vehicle is clearly more expensive to maintain than others, perhaps it's time to sell it and get a newer vehicle," Driscoll says. "It should also have the ability to schedule maintenance of any kind based on mileage, run time, or dates and then the ability to send automated reminders when service is upcoming or due on a vehicle."

pronto®
THE SMART CHOICE FOR AUTO PARTS

Providing the Building Blocks for Success

Nationally Recognized OE & Aftermarket Brands
Extensive Domestic & Import Coverage
Exceptional Quality Private Brands
National Account Programs
National & Local Marketing • Detailed Sales Reports
Industry Leading Service Center Program

Contact Murray Sullivan at 1-800-4PRONTO, or visit Pronto-Net.com for the opportunity to join our exciting team.

The GROUP
AUTOMOTIVE PARTS SERVICES GROUP

COMPANIES NEED TO KNOW WHERE A VEHICLE IS AND WHO IS OPERATING IT. OTHERWISE, MANY OF THE SAFETY, TRAINING AND DISPATCHING BENEFITS ARE DIFFICULT TO ACHIEVE

Boosting vehicle utilization

While maintenance is important, most companies deploy fleet solutions to improve utilization and efficiency. Location data is key for fleet management, since it enables route/schedule and asset optimization, as well as geofencing alerts, safety applications, and provides the ability to re-route vehicles based on their current location when emergency calls come in.

"A lot of what these companies are trying to do from the fleet side is understanding where the vehicles are, and look at the utilization of those vehicles," says Barry White, president of Group Seven Consulting in Atlanta, which specializes in field service and fleet solutions. "When you understand utilization, you can potentially buy fewer vehicles, or adjust how those vehicles are used on the road."

As an example, White's company has a customer that uses the fleet solution and GPS tracking to feed operational support systems. "They can dispatch a driver to a location based on certain thresholds met in the network monitoring," White says. "We can actually create a work order to route to the closest technician based on the telemetry position. They drive fewer miles and spend less time in the vehicle."

For long-haul fleets, these solutions can be used for electronic logging to record federal hours of service (HoS) data as well as fuel tax information. This reporting is important to meet federal and state regulations, but manual methods of tracking hours and miles driven are often unreliable – and can result in hefty fees if there is an audit. Using a fleet solution to automatically manage this process can save dozens of hours per week for drivers and administrative staff, and ensure accurate logs.

Improve driver safety

Fleet solutions also offer safety monitoring, which is typically one of the more popular modules because the tracking not only protects drivers but also reduces costs for operators. Typically, owners will monitor speeding events, hard braking, tire pressure, seat belt usage, lane departures without signaling, harsh acceleration, and other data points. These can be used for driver coaching and evaluations. And just having a system in place can often provide savings in vehicle insurance premiums.

"You can see what happens to fuel efficiency for every five miles per hour above the speed limit your drivers are going," White says. "That affects tires as well, which is a huge cost."

"Unsafe driving behaviors such as harsh acceleration, hard braking, speeding, etc., are directly correlated to reduced fuel efficiency and increased wear and tear. Increased wear and tear and increased unscheduled maintenance events result in more downtime and decreased reliability," Frey says.

In terms of productivity, operators can also monitor MPG data, idling and unplanned miles using planned-versus-actual mileage reporting. By combining that with safety data and applying route optimization technology, companies can generate significant savings on fuel usage. Fleet solutions also remove the burden of monitoring vehicle conditions. "This direct link from vehicles to fleet managers allows drivers to focus on the job at hand and provides fleet managers with useful information to keep their fleet vehicles running safely, dependably and efficiently," Fitzgerald says.

Mike Fitzgerald

Know who is behind the wheel

A key piece of effective fleet management is driver identity management, which many systems accomplish via a scan of an employee ID (which may include RFID or proximity card technology), or requiring drivers to log in to a computer in the vehicle cab. You don't just need to know where a vehicle is, you need to know who is operating it. Otherwise, many of the safety, training and dispatching benefits are difficult to achieve.

"If a manager hands a driver the keys to his vehicle as a loaner for some reason, that's all well and good but you just blew the metrics on that vehicle," White says. "You can't track anything if you don't know who was operating the vehicle.

"Providing accurate data that is actionable is the most important thing you can do when considering adding these types of systems. You have to know who is behind the wheel."

Companies utilizing fleet technology also need to properly fund their efforts. Fleet management should be staffed at the right level to ensure data accuracy. The sensors and technology on the trucks should also be maintained in the same way as other systems.

"With most clients, we treat a failure in a vehicle device the same as a flat tire from a process point of view," White says. "If the power take-off sensor in a bucket truck fails, then you can't trace the data in a way that is going to be helpful. It's a tough pill for folks to swallow, but it pays off in spades."

That's because the ROI that comes from increased efficiency and fuel savings can have such a large impact on operating costs.

"Saving 10 percent of your costs for rolling the vehicle down the road is not hard to achieve if the systems are managed accurately and efficiently, and the initiative is funded correctly from the support perspective," White says. "The minute your discipline lapses, you lose those benefits." □

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

The AUTOLOGUE family is growing

After 17 successful acquisitions, here is our line up

Management Systems

PARTSWATCH SOLUTIONS
Cloud-based, sophisticated, powerful Windows-based Management System, multi-level reporting, sourcing capabilities, plus much more.

DATATRON BUSINESS MANAGEMENT SYSTEMS
Datatron Inventory Management System is designed for large Warehouse Distributors with multiple locations. With integrated GL, AP, PR, CR

SBC SOLUTIONS DIVISION OF AUTOLOGUE
Windows-based Management System with touch screens, mouse and character-based Graphical User Interface–serving warehouses with multiple locations.

AIS JOBBER SYSTEM
Complete Management System Software: *Fast and easy to use, for a single store jobber. Holds over 1,000,000 part numbers, product lines and customer records. Easy setup and operation.*

AUTOLOGUE COMPUTER SYSTEMS
A powerful, yet easy to use computer solution to retail and wholesale businesses. Applies to mid-size Jobbers and multi-store applications, also available in Spanish.

AutoEase
Easy to use, Linux-based Inventory Management System. Features integrated GL, AP and EDI. Serves multi-location, retail and wholesale businesses.

MacCel™ Data Base System
Linux-based Inventory Management System using Sybase SQL relational database. EDI capabilities with integration to Materials Handling Systems.

The PARTner
A comprehensive computer system designed exclusively for the Auto Parts Jobber.

Excellent Customer Service

"We are committed to the success of our customers"

- Customer Service Policy is to answer the phone in 2-3 rings *AND* you speak with a **"real live"** person.
- We **take ownership** in assisting and handling all of our Customer concerns or problems.
- We are **dedicated** to your satisfaction by following up to ensure the issues are solved.
- We **listen** to our Customer's suggestions for new products or services.
- We **encourage** input for improving our products or services.
- We **strive to be the best** service-oriented company in the industry by going above and beyond for our Customers.
- We are **committed** to staffing experienced personnel that ***know*** the auto parts business.

LEARN MORE AT **www.autologue.com**

DESIGNED BY THE PROS. USED BY THE PROS.

eCommerce Products

ePartConnection
Fastest Online Ordering Tool, 24/7, VMI, Promotions, Real Time QOH and Customer Pricing with mobile app.

ePaperlessOffice
View, print, email invoices and statements anytime via the internet. Pay online, i.e., credit card or ACH.

eDeliveryTracking
Track your drivers, ETA & view parts on the way with signature capture on your smartphone & tablet.

eExpenseTracking
Online Expense Account Tracking and Reporting includes receipt & photo images.

eSales BI/CRM OUTSIDE SALESPEOPLE
Powerful BI Sales & CRM Tool with Customer Sales Trend Alerts & Notifications, Scheduling. Mobile use on Tablet & Smartphone.

eSalesCounter BI CRM PRO
Boost counter sales, build customer relationships. Incentivizes your counter staff to become sales professionals.

eData Commerce
EDI, Purchase Order Transmission, ASN (Advanced Shipping Notice) and 810 Vendor Invoice.

eVerify | Barcode
Barcode Verification of parts to deliver gets the Right Part to Customers the first time!

eNetworkMonitor
Keeps your Network Safe & Secure – 24/7– Virus/Malware Protection, plus more.

eDataAnalysis
Business Intelligence Software. Data Mining customized, yet simple to manipulate the way you want it.

ePrice Updating
Download all major price files via the web.

eMarketing
Online advertising for your business. eMarketing Promos: eblasts, Web Links, Get connected with social media leads.

eCMA Rewards
Consumer Management Automation for Retail Customer Loyalty Program.

eWebsites
Customize your own Consumer Retail Website, Promo Pages, Product Links

Vendor Partners

WHI
IHS Markit™
autocare ASSOCIATION
EPICOR
EXTRA™
OPTICAT
Alliance
AUTOMOTIVE DISTRIBUTION NETWORK
WEBLINK
nexpart
VISI-CAT
ChargeItPro
APAA AUTOMOTIVE PARTS & ACCESSORIES ASSOCIATION INC
Automotive Warehouse Distributors Assn. awda for the pursuit of excellence®
Federated Auto Parts
amador Amador Business Computers Inc.
PayPal
jmo systems
HDAW
WEB CAT CATALOG

We make a difference.

AUTOLOGUE™ COMPUTER SYSTEMS, INC.

800.722.1113

Visit us at AAPEX | Booth 3071

NTSB EXAMINES SELF-DRIVING VEHICLE CRASH

TESLA UNDER FIRE FOR FATAL CRASH, 'AUTOPILOT' NAME

BY **BRIAN ALBRIGHT** | CONTRIBUTING EDITOR

The National Transportation Safety Board (NTSB) has issued a preliminary report on the recent fatal crash of a Tesla vehicle operating in the "Autopilot" self-driving mode in Florida. That crash has cast a shadow on the efforts of Tesla, Google and other companies that have been testing autonomous vehicles for several years now.

A formal investigation by the National Highway Traffic Safety Administration (NHTSA) is still ongoing, and the Securities and Exchange Commission (SEC) is looking into whether Tesla should have informed investors of the crash in May.

Photos: Tesla

TRENDS & MARKET ANALYSIS

According to the NTSB report, the driver of the Tesla Model S was operating the car using Tesla's Traffic-Aware Cruise control and Autosteer lane keeping assistance system, and was driving approximately 10 mph over the posted speed limit.

In August, there was a second autopilot crash when a driver in Beijing sideswiped another vehicle that was parked on the side of the road. There were no injuries. The July crash of a 2016 Tesla Model X, which injured the driver and passenger, was initially reported to have involved the autopilot mode, but Tesla later announced it had no evidence to determine whether or not the feature was activated at the time of the collision.

The Tesla autopilot feature is not a true self-driving system; it is designed to keep the car within the lane and from striking other vehicles under very specific circumstances. The company has been beta testing the feature with its customers since 2015. In the aftermath of the crashes, Tesla has received criticism for the marketing of the feature, particularly in naming it "Autopilot" in the first place.

In a blog posted after NHTSA announced its investigation into the crash, Tesla noted that neither the autopilot system nor the driver saw the white side of the trailer because it was backlit against a bright sky.

> **The Tesla autopilot feature is not a true self-driving system; it is designed to keep the car from striking other vehicles under very specific circumstances.**

According to Tesla: "The high ride height of the trailer combined with its positioning across the road and the extremely rare circumstances of the impact caused the Model S to pass under the trailer, with the bottom of the trailer impacting the windshield of the Model S. Had the Model S impacted the front or rear of the trailer, even at high speed, its advanced crash safety system would likely have prevented serious injury as it has in numerous other similar incidents."

On May 7, 2016, the Tesla was traveling on US-27A near Williston, Fla., when it struck and passed beneath a 53-foot semitrailer before colliding with a telephone pole. The driver, 40-year-old Joshua Brown of Canton, Ohio, died in the crash.

Earlier this year, a Google self-driving car was involved in a minor fender bender in Mountain View, Calif., when it drove into the side of a bus. The accidents have raised questions about the technology's safety.

"It's a wakeup call to a lot of people," says Joe Register, director of emerging technologies at the Auto Care Association. "Having the ability to do something, and the practical application of it are two different things."

The crashes have not deterred Tesla. Speaking at a conference early in the summer, CEO Elon Musk said that he thought the industry was less than two years from having fully autonomous vehicles on the road, and appeared to hint that full self-driving capabilities could be available on its new Model 3 sedan.

During an August 3 earnings call, Musk was even more bullish: "Autonomy is going to come a hell of a lot faster than anyone thinks it will, and I think what we've got under development is going to blow people's minds. It blows my mind," he said.

Consumer Reports was less impressed. "By marketing their feature as 'Autopilot,' Tesla gives consumers a false sense of security," says Laura MacCleery, vice president of consumer policy and mobilization for Consumer Reports. "In the long run, advanced active safety technologies in vehicles could make our roads safer. But today, we're deeply concerned that consumers are being sold a pile of promises about unproven technology. 'Autopilot' can't actually drive the car, yet it allows consumers to have their hands off the steering wheel for minutes at a time. Tesla should disable automatic steering in its cars until it updates the program to verify that the driver's hands are on the wheel."

Other automakers are also moving forward with autonomous driving initiatives. BMW has teamed with Intel and Mobileye on its iNEXT, which is scheduled for production in 2021. Over the summer, Mobileye announced it would end its partnership with Tesla on the Autopilot system.

There are currently a number of autonomous car projects around the country, including a 32-acre proving ground called MCity where the University of Michigan and state Department of Transportation will test connected and autonomous vehicles in different driving scenarios. "There is a great potential, but we haven't really got this technology nailed down yet," Register says. "To have vehicles on the road with autonomous driving capability – people are just now beginning to understand what the implications are."

The NTSB will continue to review the accident data and collect additional information from the vehicle's electronic systems. The agency's final report is expected within the next year. Until then, NTSB's preliminary report is available on their website. ▫

SMALL STARTUP GETS BIG RESULTS VIA GOOGLE APP

AUTOCUSTOMS AIMS TO DELIVER A 'WOW' ONLINE SHOPPING EXPERIENCE

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

Headquartered in Ocala, Fla., AutoCustoms markets a full range of truck and 4WD accessories such as lift kits, wheels and tires, tonneau covers and running boards.

According to founder and President Stuart Compton, a partnership with Google is expected to assist in delivering a triple-digit growth rate within the next few years. Compton attributes 70 percent of the company's 2015 sales to Google AdWords, "which turned this small startup's advertising budget into big results."

The company also creates YouTube videos to inform and train end-user customers and installation professionals while building brand awareness. An assortment of Google Apps is leveraged for workflow tools like Gmail, Google Docs and Google Sheets for sales, overall connectivity and administrative purposes.

An account of AutoCustoms' success is featured in Google's nationwide Economic Impact Report that details how businesses have benefitted by using the cyber-giant's online offerings.

Compton answered these questions posed by *Aftermarket Business World*.

Q: What is your company's history?

A: Our story is a classic garage startup. I was in sales at a manufacturing company in 2001 when the easiest sale of my life came from an e-commerce company. I spent the next few years learning how to build websites at night, and in 2003 launched my first e-commerce site.

I learned a few things and in 2005 started a company and hired my best friend, Jeff Martin, to help me take sales calls. From there we grew with two simple rules: Know more than anyone else on the planet about our products, and hire really nice people who truly care about our customers.

We grew to 100 employees and $50 million in sales in 10 years, and we are still growing. In May 2016 we merged with RealTruck, a top competitor, so now we expect to hit $150 million with 270 employees in 2016.

Q: What is Google AdWords, and how did you decide to apply this program to your business?

A: Google AdWords is the platform that allows us to advertise our product offering at the top of the Google search. I started using Google AdWords in 2005 with a limited budget. We had a limited flow of traffic from the organic search results and I was looking for a way to get more of our customer base to our site. AdWords allowed us the opportunity to reach more of our customers and drive a very targeted delivery message that resulted in our customers getting what they were looking for without wasting their time.


Stuart Compton

Q: Did you have assistance from Google or someone else in preparing your program?

A: Early on I was self-taught using both the information provided by Google as well as forums such as WebMasterWorld.com. As I turned our digital advertising over to our in-house specialists, they were able to develop relationships with Google representatives who were able to help us learn and take advantage of all of the latest tools and platforms.

Q: How difficult was it to implement? Do you recommend that others in the industry utilize AdWords?

A: AdWords is easy to learn for anyone who dedicates the time and effort. Most people that I talk to think that it's rocket science so they don't even try. The reality is that anyone who is in business and wants to win their market needs to be utilizing AdWords.

Q: How are you using this program?

A: I have a team dedicated to optimizing our AdWords accounts. The primary goal is to get consumers who are searching for specific items using certain keywords or phrases to the right page on our website. We value our customers' time and we want to land them on the exact page that they were hoping to find. We try to maximize our advertising spend by optimizing our search keywords as well as our ad text, and then we optimize our landing page to turn shoppers into buyers.

Q: What has been the response of your customers?

A: Our customers love the shopping experience. It is mutually beneficial when we can provide an ad and a landing page for exactly what the customer was looking for. To stay successful we have to continuously deliver a WOW-level shopping experience. This allows us to turn the advertising dollars into a profit and continue to reinvest in new ad spend.

Q: Do you offer training to automotive professionals and end-users?

A: We offer online training videos.

Q: How has AdWords helped create added employment opportunities?

A: Overall, AdWords has delivered consistent, qualified traffic to our website that brings us almost unlimited opportunities for growth in all of our departments. □

REVERSING THE TREND

HOW TO TURN RETURNED AFTERMARKET PRODUCTS INTO RETURN BUSINESS

BY **STEPHEN HEWITT** | CONTRIBUTING EDITOR

If you've been in business for any period of time, you know success (however defined) more closely resembles a knotted arrow than a straight one.

Such is the case with returns.

TRENDS & MARKET ANALYSIS

Returns don't always inspire positive sentiments among retailers, with many believing they simply represent a loss of revenue. However, a lacking returns policy poses a more serious threat to revenue than any returned item. A strong returns policy showcases another facet of great customer service and could evoke a vote of confidence from shoppers looking for another reason to take the next step in the purchasing cycle.

Approximately 75 percent of respondents are not willing to pay restocking fees if they return automotive replacement parts that were purchased through e-tailing.

It's important to note that automotive online returns have become more common in aftermarket e-commerce. According to UPS's 2015 "What's Driving the Automotive Parts Online Shopper" study, 39 percent of auto parts shoppers return items compared to 27 percent in the 2014 study. Nevertheless, returns represent fertile ground for any retailer looking to build loyalty and drive revenue. Here's why...

Consumers want to understand your returns policy before they buy, and simply having one isn't enough. The UPS study shows that 53 percent of all auto parts shoppers took a look at an e-tailer's return policy before making a purchase; up from 45 percent in last year's study. Consumers consistently seek out return policies on company websites to review terms and conditions, ease of online and in-store returns, inclusion of a returns label, and if there is a penalty for returning an item.

The UPS study found that more than 86 percent of online auto parts shoppers prefer to return purchases in-store, up more than 11 percent from the 2014 study (75 percent). This is important because virtually all (93 percent) of these customers have purchased products once in the store.

To capitalize on this potential revenue opportunity, you simply need to get customers in your store. Inventory management will ensure that you never run out of stock, either in-store or online. Effective supply chain management will allow you to combine your supply chains into one. By doing this, you can accept a return in-store for a product that was purchased online, positioning yourself for incremental sales.

Online-only companies should not fret. They also have tools capable of creating a customer experience that can drive loyalty. Including a return label in the shipment is a great way to ease the burden of a return. You could also include a coupon for a future purchase on that return label, essentially inviting the customer to visit your website the next time they want to buy a product.

Including a return label in the shipment or enabling customers to print return labels from your website eases the burden of a return.

An alternative is to enable customers to print a return label directly from your website. Once there, digital marketing tools can work wonders. You can see the items returning customers previously viewed and/or purchased. You can predict the products they are most likely to purchase, even though they sought simply to print a return label. For more cumbersome returns, especially larger items, you can improve the customer experience by helping them find a carrier to pick up the item.

When convenience is achieved, customers will reward you with loyalty. Returns give you that opportunity. Leave no stone unturned when seeking to please your customers.

Editor's note: *Stephen Hewitt is an automotive industry marketing analyst for UPS. Hewitt researches business trends that impact automotive OEM and aftermarket parts manufacturers, distributors and retailers. His work includes the UPS "What's Driving the Automotive Parts Online Shopper" study.* □

STAY ON TOP OF INDUSTRY DEVELOPMENTS.
Sign up today for **FREE SUBSCRIPTIONS** to
- Distribution E-news & Alerts
- Aftermarket Technology E-News
- Aftermarket Business E-Zine

AFTERMARKETBUSINESS.COM/SUBSCRIBE

CONSUMER ATTITUDE STUDY

Photo: GettyImages/dashadima

BUYING AUTO PARTS

RECOMMENDATIONS, BRAND NAME INFLUENCE CONSUMERS TO BUY AUTO PARTS MORE THAN LOWEST PRICE

BY **BRUCE ADAMS** | MANAGING EDITOR

THE vast majority of consumers who purchase auto parts compare prices before buying, but relatively few say that lowest price is the top reason that influences their purchase, according to the *Aftermarket Business World* 2016 Consumer Attitude Study.

Three out of four customers said that they compare prices before buying parts. The likelihood to check prices before buying varies widely by product category, ranging from 97 percent who said they check prices on oxygen sensors and 93 percent who check auxiliary lighting prices, down to 58 percent who check prices on starters and alternators, and 57 percent who check prices on battery chargers. Of those buying starters and alternators, 26 percent said they did so because their car wouldn't start, which limits time for price shopping. These results were similar to the results of the *Aftermarket Business World* 2015 Consumer Attitude Study.

When consumers were asked the top five reasons for buying a part, lowest price finished a consistent third, behind recommendation and brand name. Recommendation was selected as the top reason in eight product categories and brand name finished as the top reason in three categories. In-store display/packaging was given as the top reason for purchasers of auxiliary lighting.

Lowest price ranked as the second most important reason for consumers buying in only two product categories – gaskets and wheel bearings. The other category that garnered most of the fourth or fifth most important reasons for buying was performance claim/warranty. Other categories that could be selected by consumers were coupon/rebate, impulse purchase, environmental concern and other.

In all 12 product categories consumers said that their primary purchase location was an auto parts store. Other frequently appearing answers included independent repair shop, dealership, discount stores, independent auto store and online.

Methodology: The survey sampling for the 2016 *Aftermarket Business World* Consumer Attitude Study consisted of a consumer-sampling panel via email. Of the 20,076 invitations sent, 1,461 responses were received for a response rate of 7.3 percent and a +/- 2.1 percent margin of error at the 95 percent confidence level. □

CONTENTS

AFTERMARKET BUSINESS WORLD™ SearchAutoParts.com

PRESENT

autopro NETWORK

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

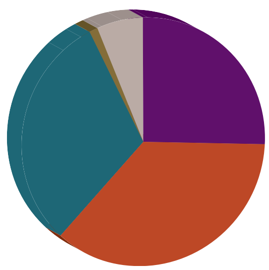
"The autopro NETWORK connects you with experts, colleagues and industry professionals in a user-friendly, online platform. Step your game up by exploring information and resources for technicians, shop owners, manufacturers, distributors and more!"

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

AUXILIARY LIGHTING

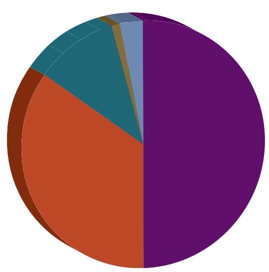
BUYING AUTO PARTS

Customer service at purchase location:



Outstanding	26%
Great	36%
Good	31%
Poor	1%
Terrible	0%
Didn't receive	6%

Likelihood of returning to purchase location:



Highly likely	50%
Likely	35%
Somewhat likely	11%
Somewhat unlikely	1%
Not at all likely	3%

93% of consumers compared prices when shopping for this product.

41% of consumers personally installed the product they purchased.

Primary purchase intent:

Replace damaged lighting	54%
Upgrade lighting	39%
For a custom application	7%
Other	0%

The top five advertising channels:

Saw/heard no ads	15%
Television	8%
Newspaper	31%
Direct mail	27%
Online/Internet	9%

Primary purchase location:

Auto chain	52%
Discount/Department store	14%
Independent auto store	3%
Independent repair shop	9%
Online/Internet	9%
*Includes DIY and DIFM purchases	

BUYING HABITS

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

Brand name	21%
Performance claim	18%
Recommendation	19%
Lowest price	11%
In-store display/packaging	23%

Likelihood to repurchase product based on performance:

Highly likely	34%
Likely	31%
Somewhat likely	27%
Somewhat unlikely/not at all likely	7%

Vehicle age:

< 1 year	8%
2-5 years	41%
6-9 years	22%
10+ years	29%

Other work done:

None	16%
Oil change	20%
Collision/body repair	8%
Tune up	7%
Tire rotation/replacement	10%
Other	1%

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

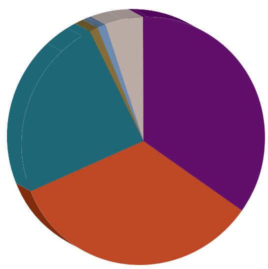
www.philips.com/automotive

PHILIPS

BATTERIES

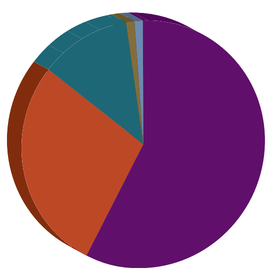
BUYING AUTO PARTS

Customer service at purchase location:



Outstanding	35%
Great	34%
Good	24%
Poor	1%
Terrible	1%
Didn't receive	5%

Likelihood of returning to purchase location:



Highly likely	58%
Likely	28%
Somewhat likely	12%
Somewhat unlikely	1%
Not at all likely	1%

74% of consumers compared prices when shopping for this product.

42% of consumers personally installed the product they purchased.

BUYING HABITS

The top five reasons for purchasing a particular type of battery:

Brand name	24%
Performance claim	20%
Recommendation	25%
Lowest price	20%
In-store display	4%

Primary purchase intent:

Battery was dead	61%
Weakened Performance	21%
Reached designated lifecycle	11%
Mechanic recommended	6%

Likelihood to repurchase product based on performance:

Highly likely	59%
Likely	30%
Somewhat likely	11%
Somewhat unlikely/not at all likely	0%

The top five advertising channels:

Saw/heard no ads	46%
Television	23%
Newspaper	15%
Magazine	9%
Internet/email	25%

Vehicle age:

< 1 year	8%
2-5 years	22%
6-9 years	46%
10+ years	25%

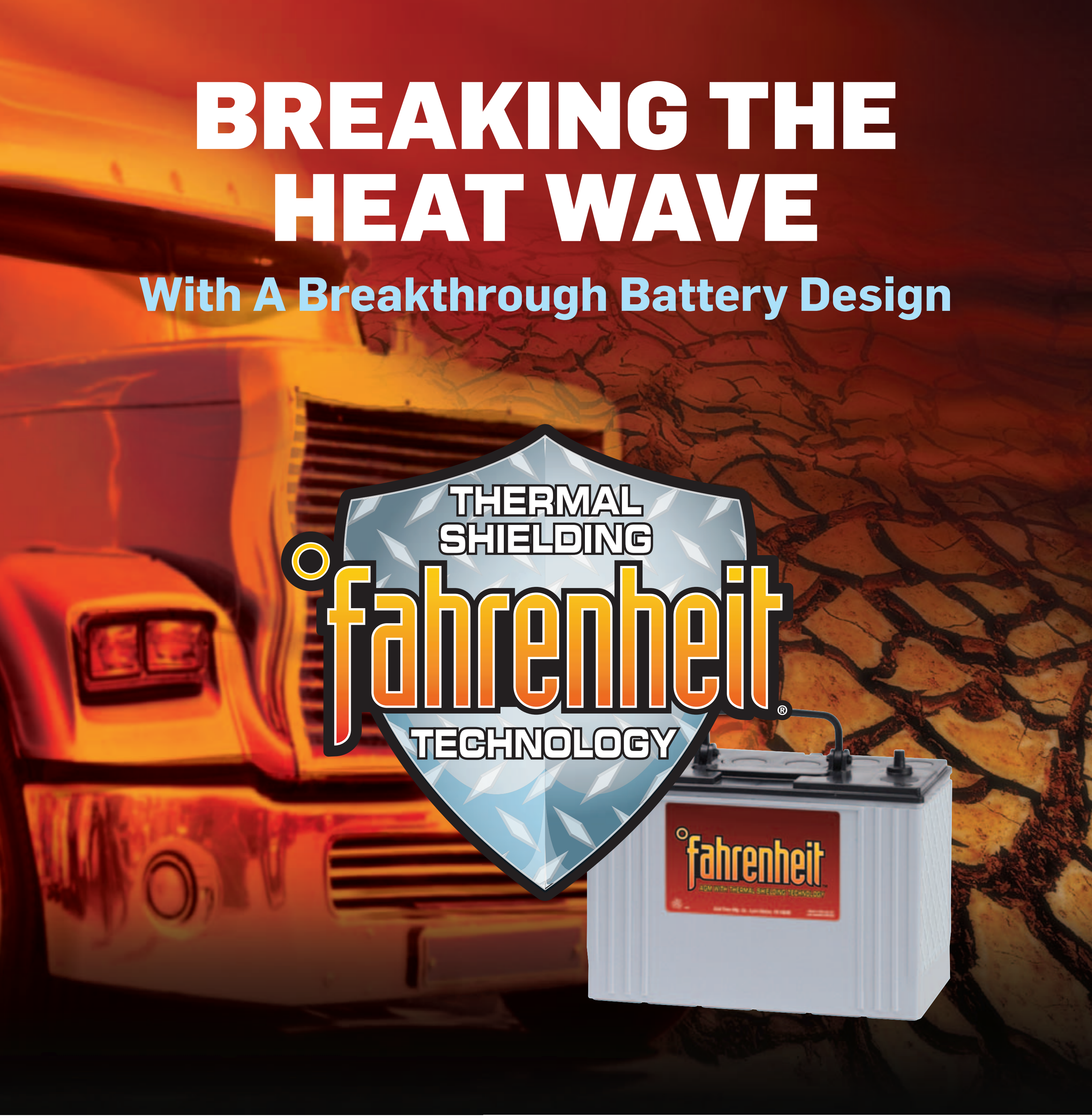
Primary purchase location:

Auto chain	58%
Discount store	12%
Independent auto store	4%
Independent repair shop	7%
Dealership	7%
*Includes DIY and DIFM purchases	

Other work done:

None	32%
Oil change	49%
Checked/filled fluids	29%
Checked filters	30%
Checked tire pressure	34%
Checked belts and hoses	24%

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



East Penn's breakthrough new Fahrenheit® Group 31 AGM battery utilizes an exclusive Thermal Shielding Technology to extend battery life under today's ever-increasing battery box temperatures.

Exclusive Fahrenheit® Thermal Shielding Technology

- Cycles 50% longer than standard AGM in extreme high heat tests
- Utilizes a Heat Reduction Catalyst that protects against thermal runaway
- Shielded by a Thermal Resistant Case that optimizes high heat AGM performance

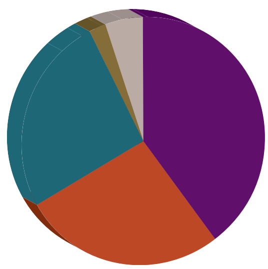
Protect your batteries. Protect your vehicle. Protect your investment.

EAST PENN www.eastpennmanufacturing.com **See us at AAPEX booth #4216**

BATTERY CHARGERS

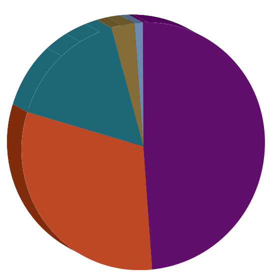
BUYING AUTO PARTS

Customer service at purchase location:



Outstanding	40%
Great	27%
Good	26%
Poor	2%
Terrible	0%
Didn't receive	5%

Likelihood of returning to purchase location:



Highly likely	49%
Likely	31%
Somewhat likely	16%
Somewhat unlikely	3%
Not at all likely	1%

57% of consumers compared prices when shopping for this product.

41% of consumers personally used the product they purchased.

BUYING HABITS

The top five reasons for purchasing a particular type of battery charger:

Brand name	32%
Performance claim	12%
Recommendation	24%
Lowest price	16%
In-store display	9%

Primary purchase intent:

Battery was dead/no charge	50%
Battery seemed low	26%
To have in case battery runs low	16%
To improve performance	7%

Likelihood to repurchase product based on performance:

Highly likely	41%
Likely	35%
Somewhat likely	19%
Somewhat unlikely/not at all likely	5%

The top five advertising channels:

Saw/heard no ads	29%
Television	28%
Newspaper	21%
Direct mail	13%
Internet/email	30%

Vehicle age:

< 1 year	16%
2-5 years	16%
6-9 years	55%
10+ years	13%

Primary purchase location:

Auto chain	48%
Discount store	16%
Independent auto store	6%
Department store	11%
Dealership	9%
*Includes DIY and DIFM purchases	

Other products/parts purchased:

None	21%
Battery test equipment	30%
Battery	27%
Jumper cable	26%
Battery terminal brush	19%
Battery cables	18%

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

Battery Doctor®

Automotive Battery and Electrical Accessories

AUTOMATIC BATTERY DISCONNECT

Battery Life Preserver™ Switch

#20395

- No More Towing
- No More Emergency Calls
- No More Jumper Cables

Battery DOCTOR 12 VOLT PRODUCTS

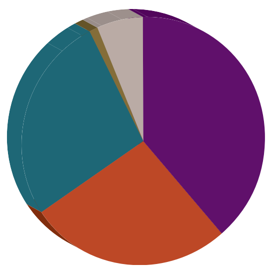
STUDY

CONSUMER ATTITUDE STUDY

BRAKES

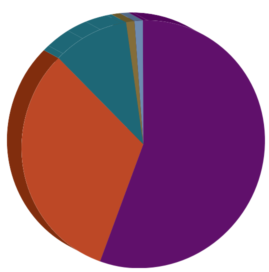
BUYING AUTO PARTS

Customer service at purchase location:



Outstanding	39%
Great	27%
Good	27%
Poor	1%
Terrible	0%
Didn't receive	6%

Likelihood of returning to purchase location:



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

78% of consumers compared prices when shopping for this product.

27% of consumers personally installed the product they purchased.

Primary purchase intent:

Pedal pulsating/grinding	18%
Making noise	30%
Mechanic recommended	15%
Worn out brakes	32%

The top five advertising channels:

Saw/heard no ads	28%
Television	35%
Newspaper	15%
Direct mail	17%
Internet/email	33%

Primary purchase location:

Auto chain	56%
Discount store	2%
Independent auto store	6%
Independent repair shop	24%
Dealership	9%
*Includes DIY and DIFM purchases	

BUYING HABITS

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

Brand name	19%
Performance claim	24%
Recommendation	25%
Lowest price	21%
In-store display	3%

Likelihood to repurchase product based on performance:

Highly likely	57%
Likely	30%
Somewhat likely	11%
Somewhat unlikely/not at all likely	2%

Vehicle age:

< 1 year	12%
2-5 years	22%
6-9 years	41%
10+ years	26%

Other work done:

None	38%
Steering, suspension maintenance	16%
Shocks/struts	18%
Tire rotation	37%
Transmission service	7%
Other	5%

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

Jeff Buckley
ASE-Certified Technician
Midlothian, TX

Mike Rowe
Huge Fan
of Stopping

IN THIS BUSINESS, YOU'VE GOT TO EARN YOUR STRIPES

It takes more than fancy new logos to become the world's most trusted supplier of OE and aftermarket friction. It takes an unwavering commitment to engineering that stretches back more than 100 years and drives us into the future. From materials to manufacturing to your shop floor, no matter which Wagner® products you recommend to your customers, you can always do it with total confidence.

#partsmatter

See the science of better stopping take shape at
wagnerbrake.com

WAGNER®

©2016 Federal-Mogul Motorparts Corporation. All trademarks shown are owned by Federal-Mogul Corporation, or one or more of its subsidiaries, in one or more countries. All rights reserved.

FEDERAL-MOGUL
MOTORPARTS

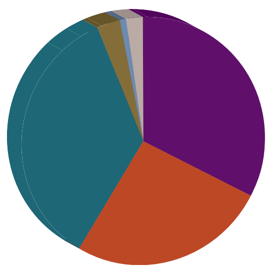
STUDY

CONSUMER ATTITUDE STUDY

CHASSIS

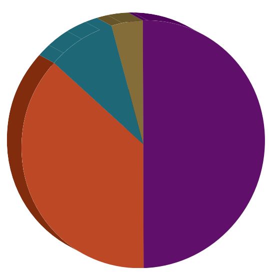
BUYING AUTO PARTS

Customer service at purchase location:



Outstanding	33%
Great	26%
Good	35%
Poor	3%
Terrible	1%
Didn't receive	2%

Likelihood of returning to purchase location:



Highly likely	50%
Likely	37%
Somewhat likely	9%
Somewhat unlikely	4%
Not at all likely	0%

75% of consumers compared prices when shopping for this product.

31% of consumers personally installed the product they purchased.

Primary purchase intent:

Heard noises, rattles in front	38%
Loose steering	21%
Mechanic's recommendation	20%
Damaged in accident	11%

The top five advertising channels:

Saw/heard no ads	21%
Television	27%
Newspaper	20%
Direct mail	25%
Internet/email	34%

Primary purchase location:

Auto chain	38%
Discount store	9%
Online/Internet	9%
Independent repair shop	16%
Dealership	11%
*Includes DIY and DIFM purchases	

BUYING HABITS

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

Brand name	24%
In-store display	15%
Recommendation	36%
Lowest price	16%
Coupon/rebate	6%

Likelihood to repurchase product based on performance:

Highly likely	42%
Likely	31%
Somewhat likely	15%
Somewhat unlikely/not at all likely	12%

Vehicle age:

< 1 year	23%
2-5 years	39%
6-9 years	18%
10+ years	20%

Other work done:

None	29%
Alignment	43%
Tires rotated/replaced	34%
Brake repair	29%
Steering/suspension maintenance	18%
Other	2%

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

More miles in every MOOG.

From engineering to testing to manufacturing to support, we go the extra mile to ensure our parts live up to the MOOG reputation for strength and durability. We recently invited Mike Rowe to come and help put us to the test. He was blown away by what he saw and heard. We think you will be too.

Visit us at AAPEX booth #3217

Watch Mike Rowe in our new web series, The Extra Mile, at moogparts.com

#partsmatter

MOOG®

Go the extra mile.™

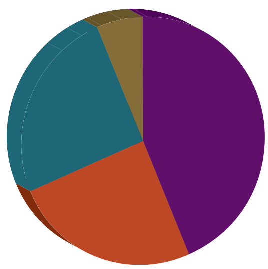
©2016 Federal-Mogul Motorparts Corporation. All trademarks shown are owned by Federal-Mogul Corporation, or one or more of its subsidiaries, in one or more countries. All rights reserved.

FEDERAL-MOGUL MOTORPARTS

GASKETS

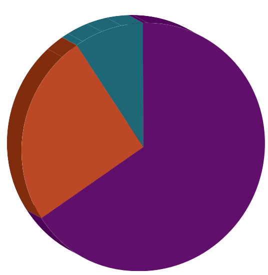
BUYING AUTO PARTS

Customer service at purchase location:



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

Likelihood of returning to purchase location:



Highly likely	66%
Likely	25%
Somewhat likely	9%
Somewhat unlikely	0%
Not at all likely	0%

71% of consumers compared prices when shopping for this product.

32% of consumers personally installed the product they purchased.

Primary purchase intent:

Mechanic recommended	34%
Stop fluid leak	29%
Part of a larger repair	28%
Performance/custom work	9%

The top five advertising channels:

Saw/heard no ads	16%
Television	38%
Newspaper	22%
Direct mail	28%
Internet	28%

Primary purchase location:

Auto chain	44%
Online/Internet	16%
Independent auto store	13%
Independent repair shop	9%
Dealership	9%
*Includes DIY and DIFM purchases	

BUYING HABITS

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

Brand name	23%
In-store display	7%
Recommendation	33%
Lowest price	27%
Coupon/rebate	3%

Likelihood to repurchase product based on performance:

Highly likely	52%
Likely	26%
Somewhat likely	19%
Somewhat unlikely/not at all likely	3%

Vehicle age:

< 1 year	28%
2-5 years	16%
6-9 years	44%
10+ years	13%

Other work done:

None	31%
Preventative maintenance, repair	38%
Engine repair	22%
Performance/custom work	19%
Check engine light diagnostics	0%
Other	3%

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

"I can't just hope the gaskets work."

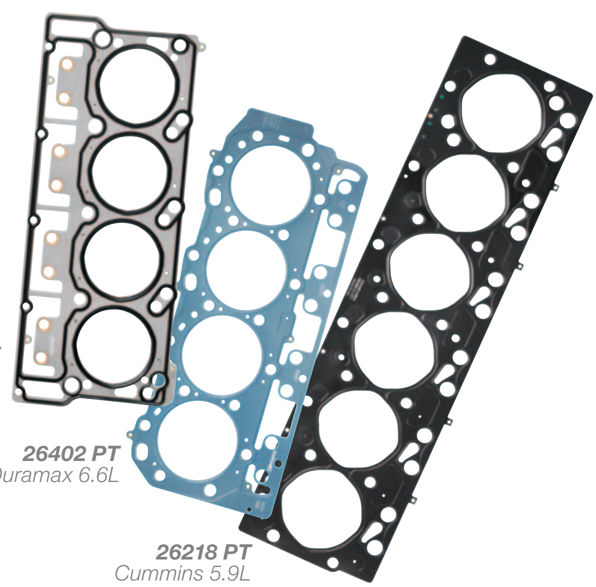
Felpro.com #PartsMatter

"ONLY FEL-PRO®

gives me gaskets as tough as the trucks I work on."

Fel-Pro's innovative designs and advanced materials ensure every gasket seals dependably under the toughest workloads.

FEL-PRO®
THE GASKETS PROFESSIONALS TRUST™



26374 PT
Power Stroke 6.0L

26402 PT
Duramax 6.6L

26218 PT
Cummins 5.9L

©2016 Federal-Mogul Motorparts Corporation. Fel-Pro is a trademark owned by Federal-Mogul Corporation, or one or more of its subsidiaries, in one or more countries. All other trademarks shown are the property of their respective owners. All rights reserved.

FEDERAL-MOGUL MOTORPARTS

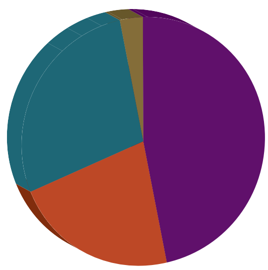
STUDY

CONSUMER ATTITUDE STUDY

OXYGEN SENSORS

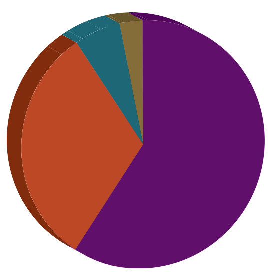
BUYING AUTO PARTS

Customer service at purchase location:



Outstanding	47%
Great	22%
Good	28%
Poor	3%
Terrible	0%
Didn't receive	0%

Likelihood of returning to purchase location:



Highly likely	60%
Likely	31%
Somewhat likely	6%
Somewhat unlikely	3%
Not at all likely	0%

97% of consumers compared prices when shopping for this product.

44% of consumers personally used the product they purchased.

BUYING HABITS

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

Brand name	24%
Performance claim	9%
Recommendation	27%
Lowest price	21%
In-store display	15%

Primary purchase intent:

Vehicle running sluggishly	24%
Preventive maintenance	36%
Remedy check engine light	24%
Mechanic recommended	15%

Likelihood to repurchase product based on performance:

Highly likely	63%
Likely	13%
Somewhat likely	13%
Somewhat unlikely/not at all likely	11%

The top five advertising channels:

Saw/heard no ads	21%
Television	30%
Newspaper	24%
Direct mail	27%
Internet/email	27%

Vehicle age:

< 1 year	15%
2-5 years	12%
6-9 years	58%
10+ years	15%

Primary purchase location:

Auto chain	44%
Discount store	9%
Independent auto store	13%
Independent repair shop	6%
Dealership	13%
*Includes DIY and DIFM purchases	

Other work done:

None	27%
Tune up	36%
Spark plug replacement	33%
Air filter replacement	27%
Ignition wire repair/replacement	9%
Other	0%

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

walkerproducts.com

1946 — 2016 70th ANNIVERSARY

The Most Complete Oxygen Sensor Program!

- **100% use of OEM based sensors**
- **OE Form, Fit & Function**
- **100% Performance Tested**
- **Best Coverage; All Makes / All Models**
- **Intelligent Consolidations**
- **Trilingual Branded Packaging**

ISO 9001 CERTIFIED QUALITY SYSTEM TS 16949

WALKER PRODUCTS INC. • 525 West Congress Street, Pacific, MO 63069
Customer Service: 1 (636) 257-1700 • Office: 1 (636) 257-2400 • Fax: 1 (636) 257-6211
Technical Support: 1 (844) 252-0114 • www.walkerproducts.com

Your First Choice In Quality Products

©Walker Products, Inc. 2016

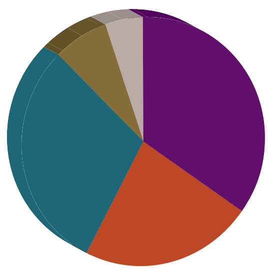
STUDY

CONSUMER ATTITUDE STUDY

SHOCKS AND STRUTS

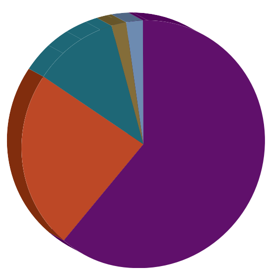
BUYING AUTO PARTS

Customer service at purchase location:



Outstanding	35%
Great	23%
Good	30%
Poor	7%
Terrible	0%
Didn't receive	5%

Likelihood of returning to purchase location:



Highly likely	62%
Likely	23%
Somewhat likely	11%
Somewhat unlikely	2%
Not at all likely	2%

70% of consumers compared prices when shopping for this product.

33% of consumers personally installed the product they purchased.

BUYING HABITS

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

Brand name	23%
Performance claim	11%
Recommendation	30%
Lowest price	15%
In-store display	11%

Primary purchase intent:

Bouncy ride/worn parts	41%
Poor vehicle handling	24%
Mechanic recommended	20%
Shock/strut leak	15%

Likelihood to repurchase product based on performance:

Highly likely	43%
Likely	33%
Somewhat likely	24%
Somewhat unlikely/not at all likely	0%

The top five advertising channels:

Saw/heard no ads	36%
Television	23%
Newspaper	21%
Direct mail	11%
Internet/email	21%

Vehicle age:

< 1 year	17%
2-5 years	17%
6-9 years	45%
10+ years	21%

Primary purchase location:

Auto chain	40%
Discount store	7%
Independent auto store	7%
Independent repair shop	31%
Dealership	7%
*Includes DIY and DIFM purchases	

Other work done:

None	23%
Alignment	38%
Tire rotation/replacement	28%
Suspension/steering	17%
Brake repair	13%
Other	2%

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


No one ever says,
"Sit back and enjoy the bumps".
IN ORDER TO BE THE BEST,
WE ONLY USE THE BEST.
Arnott® sources component parts from only the finest manufacturers in the industry like Continental, Wabco and Dunlop. This "dogma", coupled with our unwavering commitment to delivering OEM quality at affordable prices, truly defines the Arnott Advantage. For a complete list of applications and for more on the Arnott Advantage, visit ArnottInc.com.
Arnott®
Air Suspension Products
ANNIVERSARY
ENGINEERED & ASSEMBLED IN THE U.S.A.
RECYCLED & REMANUFACTURED IN U.S.A.
aapex
Visit us at
BOOTH
4068
ASK FOR ARNOTT
800-251-8993 | ArnottInc.com
LIMITED
LIFETIME
WARRANTY
Limited Lifetime Warranty and 30-Day Money Back Guarantee on Arnott's new and remanufactured air struts, air springs, compressors and conversion kits.

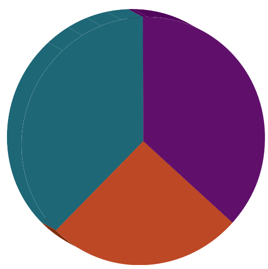
STUDY

CONSUMER ATTITUDE STUDY

BUYING AUTO PARTS

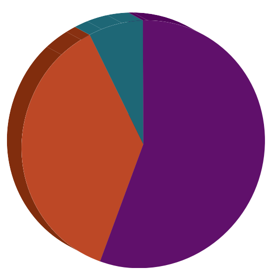
SPARK PLUGS

Customer service at purchase location:



Outstanding	37%
Great	26%
Good	37%
Poor	0%
Terrible	0%
Didn't receive	0%

Likelihood of returning to purchase location:



Highly likely	56%
Likely	37%
Somewhat likely	7%
Somewhat unlikely	0%
Not at all likely	0%

76% of consumers compared prices when shopping for this product.

50% of consumers personally installed the product they purchased.

Primary purchase intent:

Preventative maintenance	48%
Fix check engine light problem	28%
To improve fuel economy	14%
Mechanic recommended	7%

The top five advertising channels:

Saw/heard no ads	38%
Television	28%
Newspaper	28%
Direct mail	28%
Magazine	17%

Primary purchase location:

Auto chain	36%
Discount store	11%
Independent auto store	14%
Online/Internet	11%
Dealership	14%
*Includes DIY and DIFM purchases	

BUYING HABITS

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

Brand name	31%
Performance claim	3%
Recommendation	35%
Lowest price	7%
In-store display	17%

Likelihood to repurchase product based on performance:

Highly likely	50%
Likely	36%
Somewhat likely	14%
Somewhat unlikely/not at all likely	0%

Vehicle age:

< 1 year	7%
2-5 years	14%
6-9 years	62%
10+ years	17%

Other work done:

None	62%
Check engine light diagnostics	24%
Checked/filled fluids	14%
Battery check, replacement	14%
Checked tire pressure	3%
Checked belts and hoses	17%

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

ONSITE. ONLINE. ON-DEMAND.

Garage Gurus is a new “Tech First” initiative from Federal-Mogul Motorparts that provides the most comprehensive program of support tools in the industry. Garage Gurus is committed to arming techs with the latest tools and information so they can keep pace with emerging vehicle technologies.

Now open in: Skokie, IL • Van Nuys, CA • Bronx, NY • St. Louis, MO
Baltimore, MD • Atlanta, GA • Rancho Dominguez, CA • Dallas, TX
Ft. Lauderdale, FL • Boston, MA • Houston, TX • Detroit, MI

For class schedules and more details,
visit FMgaragegurus.com

Gurus Tech Hotline: 800-325-8886
Training Registration: 888-771-6005

GARAGE GURUS™
EVERYTHING YOU NEED TO KNOW.

©2015 Federal-Mogul Motorparts Corporation. All trademarks shown are owned by Federal-Mogul Corporation, or one or more of its subsidiaries, in one or more countries. All rights reserved.

FEDERAL-MOGUL MOTORPARTS

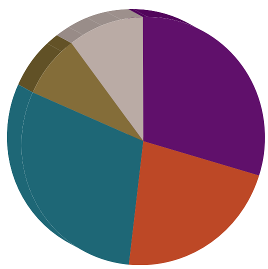
STUDY

CONSUMER ATTITUDE STUDY

STARTERS ALTERNATORS

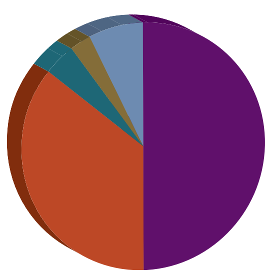
BUYING AUTO PARTS

Customer service at purchase location:



Outstanding	30%
Great	22%
Good	30%
Poor	8%
Terrible	0%
Didn't receive	10%

Likelihood of returning to purchase location:



Highly likely	50%
Likely	36%
Somewhat likely	4%
Somewhat unlikely	3%
Not at all likely	7%

58% of consumers compared prices when shopping for this product.

23% of consumers personally installed the product they purchased.

BUYING HABITS

The top five reasons for purchasing a particular type of starter/alternator:

Brand name	36%
Performance claim	7%
Recommendation	32%
Lowest price	13%
Coupon/rebate	7%

Primary purchase intent:

Car won't start	26%
Alternator light on	26%
Battery lost charge	19%
Mechanic recommended	13%

Likelihood to repurchase product based on performance:

Highly likely	32%
Likely	55%
Somewhat likely	7%
Somewhat unlikely/not at all likely	6%

The top five advertising channels:

Saw/heard no ads	39%
Television	32%
Newspaper	23%
Internet/email	23%
Radio	16%

Vehicle age:

< 1 year	10%
2-5 years	19%
6-9 years	19%
10+ years	52%

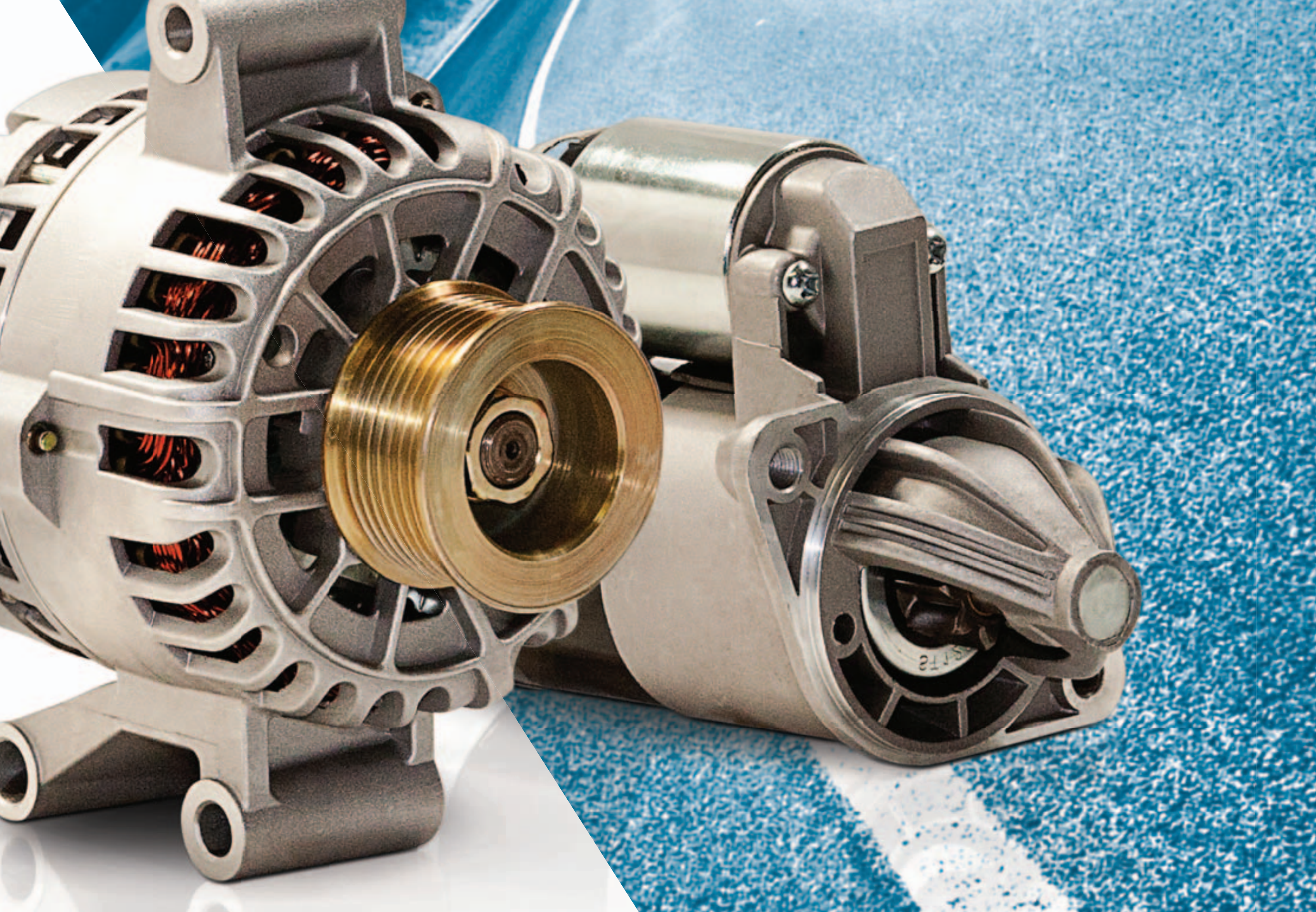
Primary purchase location:

Auto chain	32%
Discount store	7%
Independent auto store	10%
Independent repair shop	26%
Online/Internet	23%
*Includes DIY and DIFM purchases	

Other work done:

None	52%
Tune up	19%
Checked/filled fluids	10%
Battery check/replacement	32%
Checked tire pressure	7%
Checked belts and hoses	36%

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



STREET SMART
driven to innovate

At MPA we're driven to innovate.

Our Starters and Alternators are subjected to the toughest testing in the industry before leaving the factory floor.

- *Engineered with quality components for maximum durability.*
- *100% end-of-line testing to strict OE performance specifications.*
- *Comprehensive category management services for increased sales.*

That's how we maintain our reputation for high quality products with dependable support.

Innovation. It's what makes MPA Street Smart.

STARTERS / ALTERNATORS / HUB ASSEMBLIES / BEARINGS
BRAKE BOOSTERS / TURBOCHARGERS / MASTER CYLINDERS

mpa®

WWW.MOTORCARPARTS.COM

aapex ahead of the curve BOOTH 4638

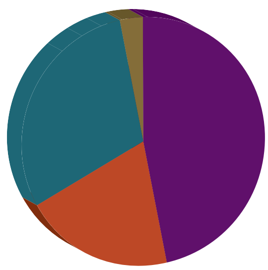
STUDY

CONSUMER ATTITUDE STUDY

WHEEL BEARINGS

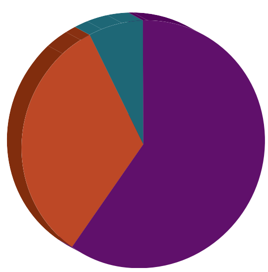
BUYING AUTO PARTS

Customer service at purchase location:



Outstanding	47%
Great	20%
Good	30%
Poor	3%
Terrible	0%
Didn't receive	0%

Likelihood of returning to purchase location:



Highly likely	60%
Likely	33%
Somewhat likely	7%
Somewhat unlikely	0%
Not at all likely	0%

83% of consumers compared prices when shopping for this product.

40% of consumers personally used the product they purchased.

BUYING HABITS

The top five reasons for purchasing a particular type of wheel bearing:

Brand name	33%
Coupon/rebate	3%
Recommendation	30%
Lowest price	30%
In-store display	10%

Primary purchase intent:

Heard rattle/performance issue	57%
Failure in related system	20%
Mechanic recommended	20%
Other	3%

Likelihood to repurchase product based on performance:

Highly likely	47%
Likely	30%
Somewhat likely	23%
Somewhat unlikely/not at all likely	0%

The top five advertising channels:

Saw/heard no ads	30%
Television	20%
Newspaper	23%
Direct mail	17%
Internet/email	23%

Vehicle age:

< 1 year	17%
2-5 years	40%
6-9 years	20%
10+ years	23%

Primary purchase location:

Auto chain	40%
Discount store	7%
Online/Internet	13%
Independent repair shop	17%
Dealership	10%
*Includes DIY and DIFM purchases	

Other work done:

None	37%
Alignment	43%
Tires checked/replaced	20%
Check engine light diagnostics	20%
Battery check/replacement	7%
Checked belts and hoses	10%

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

STREET SMART

driven to innovate

A smooth ride demands precision performance.

MPA Hub Assemblies are performance proven and quality tested before leaving the factory floor.

- *Precision matched components, for smooth and quiet operation*
- *Sensor signal strength tested for proper ABS function*
- *Precision pre-loaded bearings, tested to detect gap end-play.*

That's how we maintain our reputation for high quality products with dependable support.

Innovation. It's what makes MPA Street Smart.

STARTERS / ALTERNATORS / HUB ASSEMBLIES / BEARINGS
BRAKE BOOSTERS / TURBOCHARGERS / MASTER CYLINDERS

mpa®

WWW.MOTORCARPARTS.COM

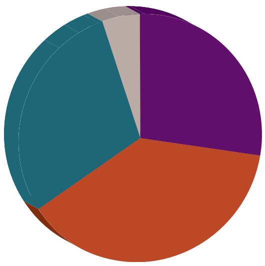
aapex ahead of the curve

BOOTH 4638

WIPERS

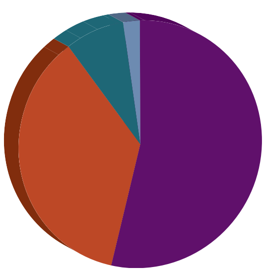
BUYING AUTO PARTS

Customer service at purchase location:



Outstanding	28%
Great	38%
Good	29%
Poor	0%
Terrible	0%
Didn't receive	5%

Likelihood of returning to purchase location:



Highly likely	54%
Likely	36%
Somewhat likely	8%
Somewhat unlikely	0%
Not at all likely	2%

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

59% of consumers personally installed the product they purchased.

BUYING HABITS

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

Brand name	21%
Performance claim	21%
Recommendation	22%
Lowest price	15%
In-store display	15%

Primary purchase intent:

Wipers performing poorly	60%
Preventive maintenance	18%
Broken wiper blades	14%
Other	7%

Likelihood to repurchase product based on performance:

Highly likely	55%
Likely	29%
Somewhat likely	12%
Somewhat unlikely/not at all likely	4%

The top five advertising channels:

Saw/heard no ads	70%
Television	7%
Magazine	6%
Direct mail	9%
Internet/email	12%

Vehicle age:

< 1 year	7%
2-5 years	23%
6-9 years	41%
10+ years	29%

Primary purchase location:

Auto chain	44%
Discount store	22%
Independent auto store	7%
Independent repair shop	8%
Online/Internet	7%
*Includes DIY and DIFM purchases	

Other work done:

None	46%
Oil change	34%
Checked/filled fluids	21%
Checked filters	18%
Checked tire pressure	21%
Checked belts and hoses	7%

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

DON'T LEAVE A GREAT OPPORTUNITY IN THE REAR VIEW MIRROR.

Rear wiper blades are an often-overlooked source of extra income. So take a moment to inspect and replace all wiper blades, front and rear, with ANCO®.

ANCO®

ANCOwipers.com **#PartsMatter**

©2016 Federal-Mogul Motorparts Corporation. All trademarks shown are owned by Federal-Mogul Corporation, or one or more of its subsidiaries, in one or more countries. All rights reserved.

FEDERAL-MOGUL MOTORPARTS

THE LATEST PRODUCTS

TECHNOLOGIES TO HELP YOU WORK SMARTER AND KEEP YOUR BUSINESS PROFITABLE

NEW FRONT RIGHT AIR STRUT FITS S, CL-CLASS MERCEDES-BENZ

Arnott's new, not remanufactured, air strut for the front right side of the '07-'13 W221 Mercedes-Benz S-Class and '07-'12 W216 CL-Class – both with AIRMATIC and 4MATIC – features a custom-made and tuned twin-tube shock absorber designed to provide a responsive, comfortable ride. AS-2852 includes a new ContiTech air bladder, bumpstop, connector, airline fitting, and heavy-duty crimping rings.

www.arnottindustries.com
Arnott Air Suspension Products
AAPEX booth 4068

ARNOTT INTRODUCES AIR COMPRESSOR FOR WIDE RANGE OF GM SUVS

Arnott's new aftermarket Air Suspension Compressor P-2793 fits a wide range of second- and third-generation GM SUVs with short and long wheelbases and features components developed by ISO 9000-certified manufacturers. The pump comes pre-installed on an application-specific bracket, and includes wiring harnesses, a new airline, dryer and relay.

www.arnottindustries.com
Arnott Air Suspension Products
AAPEX booth 4068

AUTOLOGUE OFFERS ESALES BI/CRM

Autologue offers the most complete business intelligence, CRM tool on your tablet or smartphone today. View sales trends, alerts, opportunities, with Scheduler, and stock orders with real time direct connection to your management system. You can access CRM personal & business information to better build customer retention.

www.autologue.com
Autologue Computer Systems
AAPEX booth 3071

AUTOLOGUE OFFERS ESALES-COUNTER BI/CRM

Autologue Computer Systems offers exclusive BI software like no other available on the market. Custom-designed technology guaranteed to increase sales and customer retention. Use this powerful CRM tool to establish better business relationships. Autologue's eSalesCounter BI/CRM is a game-changing sales tool.

www.autologue.com
Autologue Computer Systems
AAPEX booth 3071

BLUETOOTH TREAD DEPTH AND TIRE PRESSURE GAUGE

The TPG100 is an easy to use, entry level Tread Depth and Tire Pressure Gauge. Despite its ease of use it offers high tech capability. The TPG100 measures tire pressure and tread depth and sends the data to a smart phone via Bluetooth. The phone app is available for iPhone and Android and is free to download.

www.bartecusa.com
Bartec
AAPEX booth 1073

VDO REDI-SENSOR REPLACES OVER 244 OE SENSORS

With VDO REDI-Sensor Multi-Application TPMS Sensors, your customers can handle almost any TPMS service call. Only five REDI-Sensors are needed to replace over 244 OE TPMS sensors for Asian, European, and domestic cars, vans, SUVs and light trucks. Offering both metal clamp-in stem and rubber snap-in stem, it is ready out of the box. Works with all major TPMS scan tools. No training required.

www.redi-sensor.com
Continental

A Legendary Brand Comes Home.

The legendary Victor Reinz® Gaskets brand is returning to Dana Incorporated, the original manufacturer and OE supplier. Dana will be selling its world-class gasket sets and sealing products, under the Victor Reinz brand name, directly to its North American network of aftermarket customers. The only way to make sure that you're getting Victor Reinz quality is to go right to the source – Dana.

aapex
ahead of the curve
Sands Expo Nov 1-3, 2016
Dana booth **#2838**

SEMA SHOW
Las Vegas Convention Center
Nov 1-4, 2016
Dana booth **#36097**

VICTOR REINZ®

DANA

BACKED BY DANA
ENGINEERED
MANUFACTURED
TESTED
GLOBAL OE SUPPLIER

Get OE quality and technology – manufactured, backed, and supplied by Dana. Contact your Dana sales representative or call 1.800.621.8084 today.

©Dana Limited, 2016. All rights reserved. Dana Limited. Victor Reinz® is a registered trademark of Dana Limited.

VDO OEM DIRECT PARTS ARE THE REAL DEAL

Give your customers OEM parts direct from the manufacturer – Continental. VDO OEM Direct Parts include Air Control Valves, Electronic Throttle Valves, Flex Fuel Sensors, Fuel Modules, Fuel Injectors, MAF/MAP Sensors and Temperature Controlling Water Pumps. Exceptional import and domestic coverage. Same high quality as supplied to OEMs worldwide, but affordably priced.

www.vdo.com/usa
Continental

EAST PENN INTRODUCES FAHRENHEIT TECHNOLOGY

East Penn Manufacturing Co. is breaking the heat wave for batteries in commercial truck and other heavy-duty applications. The company offers an exclusive Fahrenheit Group 31 AGM design that features breakthrough Thermal Shielding technology. It extends battery life under ever-increasing battery box temperatures. It also has a reinforced cycle service AGM design to better withstand extra electrical loads in high heat environments.

www.eastpennmanufacturing.com
East Penn Manufacturing Co.
AAPEX booth 44216

MPA BRAKE BOOSTERS ARE STREET SMART

At MPA our products are driven to perform. That's why our remanufactured brake boosters are rigorously tested to deliver maximum braking force with minimal pedal effort. Our Brake Boosters feature rust inhibiting shells, OEgrade springs, diaphragms and vacuum seals.

For more information, visit *www.motorcarparts.com*
MPA
AAPEX booth 4638

MPA TURBOCHARGERS ARE STREET SMART

MPA's remanufactured turbochargers are assembled to the highest quality and performance standards and are individually inspected. Features include dualplane balanced turbines and shafts to eliminate highspeed vibrations, OEM design or upgraded seals to ensure reliability and durability, and thrust plates strategically designed for correct pressure and lubrication. MPA products are driven to perform.

www.motorcarparts.com
MPA
AAPEX booth 4638

PHILIPS HIPERVISION BULBS NOW AVAILABLE

Formerly 'dealer only' OE bulbs are now available as aftermarket replacements for daytime running lights, fog lights, and front and rear signal lights on popular late model GM full-sized trucks, SUVs and Jeeps.
Philips is the only OE manufacturer of HiPerVision bulbs and now offers Standard and Natural Amber, CrystalVision ultra, and silver-coated SilverVision bulbs. Call 800-257-6054.

www.philips.com/visionled
Philips

THE LIGHT SELLS THE DIFFERENCE

Philips Vision LEDs offer a high-tech look and brilliant lighting with bright, new interiors or head turning exteriors. With plenty of applications to help you build strong lighting sales, Philips Vision LEDs are easy to install on brake and taillights, back up, dome and glove compartment lights, side markers, trunk, and license plate lights.

www.philips.com/visionled
Philips


MODEL 3DP4100

INTRODUCING THE ALL NEW 3D IMAGING WHEEL ALIGNER

ADVANCED IMAGING TECHNOLOGY THAT DELIVERS FAST AND ACCURATE ALIGNMENTS

The model 3DP4100 Target 3DPro™ is an extremely accurate wheel alignment system thanks to advanced imaging technology that delivers fast, industry-standard alignments. It streamlines the entire alignment process delivering critical readings in less than two minutes. With minimal investment and reduced training, the Ranger Target 3DPro aligner expands your service potential and sends more profit to your bottom line.

Call **1-800-253-2363** or Visit **bendpak.com/3DAligner**

*Free shipping on all Ranger Products to most areas in the 48 contiguous states.

© 2016 Ranger Products • BendPak, Inc and Ranger Products are registered marks.

Ranger

DELIGHTFULLY SOUND-FREE

Model# RS7580H-603
MSRP: $4250*

HUSH Quiet™
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®

PRONTO SMART CHOICE BUSINESS PARTNERS

Pronto Smart Choice Business Partners are an elite group of automotive professionals dedicated to providing consumers the best automotive care available. They provide your business edge with the most comprehensive sales, marketing, and training possible, coupled with quality parts, and consistent delivery service. Included benefits are 24 Month/24K Mile Nationwide Warranty; Roadside Assistance; Towing/Rental Car reimbursement; Training for consumers, service writers, technicians, owners; Marketing for new business and customer retention; and Business/Financing solutions

www.pronto-net.com
National Pronto Association

RAYBESTOS ELEMENT3 BRAKE PADS

Gain a new level of control and confidence with Raybestos® Element3™ brake pads with EHT™ Enhanced Hybrid Technology™. This is the first hybrid brake pad to deliver the best attributes of both ceramic and semi-metallic in one disc brake pad. Element3 supports premium braking performance and control, plus increases stopping power, even under the most aggressive braking conditions. Element3 is formulated for long life, less noise, reduced dust and unsurpassed durability.

www.raybestosbrakes.com
Raybestos
AAPEX booth 3638

SHELL ULTRA DUTY BATTERY LINE

Delivering noticeable cranking power at a great value without sacrificing guaranteed reliability, the Ultra Duty battery combines the best of both worlds: quality/price ratio and performance. Among its features are its leakage-free design, its built-in hydrometer and a longer warranty than others in its class.

tced.ca/shell-batteries/
Shell

SHELL XTREME DUTY BATTERY LINE

The Xtreme Duty battery sets itself apart by its power, performance and quality. Built to outperform the needs of demanding applications with equally high requirements, the Xtreme Duty battery features a full nationwide warranty, cranking power to spare, a maintenance-free construction and rugged design resistant to the stresses of temperature, shock and vibration.

tced.ca/shell-batteries/
Shell

WALKER PRODUCTS PREMIUM OXYGEN SENSORS

Walker Products recognizes the need to keep your vehicle running clean. A bad oxygen sensor can cause unacceptable emissions levels, affect performance and ultimately damage the catalytic converter. Walker Products Premium Oxygen Sensor program is the most comprehensive OE based sensor program in the aftermarket. Our sensors feature 100% OE fit, form, and function and are available for both domestic and import vehicles.

www.walkerproducts.com
Walker Products | AAPEX booth 2261

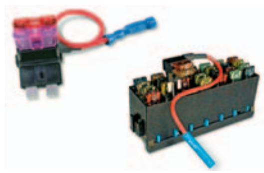
THE BATTERY DOCTOR 12/24 VOLT SMART BATTERY CHARGER

The Battery Doctor #20068 Smart Battery Charger charges and maintains at 12V/8A and 24V/4A. The digital display shows voltage, amperage and battery charge percentage. The 7 stage Smart Battery Technology prevents overcharging. It has reverse polarity protection and is spark resistant. It will charge and maintain batteries from 5-400 amp hours and includes ring terminals and alligator clip cable attachments.

www.wirthco.com
Wirthco | AAPEX booth 3167

TURN ONE FUSE SLOT INTO TWO

The Battery Doctor Tapa Circuit turns one fuse slot into two by plugging into a vacant energized fuse-block slot. One fuse holder protects the existing circuit and the second fuse holder protects the new circuit. It provides a 10-amp rating at 12 volts, a 16-gauge 5" lead for the new circuit, and includes an insulated crimp-type coupler. It's ideal for adding fleet monitoring and tracking devices to make your installs easier and more reliable.



www.wirthco.com
Wirthco | AAPEX booth 3167

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
AFTERMARKETBUSINESS.COM/SUBSCRIBE

SOUTH

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

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

autocare ASSOCIATION Independence drives us.

Car Care Aware

awda for the pursuit of excellence

MEMBER

AFTERMARKET BUSINESS WORLD™

Content Licensing for Every Marketing Strategy

Marketing solutions fit for:

Outdoor | Direct Mail | Print Advertising | Tradeshow/POP Displays | Social Media | Radio & TV

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

Certified 36% Better Bite with Quicker Stopping

Posi Quiet

Centric Posi Quiet Brake Pads are designed to provide maximum braking capabilities in real world, everyday driving conditions. In emergency situations, brake pad bite and its ability to quickly slow the vehicle down could mean the difference between emotional relief and disaster.

We put the stop in real world life.

(626) 961-5775
www.CentricParts.com

Centric Parts

See Us At: AAPEX Show Booth #625 • SEMA Show Booth #22557