

# AFTERMARKET BUSINESS WORLD™

NOVEMBER 2016

## AUTOMECHANIKA FRANKFURT DRIVES CONNECTED CARS, MARKETING CONNECTIONS

### DOMESTIC:

Industry News  
Products  
Opinion/Commentary  
Special Reports

### INTERNATIONAL:

International News  
Automechanika Events  
Events Coverage  
Import/Export Guide

**SearchAutoParts.com**

- Distribution
- Collision Repair
- Service Repair
- Technicians

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

CLICK  
TO  
ZOOM

**Talk Shop Anytime**



**AUTOPRO  
WORKSHOP**

Hispanic  
Consumer  
Attitude  
Study

Auxiliary  
Lighting  
Philips

Batteries  
TCED

Battery  
Chargers  
Wirthco



# AUTOMECHANIKA FRANKFURT DRIVES CONNECTED CARS, MARKETING CONNECTIONS

BY JAMES E. GUYETTE | News Correspondent

A record-setting 4,820 exhibitors from 76 nations were manning booths at the 24th edition of the Automechanika Frankfurt exposition in September. Arriving in Germany from more than 170 different countries, 136,000 industry attendees passed through the turnstiles.

“With these impressive figures, Automechanika is continuing to build on its position as the world’s leading platform for the automotive aftermarket. In addition to countless impressive smart vehicles that are already connected, the struggle for data was one of the

hottest topics of discussion at the trade fair,” says executive board member Detlef Braun at show producer Messe Frankfurt.

Citing the high level of interest in the subject, Messe Frankfurt has launched a new “Connected Mobility” format in the form of an international road show that will be making stops in a variety of locations ranging from Shanghai, China (Dec. 2) to Austin, Texas (March 11).

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



## Analysis by market

### REPLACEMENT

**Vendors:** Online system connects new customers with aftermarket businesses.

### TECHNOLOGY

**Telematics:** Telematics and connectivity affect ties between suppliers, distributors.

### INTERNATIONAL

**Vendors:** Auto sector in Spain embraces education to link with connected vehicles.

### TECHNOLOGY

**Logistics:** New tech suppliers add distance, risk to the supply chain.

## Research

### Hispanic Consumer Attitude Study:

Our latest study takes a look at the auto parts purchasing habits and preferences of Hispanic consumers.

## Online Special Reports

### COMMITMENT TO TRAINING

**Connecting customers and repair shops:** App uses geolocation services to help motorists find, review online ratings and select service repair shops.

AFTERMARKET BUSINESS WORLD (Digital ISSN 1938-0593) is published 12 times yearly by UBM 131 W First St., Duluth MN 55802-2065. Subscription rates: digital only \$65 for 1 year.

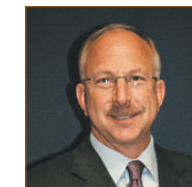
©2016 UBM. All rights reserved. No part of this publication may be reproduced or transmitted in any form or by any means, electronic or mechanical including by photocopy, recording, or information storage and retrieval without permission in writing from the publisher.

Authorization to photocopy items for internal/educational or personal use, or the internal/educational or personal use of specific clients is granted by UBM for libraries and other users registered with the Copyright Clearance Center, 222 Rosewood Dr. Danvers, MA 01923, 978-750-8400 fax 978-646-8700 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: [mcarron@advanstar.com](mailto:mcarron@advanstar.com).

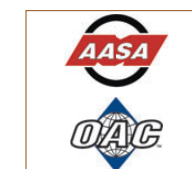
UBM provides certain customer contact data (such as customers name, addresses, phone numbers, and e-mail addresses) to third parties who wish to promote relevant products, services, and other opportunities that may be of interest to you. If you do not want UBM to make your contact information available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

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

## Opinion



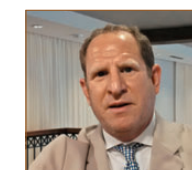
**John Shoemaker**  
Taking standard out of SOPs



**AASA's OAC**  
Aftermarket offers a world of opportunity



**Scott Luckett**  
Will autonomous cars doom the industry?



**Alan R. Segal**  
Exploring standards for manufacturer's rep agencies



**Stephen Barlas**  
Deployment of aftermarket telematics heats up

Hispanic Consumer Attitude Study

Auxiliary Lighting Philips

Batteries TCED

Battery Chargers Wirthco

More articles by **JAMES E. GUYETTE**

RELATED articles

AUTHOR bio

PHOTO COURTESY: MESSE FRANKFURT EXHIBITION GMBH / JOCHEN GÜNTHER

# Automechanika Frankfurt

“A combined Automechanika Chicago and NACE show will take place July 26-29, 2017 in Chicago.”

This year’s Automechanika Frankfurt visitor satisfaction ratings topped 95 percent per attendee surveys, with more than 80 percent of the exhibitors reporting that they were able to effectively reach their targeted marketing audience, according to Braun. “Both visitors and exhibitors – especially those from Germany – were extremely upbeat about the economic climate within the sector.”

Braun says the show serves as a key global barometer: “The top position of the motor vehicle industry and the motor vehicle retail trade is reflected in a new record for levels of participation in Automechanika in Frankfurt.”

Calling Automechanika Frankfurt “the shop window for innovations in the automotive aftermarket across the entire value chain,” and lauding the event as the “world’s leading trade fair for the automotive service industry,” exhibitor Karl Dedolph, director of international sales for Paladin Hi-Tech Lubricants of Clinton, Mo., marvels at the “unique product-range breadth and depth” that he and his colleagues experienced while traversing the miles of aisles.

“It is an international meeting place for all

market participants from the industry,” Dedolph observes. “Dealership, distribution, maintenance and repair segments, to name a few, provide a major platform for business and technological product-knowledge transfer.”

“The aftermarket and workshops are on the brink of a new era – for workshops, connected mobility is the wave of the future. As a result, the themes of networking, digitalization and augmented reality were in particular demand at our stand this year,” says Dr. Uwe Thomas, president of Bosch’s aftermarket division.

“Automechanika is our platform of choice for showcasing the latest trends and technologies,” he notes, “as well as for demonstrating how Bosch can make workshop operations more efficient for the future.”

## Replacing smartphones with handshakes

“Automechanika is more than just a trade fair for us. It is the international meeting place of the industry, and offers us the opportunity to ...CONTINUE READING □

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



# Not Only Are They New. They're **NEW!**



**INTRODUCING ALL NEW NOT REMANUFACTURED**  
 OE production fuel injectors for 6.0L and 6.4L Ford® Power Stroke® diesel engines.  
*Only from Standard.*



[StandardDieselParts.com](http://StandardDieselParts.com)  
**Broadest Diesel Coverage.**  
 New and Remanufactured Components.

Standard® is a trademark of Standard Motor Products, Inc. Other trademarks and service marks appearing herein are the property of their respective third party owners, and the appearance of such marks herein does not indicate sponsorship, affiliation, or endorsement by such third parties.

Hispanic Consumer Attitude Study

Auxiliary Lighting Philips

Batteries TCED

Battery Chargers Wirthco



NOVEMBER 2016

Industry News

Market Trends & Analysis

Products

Contact Us

4 Commitment to Training

5 Technology: Telematics

7 Technology: Logistics

9 International Trends

11 Vendor Market Trends

13 Scott Lockett

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

# Apps ease auto repair while PROMOTING SHOP'S EXPERTISE

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

Online comparison and ordering options for coordinating car services among repairers and potential customers is making the selection and purchasing process much more efficient for both parties involved in the transaction.

“In the digital age of empowered consumers it’s surprising that many people still make the often-costly decision of visiting the auto repair shop nearest to their home or workplace,” says Blitzify founder David Swan.

For those who are unaware of exactly how much a service should cost, “this can result in wild overcharging,” he observes. “Perhaps this is why a recent survey found that 83 percent of consumers continue to feel overcharged in the auto repair process and rank the experience on-par with going to the dentist – with most women preferring to visit the dentist.”

Traditionally taking a vehicle to the dealership where it was purchased or the shop down the street often leads to concerns over whether one is getting the best price, “So you Google for other repair shops and make phone calls, but you end up not really being in a better position because you don’t really understand

how auto repair works,” says Swan.

“Blitzify is here to change that. Rather than having the consumer search and browse through listings of service providers, they instead tell Blitzify the vehicle they own and the service they need. Blitzify then takes that to service providers, who decide if the job is right for them. Multiple service providers quote a price, and the consumer is given a transparent choice, which includes location and amenities such as loaner cars or Wi-Fi.”

Based in Phoenix and available in more than 19,000 localities across the U.S., the new cyberspace application “connects customers and automotive service providers through a comprehensive and innovative mobile platform that is changing the way people buy and sell automotive services,” Swan reports. “The app merges data from local market research, information from service providers, special offers, testimonials and ratings and reviews from customers into a user-friendly interface giving the user out-the-door, real-time price comparisons.”

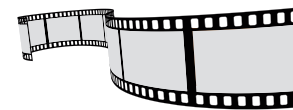
“Our web and mobile app take the hassle out of getting vehicles serviced,” says Rob Infantino, founder and CEO of Openbay, ...**CONTINUE READING** □

## ASE GUIDES | QUESTION OF THE MONTH

To measure the thickness of a disc brake rotor, use:

- A. An outside micrometer
- B. An inside micrometer
- C. A feeler gauge
- D. A depth gauge

[Click here to see the answer](#)



### [ WATCH AND LEARN ]



**Chris “Chubby” Frederick** tells how to keep your good customers coming back



**The Trainer #56 - Battery and charging system testing tips**



# TELEMATICS/CONNECTIVITY

## Connected cars and the supply chain

Telematics and connectivity are affecting ties between suppliers and distributors

BY BRIAN ALBRIGHT  
Correspondent

The increased use of telematics and the rollout of connected vehicle technology will do more than improve safety and provide new types of information to repairers. Connectivity will affect operations up and down the supply chain in ways that aren't quite clear yet.

### TRENDS & MARKET Analysis

The technology is already affecting the relationship between suppliers and distributors. In July, the Automotive Parts Services Group (The Group) announced that it was evaluating its new and existing vendor relationships to ensure "future growth and success," and supplier plans for telematics and connectivity will be an important part of that evaluation process.

The Group management team met with current and potential suppliers to better understand their long-term capabilities.

"While discussing topics such as new product plans, information, data support, training and

### Technology Newsmaker

## Q&A

JENS NYLANDER  
CEO of Automile



What types of information are your customers most interested in getting from the telematics system?



What did Nylander say? Continue reading online.

[Read full interview](#)

technician programs which have always been important, we must now take the time to cover internet strategies, vehicle connectivity, diagnostic capabilities and a host of other subjects that have become essential to the success of our vendor relationships going forward," said



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

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

## DELIGHTFULLY SOUND-FREE



Model# RS7580H-603  
MSRP: \$4250\*



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](http://www.bendpak.com/hushquiet) or call 1-805-933-9970

\*Valid at participating dealers. Prices subject to change after December 31, 2016  
© 2016 BendPak, Inc • BendPak, Inc is a registered trademark.



Hispanic Consumer Attitude Study

Auxiliary Lighting Philips

Batteries TCED

Battery Chargers Wirthco



NOVEMBER 2016

Industry News

Market Trends & Analysis

Products

Contact Us

4 Commitment to Training

5 Technology: Telematics

7 Technology: Logistics

9 International Trends

11 Vendor Market Trends

13 Scott Lockett

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

TELEMATICS/CONNECTIVITY



Connectivity will affect operations up and down the supply chain in ways that aren't quite clear yet.



Larry Pavey, CEO of The Group.

“We’re looking for suppliers that share the passion and the vision that we have going forward, so we’re looking for high-quality suppliers and that have a complete offering with regard to supporting professional service providers and technicians,” says Pavey. “They need good, quality information, quality catalog data, training and support, and some of the tools for the future that will be important.”

**FREE WHITEPAPER:**

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



**DOWNLOAD NOW**

That includes a clear plan when it comes to telematics and connectivity, and how those technologies can be used to improve supply chain operations. “Emerging technologies are important to our members and our customers, and part of our

job is to look ahead and make sure that we’re working with suppliers that have a vision for the future and that are able to support some of these initiatives,” Pavey says. “It’s becoming more important to understand the overall capabilities and future vision of the supply base and to make sure that we are aligned with member and customer needs.”

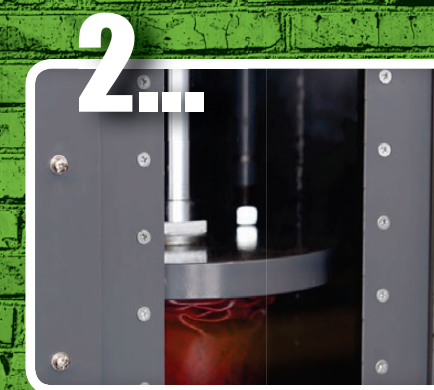
The IoT on the road

Connected vehicles are considered part of the Internet of Things (IoT), and will eventually generate mounds of data about vehicle performance, vehicle safety, and even road and traffic conditions in future “vehicle to infrastructure” networks.

That level of connectivity also will pose some potential challenges to the aftermarket. OEMs and parts suppliers are increasingly wary of potential security issues with driver input systems.

“Some OEs are attempting to put security algorithms to protect that part of their code and the vehicle from hacking, ...CONTINUE READING □

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



**CRUSHER**  
**RECYCLE & REPEAT**



**MRP \$4,850**

**NEW**



**50,000 LBS. OF CRUSHING POWER!**

**QUICK SPECS /FEATURES**

- 2HP electric-hydraulic pump
- Save on waste disposal cost
- Features automatic or manual cycles
- Welded steel plate construction
- Transparent door for convenient view
- Cycle time approximately 8 to 15 sec.

**RP-50FC | OIL FILTER CAN CRUSHER**

The RP-50FC high-speed oil filter crusher harnesses 50,000 lbs. of crushing force to flatten just about any car or truck oil filter to 20% of its original size in mere seconds. Reduce filter collection costs, save money on environmental fees and permits and earn extra cash when you start recycling the oil and scrap metal filter pucks. Visit our website [www.rangerproducts.com](http://www.rangerproducts.com) or call 1-800-253-2363 to learn how Ranger can help your business go green, save green and make green with the RP-50FC oil filter crusher.

Call **1-800-253-2363** or Visit [rangerproducts.com/RP-50FC](http://rangerproducts.com/RP-50FC)

\*Free shipping on all Ranger Products to most areas in the 48 contiguous states. © 2016 Ranger Products • Ranger Products is a registered mark.



Hispanic Consumer Attitude Study

Auxiliary Lighting Philips

Batteries TCED

Battery Chargers Wirthco



NOVEMBER 2016

Industry News

Market Trends & Analysis

Products

Contact Us

4 Commitment to Training

5 Technology: Telematics

7 Technology: Logistics

9 International Trends

11 Vendor Market Trends

13 Scott Lockett

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

# LOGISTICS/CONNECTIVITY

## Technology adds risk to supply chain

High-tech components will drive suppliers, automakers to standardize processes

BY BRIAN ALBRIGHT  
Correspondent

The amount of new technology available in automobiles is growing every year – from new telematics and infotainment solutions to advanced sensors embedded in tires, fenders and other components.

### TRENDS & MARKET Analysis

With that evolution, new types of suppliers have been introduced to the automotive supply chain for both the OEMs and aftermarket – high-tech companies in far flung corners of the world who provide advanced electronics to more traditional automotive suppliers. In this environment, Tier 4 suppliers have become just as important as Tier 1 suppliers, and can cause even greater disruption in the supply chain when there are shortages or delays.

Logistics provider DHL has outlined this shift in the auto supply chain in a new report, “Quiet Revolution: Convergence and the Future Automotive Supply Chain.” DHL commissioned

### Technology Newsmaker

## Q&A

**MIKE FITZGERALD**  
EVP and GM  
Innova Telematics Solutions



What are the key features in a fleet solution that help improve vehicle maintenance?



What did Fitzgerald say? Continue reading online.

[Read full interview](#)

the Harrington Group to draft the report.

According to the company, the addition of new technology suppliers has added potential volatility to the supply chain. “These suppliers aren’t positioned where the car manufacturers are producing vehicles,” says Michael Martin,



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

**NEW**

**Target 3D PRO**  
Wheel Alignment

**KEEP 'EM STRAIGHT**

MRP \$12,780 (Aligner Only)

MRP \$14,780

PRICE INCLUDES:  
 ✓ \*FREE SHIPPING!  
 ✓ FREE INSTALLATION!  
 ✓ FREE ON-SITE TRAINING!

(Lift sold separately)

**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.

MODEL 3DP4100

Call 1-800-253-2363 or Visit [bendpak.com/3DAligner](http://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.

**R Ranger**

Hispanic Consumer Attitude Study

Auxiliary Lighting Philips

Batteries TCED

Battery Chargers Wirthco

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



NOVEMBER 2016

Industry News

Market Trends & Analysis

Products

Contact Us

4 Commitment to Training

5 Technology: Telematics

7 Technology: Logistics

9 International Trends

11 Vendor Market Trends

13 Scott Lockett

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



Auto manufacturers are transforming into technology companies, and the supply chain has to keep up.



vice president of strategic development, global automotive, at DHL. “That creates a longer supply chain, which increases risk. How do you manage that risk?”

Supplier risk has taken on new urgency and complexity. “There is newfound risk in competing with other industries, not least the consumer tech industry, for tech supplies,” Martin says. “Automotive players need to diversify their supplier base by sourcing locally or near-regionally to reduce dependence and hedge their risk.”

Today’s average midsize vehicle has approximately 40 to 50 microprocessor-driven systems, which require 20 million-plus lines of code. In contrast, a Boeing 787 has less than 15 million lines of code. Auto manufacturers are transforming into technology companies, and the supply chain has to keep up.

“The old ways of doing business in the automotive industry are over,” says Lisa Harrington of the Harrington Group. “Gone are the days of siloed industry operations where an OEM had a supplier base solely from within the automotive industry. This demonstrates how

intricately linked and therefore dependent the two industries have become. While consumers stand to benefit from increasingly intelligent and tech-savvy cars, manufacturers must face the challenge of greater risk and uncertainty entering their supply chains. Businesses must be proactive and work with suppliers to ensure supply chain practices are fit for a modern operation to avoid business interruption.”

### A new supplier landscape

The convergence of new technology and traditional automotive supply chain processes will have a transformative effect on logistics operations. This convergence has occurred alongside the emergence of the “global mega supplier,” as 82 percent of components used by auto manufacturers are now sourced from or contributed by suppliers. This increased dependence on suppliers (up from 56 percent 30 years ago), has shifted power away from the OEMs. Mega suppliers control more of the supply chain via acquisition and vertical integration.

...CONTINUE READING □



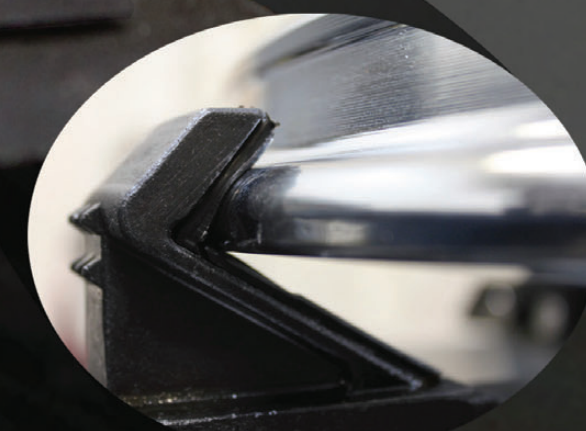
- Click once to zoom in
- Click & hold to move page around

# Make an impression without leaving a scratch.



## Hello RimGuard

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



See it on YouTube Search "Ranger Rimguard"

[www.bendpak.com/rimguardwheelclamps](http://www.bendpak.com/rimguardwheelclamps)

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



Hispanic Consumer Attitude Study

Auxiliary Lighting Philips

Batteries TCEC

Battery Chargers Wirthco



NOVEMBER 2016

Industry News

Market Trends & Analysis

Products

Contact Us

4 Commitment to Training

5 Technology: Telematics

7 Technology: Logistics

9 International Trends

11 Vendor Market Trends

13 Scott Lockett

Sign up for weekly Distribution e-newsletters

**SearchAutoParts.com**



# VENDORS

## Auto sector in Spain embraces education to link with connected vehicles

BY JAMES E. GUYETTE  
News Correspondent

Industry manufacturers are increasingly bullish on Spain's young and eager-to-learn workforce, leveraging an enthusiastic educational aptitude to pursue a wide variety of technological innovations under favorable post-recession economic conditions.

### TRENDS & MARKET Analysis

As the eighth-largest global vehicle producer and second only to Germany as Europe's top auto-making nation, "Spanish production plants rank among the most technologically advanced in Europe, with 89 robots for each 10,000 workers," says investor services manager Ana Elena Heras Aznar at ICEX, the Spanish government's trade advocacy agency. The country's car sector has "one of the highest investment rates in R&D among all industries, supported by an outstanding network of automotive clusters and 34 technology centers."

More than 1,000 suppliers are serving 17 sophisticated vehicle assembly plants, accord-

### Vendor Newsmaker

## Q&A

**TODOR KALAYDJIEV**  
Founder and CEO  
Carista



What does your OBD2 system entail, how does it operate and how does it benefit motorists who use it?



What did Kalaydjiev say? Continue reading online.

[Read full interview](#)

ing to SERNAUTO, the Spanish Automotive Equipment and Component Manufacturers Association. "In spite of fierce international competition, this large and highly developed industry has been able to defend its position at the head of the pack," the organization asserts; 82 percent of output is exported to

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



More articles by **JAMES E. GUYETTE**

RELATED articles

# TAIPEI AMPA

The 33<sup>rd</sup> Taipei Int'l Auto Parts & Accessories Show

[www.TaipeiAMPA.com.tw](http://www.TaipeiAMPA.com.tw)

Organizer: TAITRA

Join us on

Prestigious Buyers  
Rich Product Variety  
Taiwanese Customization Experts

Visitor Pre-registration is Available Online!

APR.  
19-22  
2017

Nangang Exhibition Center & TWTC Exhibition Hall 1

## AutoTronics Taipei

The 12<sup>th</sup> Taipei Int'l Automobile Electronics Show

[www.AutoTronics.com.tw](http://www.AutoTronics.com.tw)

Organizers: TAITRA

TEEMA

For further information, please contact your nearest TAITRA branch office:  
<http://branch.taiwantrade.com.tw>

Hispanic Consumer Attitude Study

Auxiliary Lighting Philips

Batteries TCED

Battery Chargers Wirthco



NOVEMBER 2016

Industry News

Market Trends & Analysis

Products

Contact Us

4 Commitment to Training

5 Technology: Telematics

7 Technology: Logistics

9 International Trends

11 Vendor Market Trends

13 Scott Lockett

Sign up for weekly Distribution e-newsletters

**SearchAutoParts.com**

“The Apprentice School hosted by Spanish automaker SEAT is known as a training benchmark.”

130 nations across the globe.

“There are several reasons behind the success of the Spanish equipment and component industry: High productivity, modernized factories, significant investment in research & development and a highly qualified workforce, says SERNAUTO, noting that 300,000-plus people are employed in the Spanish auto supply sector.

More than 130 Spanish firms hosted booths at the Automechanika Frankfurt exposition in September. SERNAUTO’s Sonia Lopez says Spain’s suppliers have been “betting on this show since its inception,” promoting a “Brand Spain” campaign of automotive components that are “highly valued worldwide, and it shows, both in the number of exhibiting companies and the volume of visitors to our stand.”

A concentrated array of workforce educational efforts has been a driving force in steering Spain’s level of technological expertise.

“Quality allied with efficiency, skills, ongoing training, differentiation and technological innovation are in the DNA of the component sector,” SERNAUTO reports. “Maintaining extremely high quality standards in each and every phase

of vehicle manufacturing, from concept to production, is vital. As suppliers of components that will eventually be fitted in vehicles, this industry plays a key role.”

“Training and innovation are two sides of the same coin which represent the driving force of business,” says Francisco Alvarez Herrera, director of training and development at Gestamp, Spain’s largest producer of car components. The company presents a Master’s Degree in International Industrial Project Management in conjunction with Comillas Pontifical University (ICADE), and it anticipates hiring 70 percent of the most-recent graduating class.

“The combination of theoretical and practical knowledge is the foundation for creating a pool of competitive professionals,” Alvarez Herrera points out.

“For connected manufacturing, we need highly qualified technicians in addition to university graduates,” notes Christoph Kübel, a board of management member at German company Bosch, who also serves as the firm’s director of ...CONTINUE READING □



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

A Split Second Could Mean A Lot



Hispanic Consumer Attitude Study

Auxiliary Lighting Philips

Batteries TCED

Battery Chargers Wirthco

## 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



NOVEMBER 2016

Industry News

Market Trends & Analysis

Products

Contact Us

4 Commitment to Training

5 Technology: Telematics

7 Technology: Logistics

9 International Trends

11 Vendor Market Trends

13 Scott Lockett

Sign up for weekly Distribution e-newsletters

**SearchAutoParts.com**

# VENDORS

## Openbay's online system connects new customers with aftermarket businesses

BY JAMES E. GUYETTE  
News Correspondent

Openbay founder and CEO Rob Infantino describes his company as “an online marketplace transforming the auto repair experience for consumers, and the way that service providers acquire and service customers.”

### TRENDS & MARKET Analysis

Among other ongoing innovations, backed by several cutting-edge investors including GV (formerly Google Ventures), last year the Cambridge, Mass.-based firm introduced OpenbayConnect, which allows connected cars to communicate with Openbay for repair and maintenance service, says Infantino, who recently answered a series of questions posed by Aftermarket Business World:

**Q:** How can a repair shop benefit by being a part of Openbay?

**A:** Auto repair shops on Openbay benefit in several ways:

- Openbay increases revenue by delivering new

customers to auto repair businesses.

- Connecting with online, in-market consumers – customers with an immediate need for service – via a pay-on-performance model. Businesses are immediately able to quantify the cost of acquiring each new customer that Openbay sends to a service center. Even many of the most sophisticated shop owner/operators don't have a sense of what it costs them to acquire new customers.

- Bringing the business online: We offer free, SEO-optimized profile pages, and the ability for shops using OpenbayASP (Openbay's mobile app for Automotive Service Providers) to communicate with consumers via text, video and photos. Some shops pay hundreds per month for similar services, where Openbay includes that within its platform.

- Automated Quotes offers shops the ability to capture customers at any time of day. When Automated Quotes is enabled, quotes, as confirmed by the service provider, for standard services are automatically generated. For consumers, the experience is similar to looking for flights

on Kayak, where results are immediately visible.

- Increase revenue by increasing your exposure to the local community. Our top shops make more than \$2,000 a week.
- Automated Quote tool allows you to win business 24/7.
- No more tracking down customers for payment. Openbay handles all payment processing.
- Set your schedule and decide which jobs you want.
- Create and share videos and photos with customers with Openbay's app for Automotive Service Professionals.

**Q:** What are the requirements for a shop to join Openbay? What is the vetting process?

**A:** Shops must

- be insured and have been in operation for six

...CONTINUE READING □



ROB INFANTINO

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

Life is a journey.

Finding the best parts doesn't have to be.

**PART OF STAYING AHEAD IS GOING THE EXTRA MILE.**

With more than 25 years of experience and a greatly expanded R&D facility, Arnott makes good products even better. By analyzing and reengineering common failure points and weaknesses in the original, Arnott improves the durability, comfort and overall customer satisfaction for every part it sells. For a complete list of applications and more on the Arnott® Advantage, visit [ArnottInc.com](http://ArnottInc.com).

Air Suspension Products

**ASK FOR ARNOTT**  
800-251-8993 | [ARNOTTINC.COM](http://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.

Hispanic Consumer Attitude Study

Auxiliary Lighting Philips

Batteries TCED

Battery Chargers Wirthco

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



NOVEMBER 2016

Industry News

Market Trends & Analysis

Products

Contact Us

4 Commitment to Training

5 Technology: Telematics

7 Technology: Logistics

9 International Trends

11 Vendor Market Trends

13 Scott Lockett

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

# Taking standard out of **STANDARD OPERATING PROCEDURES**

There are a variety of programs available today to bring your shop into the 21st century. These standard operating procedures (SOPs) have great processes that were developed over time and formulated into a neat package for mass distribution. While all these processes have been proven in other shops they are unproven in your shop, where you need them to work.

I am not knocking the developers of SOPs. I just think the word standard needs to be taken out of the name. I worked for 16 weeks developing processes to standardize the operations of a 26-shop MSO in western Michigan. I used proven best practices as well as procedures the shop had in place.

I did not walk into their main office with a thick book telling them, "Here is how we are going to change your shop." I talked to them, visited their shops and took many notes with the thought that they had been in business for a while so they must be doing something right. By doing that, I gained the respect of the owner, buy-

in from the employees and was able to develop a set of processes to standardize their business and ensure sustainability.

No two shops operate the same; however, they all are working toward the same goal. They just have different chemistry that requires different procedures. To make SOPs successful, the employees must feel comfortable using the system. All the employees have been doing their job and feel they are doing well. If you disrupt their day-to-day process without buy-in you will get resistance to the changes. Having their buy-in is needed to ensure what is put into place sticks. Without buy-in, you will get drift, movement from the process you developed, as they head back to the way they always worked.

Reviewing SOP programs provided by different companies is a good start. They are full of ideas that have been tested by the creators. Pick one program that looks most like your operation and then dissect it and develop an outline from the information provided.

Once you have developed a strong outline of how you want to shape your business, it's time to involve your peo-

To make SOPs successful, the employees must feel comfortable using the system.

ple. Allow your team time to review the outline, add their thoughts and ideas, and modify the outline based on their input. Now you need to test the process and put it into action. It's important to be ...**CONTINUE READING** □

## COLUMNISTS

### Scott Lockett

Will autonomous cars doom the auto care industry?

### Alan Segal

Exploring standards for manufacturer's rep agencies

### Stephen Barlas

Deployment of aftermarket telematics heats up

### AASA/OAC

Aftermarket offers a world of opportunity



**JOHN SHOEMAKER**  
Business Development Manager  
BASF North America

CLICK  
TO  
ZOOM

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

**TRUE EXPERTISE!**

**For the past 50 years, LuK clutches has stood for quality, technology and innovation.**

LuK first began supplying diaphragm spring clutches to Volkswagen in 1965. Then, as now, development experts at Schaeffler played a decisive role in creating groundbreaking product innovations decade after decade. But at Schaeffler, we are MORE than just products and technology. We are truly committed to the success of our aftermarket partners and offer unique solutions for mutual success.

Further information:  
www.repxpert.us

LUK INTRA FAG ROUVILLE

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



NOVEMBER  
2016

Industry News

Products

4 Commitment to Training

7 Technology: Logistics

11 Vendor Market Trends

Market Trends & Analysis

Contact Us

5 Technology: Telematics

9 International Trends

13 Scott Lockett

Sign up for weekly  
Distribution e-newsletters

**SearchAutoParts.com**

Hispanic  
Consumer  
Attitude  
Study

Auxiliary  
Lighting  
Philips

Batteries  
TCED

Battery  
Chargers  
Wirthco

# Will autonomous cars doom THE AUTO CARE INDUSTRY?

“The early autonomous vehicle fleet will be better maintained and serviced than existing fleets.”

I subscribe to more blogs and newsletters than I will ever have time to read. But a couple of headlines recently caught my eye that foretold of dramatic reductions in vehicle sales and the impact this will have on vehicle service and repair. If there is a prediction of the demise of the industry that I've spent my life in, I'm going to read more.

Peter Diamandis is the founder and chairman of the XPRIZE Foundation. He also is the co-founder of Planetary Resources, which launches mining robots to asteroids, and of Human Longevity Inc., which performs genome mapping and cell therapy. The guy is a brilliant futurist; but, his gift is for making the future real today.

Peter's recent blog predicted massive declines in automotive sales brought about by the emergence of Cars as a Service (CaaS), the disruptive impact of tech companies displacing traditional automotive companies and virtual reality, which eliminates the need to "move your meat body" from one city to another for business travel. His conclusion – "There's a tsunami of change coming and auto companies can ride atop it and embrace change or get crushed" – is hard to argue with.

Ever faster rates of change are always disruptive to traditional businesses. But, the automotive industry

could be more resistant to disruption than first appears.

Jim Lang's Aftermarket iReport is always a concise and insightful addition to my inbox. Jim recently speculated on the impact of software, as applied to driverless and driver-assisted vehicles; alternative power for propulsion and the huge market power of the new Big 4 – Apple, Google, Tesla and Uber. With a combined market value of more than \$2 trillion, the new Big 4 are worth more than all automakers around the world, together. Jim concludes that "driverless vehicles will change the relationship between consumers and their vehicles." Could America's love affair with the automobile be over? Will the next generation be content to leave the driving to Siri?

Leave it to a shop owner to bring the voice of reason to this debate about the impact of technology and autonomous vehicles. Jason Bigelow, founder of Advanced Tire and Auto in Aberdeen, N.J., wrote in Aftermarket Business World that the initial application of driverless cars will be for transportation-on-demand, delivery services and carpooling. Jason is excited about the impact of these 24/7 additions to the vehicle fleet on his service bays because they will accrue miles faster and require more regular maintenance.

Common to all of these applications is that the consumer is either sitting in the back seat or doesn't interact with the driver in any way. For years we've been conditioned to sit back and relax as millions of people ride an autonomous tram at the airport every day. If driverless cars, trucks and buses can help even out highway utilization by operating around the clock and reducing fatalities and property damage in the bargain, that sounds like an all-around win that the public will widely embrace.

But, there's a big gap between the disruptive impact of autonomous vehicles and calling for the demonetization of the automobile and the demise of the traditional automakers. We do live in an age of exponential change and disruption in pursuit of efficiency and savings. I would not want to be a taxi-driver or hotel owner in an age of Uber and Airbnb.

...CONTINUE READING ▢



SCOTT LOCKETT  
VP, Industry Strategy  
GCommerce Inc.



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

Hispanic Consumer Attitude Study

Auxiliary Lighting Philips

Batteries TCED

Battery Chargers Wirthco

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



NOVEMBER 2016

Industry News

Products

4 Commitment to Training

7 Technology: Logistics

11 Vendor Market Trends

Market Trends & Analysis

Contact Us

5 Technology: Telematics

9 International Trends

13 Scott Lockett

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

# Exploring standards for MANUFACTURER'S REP AGENCIES

“When trust between the buyer and agency fails, so does collaboration and communication.”

What new standards might a manufacturer's representative agency adopt to remain a viable resource in the auto care industry? As a former buyer and category manager who has been exposed to the wholesale and retail segments, no perfect formula comes to mind; but a string of observations deserve consideration for further discussion.

A customer-centric approach rather than a product-centric attitude is fundamental for generating superior business outcomes for the retailer and WD selling to the DIYer, commercial and jobber segments.

## Why a product centric approach is wrong

Selling stuff, passing out pamphlets, negotiating price discounts and optimizing product coverage is not enough. Vendor websites and training clinics are common. Sophisticated customers may value these attributes as a commodity that can be easily replaced. Well-intentioned sales reps look to their accounts as “partners,” but that strategy can also backfire.

One morning, an account manager and her local rep pushed hard to add more SKUs to a hand cleaner assortment, promising healthier profit margins, and yet the competitors stocked the same thing. “What about

meeting the needs of the walk-in customer and balancing it against those of the commercial repair shop who would be paying less on wholesale purchases?”

The manufacturer's rep replied that promoting the items all year round would cultivate brand loyalty. And that reducing the alternative brand presence would boost sales. My reaction to that specious presentation was to clarify the sales rep's understanding of the difference between the divergent needs of these two customer segments.

Another time, a manufacturer's rep dropped off a seasonal price sheet for winter chemicals in which discounted pricing for starting fluid was higher than its competitors. I showed him the other brand's price advantage with a lower minimum purchase order requirement. To demonstrate my need for competitive pricing, I shared a unit sales forecast for the upcoming 14-week peak cycle. He replied that the vendor wouldn't budge on their pricing.

Whose interests are being served? I resented that this one way “partnership” revolved around the vendor's quest to sell product. When trust between the buyer and the agency breaks down, communication and collaboration falls to the side. Internally, management pon-

dered aloud whether rep agencies are honest brokers. Many times they discussed dropping one rep agency, pocket the commission difference and manage the product line themselves. But punishing a rep agency is a zero sum option when there are smarter, open-ended, long-term solutions.

## Why a customer centric approach makes sense

Customer-centric innovation revolves around customers and their needs. The process starts with insights on customer needs, with the goal of designing a new product or service that delivers on these needs in a way that is intuitive and accessible across the supply chain. WD and retail customers may be involved in various ways for ideas generation, market research and at-home testing. So while a supplier and a rep agency must understandingly grow their businesses, ...CONTINUE READING



ALAN R. SEGAL  
Principal,  
Best Business Practices

More articles by [ALAN R. SEGAL](#) RELATED articles AUTHOR bio

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

Hispanic Consumer Attitude Study

Auxiliary Lighting Philips

Batteries TCED

Battery Chargers Wirthco



Industry News  
Market Trends & Analysis

Products  
Contact Us

4 Commitment to Training  
5 Technology: Telematics

7 Technology: Logistics  
9 International Trends

11 Vendor Market Trends  
13 Scott Lockett

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

# Deployment of aftermarket **TELEMATICS HEATS UP**

The glitz around the development of autonomous vehicles has obscured what is a more near-term automotive safety innovation, one that will have a much bigger impact on the aftermarket: connected cars.

Mohamad Talas, the leader of the New York City connected vehicle demonstration pilot, which just received a phase 2, \$20-million grant from the U.S. Department of Transportation (DOT), says. "Autonomous vehicles are not around the corner in New York City." But connected vehicles are.

New York City is one of three demonstration sites just awarded phase 2 connected vehicle pilot demonstration grants from the DOT. The other two are Tampa, Fla., and the state of Wyoming. A major role in all three pilots will be played by aftermarket safety devices (ASDs) which allow autos to communicate with each other and with roadside infrastructure.

The New York City deployment of ASDs will far outnumber anything that has been done before, including the DOT's Safety Pilot in Ann Arbor, Mich. That's where 300 vehicles have been tested with ASDs and another 2,400 with vehicle awareness devices (VADs), which have no driver interface and cannot receive basic safety messages (BSMs), so are less valuable in

terms of preventing accidents. Tampa, for example, will deploy 1,500 ASDs.

New York City and the other two sites will be testing ASD technology both inside and outside a vehicle-to-infrastructure (V2I) template. There will be 250 intersections in Manhattan and Brooklyn where roadside equipment will be installed. But the ASDs will have significant safety benefits outside the V2I infrastructure.

"Wherever two vehicles with ASDs are, they can send safety signals, detect each other and send safety messages," Talas explains.

Moreover, vehicle-to-vehicle (V2V) communications technology used for connected vehicles will enhance the capabilities of autonomous vehicles. John Estrada, CEO of eTrans Systems, says, "To get the full advantage of autonomous vehicles we want them to be able to communicate with one another."

A number of vendors such as Cohda, Delphi, Denso and Savari already produce ASDs for various pilot programs and will undoubtedly be competing for larger scale deployment business in New York City, Wyoming and Tampa. Some experts believe that the ASDs are close to being ready for manufacture and sale in the aftermarket.

Debby Bezzina, senior program manager, University

“GM said it will equip new Cadillac CTS models with some sort of V2V capabilities in 2017.”

of Michigan's Transport Research Institute, believes the technology is ready now and will hopefully be available in the aftermarket in the next few years. Bezzina is intimately involved in the DOT's Safety Pilot in Ann Arbor.

The retail availability of VADs and ASDs will in part depend on the DOT's completion of a V2V rulemaking which will ostensibly require automotive OEMs to install ASDs in all new cars at some date in the future. General Motors has already said it will equip new Cadillac CTS models with some sort of V2V capabilities in model year 2017.

Stephen Novosad, CV Pilot Systems engineering lead, HNTB Corp., points out that one of the drags on aftermarket deployment is questions about ASD data security and privacy. Novosad is working on the Tampa pilot.

"We have challenges to overcome ...**CONTINUE READING** □



**STEPHEN BARLAS**  
Washington  
Correspondent

Hispanic  
Consumer  
Attitude  
Study

Auxiliary  
Lighting  
Philips

Batteries  
TCED

Battery  
Chargers  
Wirthco

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

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



Industry News

Products

4 Commitment to Training

7 Technology: Logistics

11 Vendor Market Trends

Market Trends & Analysis

Contact Us

5 Technology: Telematics

9 International Trends

13 Scott Lockett

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

# Aftermarket offers a world of OPPORTUNITY

“The global marketplace is far different from what U.S. aftermarket professionals know.”

The global marketplace literally offers a world of opportunity for the automotive aftermarket. Consider this:

- there are more than 1 billion vehicles on the road globally;
- 70 percent of the world's vehicles are outside the U.S.;
- vehicle parc growth rates are three times higher outside the U.S. and the United Kingdom; and
- China alone has more than 120 million vehicles on its roads.

But the global marketplace is far different from what U.S. aftermarket professionals know and have experienced. Doing business internationally requires a new set of leadership skills.

For example, how do you manage across different cultures and, most important, build cross-culture teams and management? How do you navigate the potential mine field of international business customs and government relations? What is the best way to track global economics and global aftermarket trends?

To meet the pressing need to develop new leadership skills for the global aftermarket, the Automotive Aftermarket Suppliers Association (AASA) is collabo-

rating with the University of the Aftermarket to present a leadership training program, beginning in 2017. “Leadership 3.0: The Global Aftermarket” will hold its inaugural session on June 3 through June 9, 2017 in Shanghai, China.

AASA is committed to supporting this vital University of the Aftermarket program as the business interests of our supplier members are becoming more global. Participating in international markets presents special leadership challenges, and the need for targeted professional development for U.S.-based aftermarket executives is clear.

It also is fitting that the first University of the Aftermarket Leadership 3.0 is being held in Shanghai. China offers the largest long-term growth potential for the automotive aftermarket.

Through the AASA China Aftermarket Forum (CAF), AASA will assist Leadership 3.0 by providing profes-

sional networking opportunities and local site visits with AASA member companies doing business in the China aftermarket. The 2017 Leadership 3.0 course also will include guest lectures from North American and Chinese aftermarket leaders, as well as the U.S. Consulate General. The entire program will be conducted in English.

More information about Leadership 3.0 is available at the AASA website, [www.aftermarketsuppliers.org](http://www.aftermarketsuppliers.org), and the University of the Aftermarket website, <http://www.northwood.edu/aftermarket/> in the “Course Calendar” section.

For those seeking more information specifically about the Chinese aftermarket, AASA and the CAF are presenting its Aftermarket Summit on Friday, Dec. 2, in Shanghai, featuring presentations by Steve Ganster of Technomic Asia and John Washbish of the Aftermarket ...CONTINUE READING ▢



JAY BURKHART  
AASA VP  
China Aftermarket Office



More articles by **JAY BURKHART** → RELATED articles → AUTHOR bio

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



Industry News

Products

4 Commitment to Training

7 Technology: Logistics

11 Vendor Market Trends

Market Trends & Analysis

Contact Us

5 Technology: Telematics

9 International Trends

13 Scott Lockett

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



# PRICE IS TOP REASON WHY HISPANIC CONSUMERS BUY AUTO PARTS, STUDY SAYS

BY BRUCE ADAMS | Managing Editor



Lowest price moved ahead of recommendation as the most important influencer of auto parts buying habits of Hispanic consumers, according to the 2016 *Aftermarket Business World* Hispanic Consumer Attitude Study.

Lowest price was the most often selected reason when survey respondents were asked the top five reasons that they purchased a particular auto part or product. Following in second place was brand name and recommendation finished third.

This is a turnaround from last year's Hispanic Consumer Attitude Study when recommendation was listed as the top reason why respondents bought an auto part or product. Brand name and lowest price finished second and third in the 2015 Hispanic Consumer Attitude Study.

In this year's study, other influencers that were less important included performance claim/warranty, in-store display/packaging and coupon/rebate.

When Hispanic consumers were asked if they com-

pared prices when shopping for a particular auto part or product, the responses were overwhelmingly yes, ranging from 87 percent yes for battery chargers to 68 percent yes for those purchasing auxiliary lighting.

Hispanic consumers prefer by a large margin to purchase auto parts and products at auto chains. Almost half purchased at auto chains for auxiliary lighting and battery chargers, while 71 percent said they bought batteries there. Discount stores finished a distant second as a primary purchase location. Other locations receiving mentions included independent auto stores, independent repair shops and dealerships.

Methodology: The Hispanic Consumer Attitude Study was fielded via email as a subset of the larger *Aftermarket Business World* Consumer Attitude Study. The Hispanic data are from 310 responses within 1,933 overall survey responses. The survey has a +/- 2.1 percent margin of error at the 95 percent confidence level. □

**CONTENTS** 18 Auxiliary Lighting 19 Batteries 20 Battery Chargers

PRESENT



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

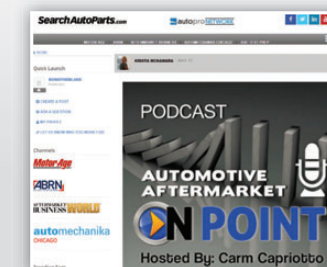
**WE'VE GOT TERABYTES OF FREE RESOURCES TO IMPROVE YOUR SKILL AND GROW YOUR BUSINESS:**

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



PETE MEIER  
Director of Training / Technical Editor

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



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

Hispanic Consumer Attitude Study

Auxiliary Lighting Philips

Batteries TCED

Battery Chargers Wirthco



NOVEMBER 2016

Industry News

Market Trends & Analysis

Products

Contact Us

4 Commitment to Training

5 Technology: Telematics

7 Technology: Logistics

9 International Trends

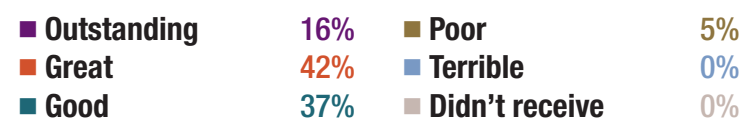
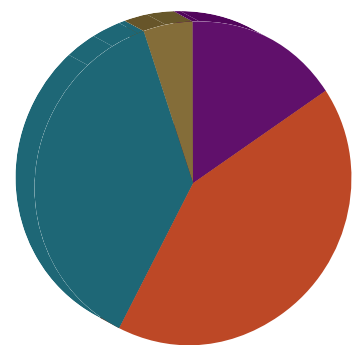
11 Vendor Market Trends

13 Scott Lockett

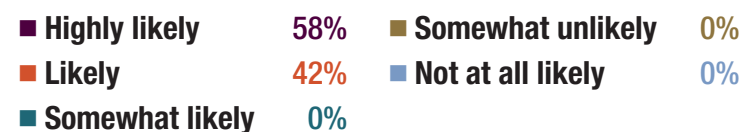
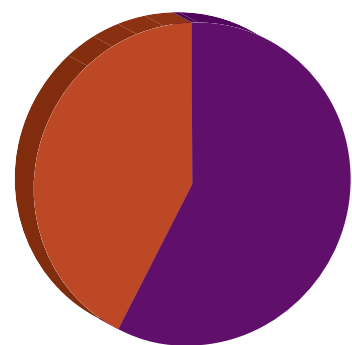
Sign up for weekly Distribution e-newsletters **SearchAutoParts.com**

# Auxiliary Lighting

## Customer service at purchase location:



## Likelihood of returning to purchase location:



**68%** of consumers compared prices when shopping for this product.

## PRICE IS TOP REASON WHY HISPANIC CONSUMERS BUY AUTO PARTS, STUDY SAYS



**53%** of consumers personally installed the product they purchased.

### Primary purchase intent:

Replace damaged lighting	47%
Upgrade lighting	32%
For a custom application	21%
Other	0%

### The top five advertising channels:

Saw/heard no ads	26%
Magazine	26%
Newspaper	42%
Direct mail	16%
Magazine	21%

### Primary purchase location:

Auto chain	47%
Discount store	21%
Independent auto store	16%
Independent repair shop	11%
Dealership	5%
*Includes DIY and DIFM purchases	

### BUYING HABITS

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

Brand name	26%
Lowest price	32%
Performance claim/warranty	11%
Recommendation	21%
In-store display/attractive packaging	10%

#### Likelihood to repurchase product based on performance:

Highly likely	63%
Likely	21%
Somewhat likely	11%
Somewhat unlikely/not at all likely	5%

#### Vehicle age:

< 1 year	10%
2-5 years	32%
6-9 years	26%
10+ years	32%

#### Other work done:

None	26%
Oil change	42%
Tune-up	32%
Collision/body repair	21%
Tire rotation/replacement	16%
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.*

# Safety sells



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

innovation you



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

# PHILIPS

Hispanic Consumer Attitude Study

Auxiliary Lighting Philips

Batteries TCED

Battery Chargers Wirthco



NOVEMBER 2016

Industry News

Market Trends & Analysis

Products

Contact Us

4 Commitment to Training

5 Technology: Telematics

7 Technology: Logistics

9 International Trends

11 Vendor Market Trends

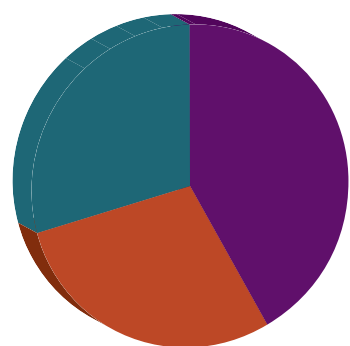
13 Scott Lockett

Sign up for weekly Distribution e-newsletters

**SearchAutoParts.com**

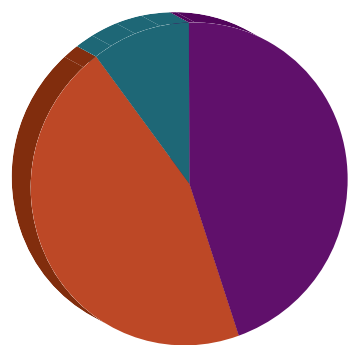
# Batteries

Customer service at purchase location:



■ Outstanding 42% ■ Poor 0%  
 ■ Great 29% ■ Terrible 0%  
 ■ Good 29% ■ Didn't receive 0%

Likelihood of returning to purchase location:



■ Highly likely 45% ■ Somewhat unlikely 0%  
 ■ Likely 45% ■ Not at all likely 0%  
 ■ Somewhat likely 10%

**86%** of consumers compared prices when shopping for this product.

**PRICE IS TOP REASON WHY HISPANIC CONSUMERS BUY AUTO PARTS, STUDY SAYS**



**55%** of consumers personally installed the product they purchased.

Primary purchase intent:

Battery was dead	57%
Weakened performance	29%
Reached designated lifecycle	10%
Mechanic recommended	4%

The top five advertising channels:

Saw/heard no ads	24%
Television	38%
Internet/email	38%
Direct mail	14%
Magazine	14%

Primary purchase location:

Auto chain	71%
Discount store	5%
Independent auto store	5%
Online/Internet	5%
Dealership	10%
*Includes DIY and DIFM purchases	

*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.*

## BUYING HABITS

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

Brand name	29%
Lowest price	33%
Performance claim	14%
Recommendation	14%
Coupon/rebate	5%

Likelihood to repurchase product based on performance:

Highly likely	29%
Likely	57%
Somewhat likely	14%
Somewhat unlikely/not at all likely	0%

Vehicle age:

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

Other work done:

None	33%
Oil change	62%
Checked/filled fluids	24%
Checked filters	29%
Checked tire pressure	38%
Checked belts and hoses	24%

**TCED**

We Deliver Power



Introducing the **Shell** battery product line



Protected by a full warranty - no prorata.

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

Covering a wide range of vehicle battery models.

Eco-conscious factory limiting our environmental footprint overall.

A premium battery with a well established brand name!



"WE DELIVER POWER!"

www.TCED.ca

Officially Licenced Product

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

Hispanic Consumer Attitude Study

Auxiliary Lighting Philips

Batteries TCED

Battery Chargers Wirthco



NOVEMBER 2016

Industry News

Market Trends & Analysis

Products

Contact Us

4 Commitment to Training

5 Technology: Telematics

7 Technology: Logistics

9 International Trends

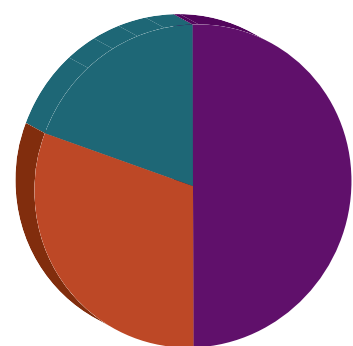
11 Vendor Market Trends

13 Scott Lockett

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

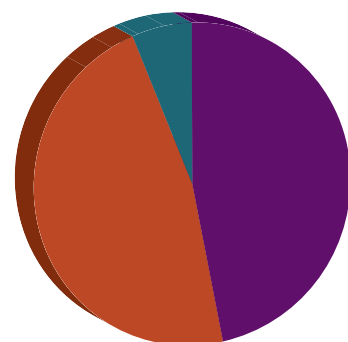
# Battery Chargers

Customer service at purchase location:



■ Outstanding 50% ■ Poor 0%  
 ■ Great 31% ■ Terrible 0%  
 ■ Good 19% ■ Didn't receive 0%

Likelihood of returning to purchase location:



■ Highly likely 47% ■ Somewhat unlikely 0%  
 ■ Likely 47% ■ Not at all likely 0%  
 ■ Somewhat likely 6%

**87%** of consumers compared prices when shopping for this product.

**PRICE IS TOP REASON WHY HISPANIC CONSUMERS BUY AUTO PARTS, STUDY SAYS**



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

Primary purchase intent:

Battery was dead	44%
Battery charge seemed low	38%
To have if battery runs low	13%
To improve engine performance	5%

The top five advertising channels:

Saw/heard no ads	25%
Television	31%
Newspaper	19%
Direct mail	25%
Internet/email	13%

Primary purchase location:

Auto chain	47%
Discount store	20%
Independent repair shop	13%
Department store	13%
Dealership	7%
*Includes DIY and DIFM purchases	

## BUYING HABITS

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

Brand name	20%
Lowest price	27%
In-store display/attractive packaging	20%
Recommendation	27%
Impulse purchase	6%

Likelihood to repurchase product based on performance:

Highly likely	27%
Likely	40%
Somewhat likely	27%
Somewhat unlikely/not at all likely	6%

Vehicle age:

< 1 year	25%
2-5 years	6%
6-9 years	63%
10+ years	6%

Other work done:

None	31%
Oil change	44%
Checked/filled fluids	19%
Checked filters	19%
Checked belts and hoses	6%
Other	13%

*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

## Tomorrow's Charging Technology Today

### SMART BATTERY CHARGERS/MAINTAINERS

#20068

12/24 Volt – 8/4 Amp

Smart Battery Charger/Maintainer

- Digital Display Shows Voltage and Amperage
- 7 Stage Smart Battery Technology Prevents Overcharging
- Reverse Hook-up Protection/Spark Resistant
- Charges and Maintains Batteries from 5 to 400 Amp Hours
- Includes Alligator Clip Cable Attachments

Drive Smart... Charge Smart!



www.wirthco.com

Understanding and Fulfilling Customer Needs Since 1980

952-941-9073 :: 1-800-959-0879

Copyright © 2016 WirthCo Engineering, Inc. All Rights Reserved



Hispanic Consumer Attitude Study

Auxiliary Lighting Philips

Batteries TCED

Battery Chargers Wirthco



NOVEMBER 2016

Industry News

Market Trends & Analysis

Products

Contact Us

4 Commitment to Training

5 Technology: Telematics

7 Technology: Logistics

9 International Trends

11 Vendor Market Trends

13 Scott Lockett

Sign up for weekly Distribution e-newsletters

SearchAutoParts.com

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

## Manufacturers Representatives


Hispanic  
Consumer  
Attitude  
Study

Auxiliary  
Lighting  
Philips


Batteries  
TCED

Battery  
Chargers  
Wirthco



### SOUTH



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



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

### SOUTH

*Is it time to rethink your sales strategy?*

**OUR TEAM SAVES YOU TIME**

Find out how we can be your sales solution.

**tascosalesreps.com**

**800-722-8272**







## AFTERMARKET BUSINESS WORLD™

### Content Licensing for Every Marketing Strategy



Marketing solutions fit for:

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

**Logo Licensing | Reprints | Eprints | Plaques**

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

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

## Let Marketplace Advertising **Work For YOU!**

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

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



NOVEMBER 2016

Industry News

Market Trends & Analysis

Products

Contact Us

**4** Commitment to Training

**5** Technology: Telematics

**7** Technology: Logistics

**9** International Trends

**11** Vendor Market Trends

**13** Scott Lockett

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