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CARRIERS, SHIPPERS TURN TO TECHNOLOGY TO DRIVE DOWN LAST-MILE LOGISTICS COSTS

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CARRIERS, SHIPPERS TURN TO TECHNOLOGY TO DRIVE DOWN LAST-MILE LOGISTICS COSTS

BY BRIAN ALBRIGHT | Correspondent

E-commerce is having a dramatic impact on the way shippers move their goods, and the speed at which customers expect to receive deliveries – and that impact is only to get bigger. Transport Intelligence estimates that the global e-commerce logistics market grew by 18.1 percent in 2016, and forecasts a compound annual growth rate of 15.6 percent through 2020.

Amazon and other e-tailers have raised the stakes of last-mile delivery by offering free

delivery, same-day delivery, and even one- or two-hour delivery windows on select goods. More customers are ordering more goods, and expecting them to ship faster and at a lower cost than ever before.

Those one- to two-hour delivery services make it difficult for carriers to consolidate their routes. To meet this demand, other alternatives have begun to emerge.

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Analysis by market

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Telematics: The connected car meets the Internet of Things.

TECHNOLOGY

A high-level view: The Business Outlook Conference offers insight into technology, economic trends and Capitol Hill.

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Vendors: Learning to install Jeep parts, accessories to tackle any trail.

Research

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NACE Automechanika Chicago

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Matchmaking: Software allows you to send meeting requests to exhibitors and attendees, and tracks confirmed meetings.

NACE AUTOMECHANIKA TRAINERS

Meet the trainers: Hector Orlandi of Fram and Andy Tirado of Carquest Technical Institute.

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Opinion



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Last-mile logistics costs

“The last mile is the least efficient and most expensive part of the supply chain.”

According to DHL’s most recent Logistics Trend Radar report: “Delivery is no longer owned by larger players who set limitations on delivery times and locations. New on-demand last-mile delivery concepts utilize the power of the crowd and flexible courier workforces to enable customers to have their purchase delivered when they need it, where they need it.”

However, the last mile is the least efficient and most expensive part of the supply chain. In some cases, the last leg of delivery can account for more than one quarter to one third of the total cost to move goods, according to Frost & Sullivan.

In a recent report (“Competitive Profiling of Automotive Aftermarket eRetailers in Europe”) Frost & Sullivan says that automotive companies are developing new strategies to innovate in the e-tailing sector, including coming up with smart logistics and last-mile delivery options to provide enhanced customer service.

“More omni-channel expectations have put pressure on the supply chain to deliver more flexible delivery options,” says Archana Devi, global research manager with the firm’s

Visionary Innovation Research Group. “For example, self-collection from locker boxes or from stores has emerged as a key delivery option among all manufacturers looking to offer online products. This pressure is also moving up the value chain, compelling manufacturers to also innovate transportation options for cargo, for example by using drones.”


Cost, competition drive technology adoption

Several factors are driving logistics firms and other companies to look for new ways to streamline delivery. According to the Council of Supply Chain Management Professionals’(CSCMP) State of Logistics Report 2016, U.S. business logistics costs rose to \$1.48 trillion in 2015, a 2.6 percent increase from the previous year.

In addition, rates and demand for transportation are soft and continue to decline, while competition for a dwindling group of drivers has grown more intense. Parcel and express ...CONTINUE READING ▢



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Let NACE Automechanika BE YOUR MATCHMAKER

Grow your customer base with companies that are a hand-picked match for your products and services. NACE Automechanika Chicago is offering matchmaking services to exhibitors and attendees of the 2017 show, giving you the chance to expand your business when you attend the event, set for July 26-29.

After completing a company profile and survey, the matchmaking software will provide you, whether as an exhibitor or attendee, with other compatible profiles. Unique to NACE Automechanika, the matchmaking software allows you to send meeting requests to either attendees or exhibitors and tracks confirmed meetings for easy scheduling. International suppliers and manufacturers will also be in attendance, so it is a great opportunity to expand your global footprint.

Three attendee and exhibitor webinars will also take place over the next few months to further explain the offerings and how to best tailor it to your needs.

If you are not yet registered for NACE Automechanika Chicago 2017, sign up now at www.SearchAutoParts.com/NAMC2017register.

“Adding matchmaking to the list of unique offer-

ings we are able to provide at NACE Automechanika Chicago is a huge benefit to all of our manufacturer exhibitors and our distributors who are able to attend,” says Jim Savas, VP and GM of the Automotive Group at UBM Advanstar, one of the show organizers.

“Instead of having to schedule multiple sales calls in a period of a week or even a month, you can meet with the companies and customers you want to, on your schedule and not miss out on any training or co-located events during NACE Automechanika Chicago.”

Show exhibitors first complete a company profile so attendees can get a good picture of their company, products and services provided. The matchmaking survey then matches exhibitors and attendees based on a compatibility scoring process. Exhibitors can build their schedule by viewing recommended attendee profiles and sending an invitation by simply pressing “schedule a meeting” in the matchmaking dashboard. Attendees also can send meeting requests to exhibitors, and both parties can either accept or decline.

Exhibitors can manage their meetings in the dashboard software and print their full schedule before the event for easy reference **...CONTINUE READING** □

ASE GUIDES | QUESTION OF THE MONTH

Parts Specialist A says a spark plug with a heat range that is too hot can cause vehicle damage. Parts Specialist B says a spark plug with a heat range that is too cold won't cause vehicle damage. Who is right?

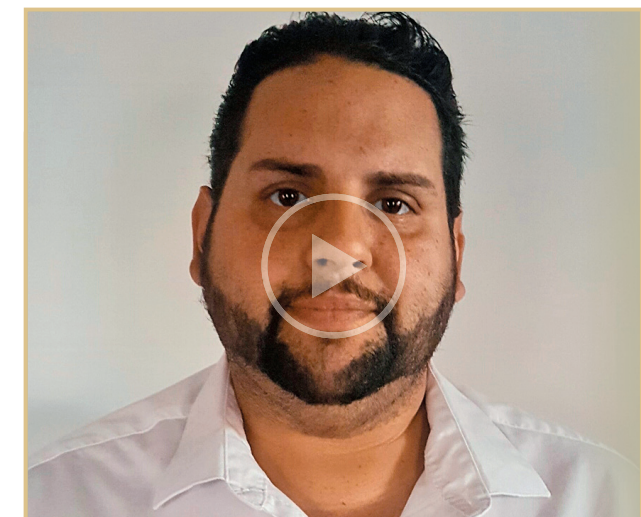
- A. Parts Specialist A only**
- B. Parts Specialist B only**
- C. Both A and B**
- D. Neither A or B**

Click here to see the answer.

NACE AUTOMECHANIKA TRAINERS



See what Hector Orlandi will teach in July



Learn more about Andy Tirado's classes

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TELEMATICS/CONNECTIVITY

The connected car meets the Internet of Things

BY BRIAN ALBRIGHT
Correspondent

The car is considered the next important computing platform, as more connected vehicle technology makes its way into the market. Consumers want to be able to connect their vehicles and smartphones, and technology vendors are now looking for ways to better integrate vehicles into the burgeoning Internet of Things (IoT).

TRENDS & MARKET Analysis

Earlier this year, the GENIVI Alliance, which is developing standards and open source software for connected vehicles, and the Open Connectivity Foundation (OCF), an IoT standards body, inked an agreement to co-develop open standards for vehicle connectivity and data exchange.

The collaboration will help create a unified model for secure discovery and exchange of data between connected cars, IoT devices and smart home systems. The two organizations also will work with the W3C Automotive Working

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BUSINESS OUTLOOK CONFERENCE
July 26 - 27, 2017
SPEAKER SPOTLIGHT

PANEL DISCUSSION ON TELEMATICS

Greg Potter, executive manager and COO of the Equipment Tool Institute, will moderate a panel discussion that will examine how telematics and vehicle technology is changing the customer experience – B2B and B2C. Are customers demanding more? How is telematics data impacting repairs and parts?



[Read more about this](#)

Group so that vehicle data can be exposed to open web platforms and application developers. At the recent CES 2017 conference, GENIVI and OCF demonstrated how a smart home

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“Several security issues with connected vehicles must be addressed across the industry.”

and vehicle could connect using the GENIVI Remote Vehicle Interaction (RVI), Vehicle Signal Specification (VSS), and OCF's IoTivity systems.

“OCF believes in technology partnerships that will help drive our vision of ensuring secure interoperability for consumers and business, across multiple industry verticals,” said Joonho Park, executive director of OCF. “We are excited about [this] announcement, which helps us build on our momentum to deliver specifications and open source components that will benefit the entire IoT ecosystem.”

Initial smart home/connected car interactions would focus on things like using the vehicle to send signals to the smart home system to adjust the thermostat, turn on lights, or even activate sound systems based on the proximity of the vehicle. When a vehicle leaves the home, the system could be configured to make sure lights are turned off automatically.

Wearable devices also could be integrated, says Steve Crumb, executive director of the GENIVI Alliance. “So, for example, if a known driver leaves the home and approaches the

car with his/her wearable, the car can recognize the driver and customize the vehicle to the preset preferences for that driver,” Crumb says. “The control can flow both ways – home to car, car to home, and wearables to both of them. One of my favorite ideas is when the refrigerator sends a signal to the vehicle reminding the driver that the milk is low so that he/she can stop on the way home.”

The GENIVI effort is separate from the type of vehicle-to-vehicle and vehicle-to-infrastructure mandates and standards being evaluated by NHTSA and the U.S. Department of Transportation. Crumb describes the group's work as focusing on lighter-weight, peer-to-peer connectivity that is not intended for safety critical actions. “Regulators have a different view and are pushing different standards primarily to drive the necessary reliability and timing to support safety functions in the vehicle,” Crumb says. “The GENIVI focus, so far, has not included those sorts of functions.”

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Dan Ricci

Global Automotive Industry
Cognitive Solutions Leader with
IBM Corporation



Fundamentals of the
U.S. Auto Market:
The Industry After its
Best Year

Dan Hearsch

Director of AlixPartners



How Capitol Hill
is Impacting
Your Business

Robert "Bob" Redding

Washington D.C., Representative
with the ASA



Panel Discussion on
Telematics and
In-Vehicle Connectivity

Greg Potter

Executive Manager and COO with
the Equipment and Tool Institute



Staying Compliant:
Helping Shops and
Distributors Avoid
Costly Violations

Charlie Ayers

President of CCAR



Win the Moment

Mike Jones

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TELEMATICS/CONNECTIVITY

Business Outlook Conference offers insight into technology, economy

Organizers of NACE Automechanika will host the first annual Business Outlook Conference, offering parts distributors, suppliers, shop owners and managers insight into new technology, economic trends and the changing automotive landscape.

Featuring high-level thought leaders from widely recognized companies, the Business Outlook Conference will be a two-day event taking place July 26-27 each morning prior to the opening of NACE Automechanika at McCormick Place West in Chicago.

TRENDS & MARKET Analysis

Dan Ricci, global automotive leader with IBM Cognitive Solutions, will headline the event with a discussion on big data and analytics impacting the automotive sector. Additionally, Dan Hearsch, director with financial firm AlixPartners, will discuss economic trends impacting the automotive aftermarket. The two-day conference also will feature:

- A panel discussion focused on telematics and in-vehicle connectivity moderated by Greg Potter, executive manager and COO with the Equipment and Tool Institute;
- A peak at key legislative issues, “How Capitol

Hill is impacting your business?” from Bob Redding, Washington D.C. representative with the Automotive Service Association (ASA);

- A regulatory session, “Staying Compliant: Helping Shops and Distributors Avoid Costly Violations,” presented by Charles Ayers, president of the Coordinating Committee for Automotive Repair.

“The Business Outlook Conference was developed to help attendees better understand the future of automotive. We hear a lot about connected vehicles, new fleet technology and crash avoidance systems,” said Michael Willins, UBM Automotive Group content director and conference coordinator. “The technological revolution we are witnessing will change how parts are delivered, what parts are needed for vehicle repairs, the repair services that shops offer and the overall repair process. Rather than being fearful of what’s coming, we think this creates a lot of opportunities for forward thinkers, and that’s the goal of the Business Outlook Conference – to get them thinking about what’s possible.”

The conference also will showcase a special presentation from Mike Jones, president of Discover Leadership, who will help attendees “Win the Moment” personally and professionally. Mike will show attendees the value of

“IBM thought leader Dan Ricci will help distributors and suppliers plan for the future.”

BUSINESS OUTLOOK CONFERENCE
 July 26 - 27, 2017

SPEAKER SPOTLIGHT

BIG DATA AND ANALYTICS IMPACTING THE AUTOMOTIVE SECTOR

Dan Ricci, IBM global automotive leader for cognitive solutions, will discuss innovative ways that cognitive systems are being used to disrupt the industry. Currently only 20% of data generated from the car is used. IBM is helping OEMs, part manufacturers and suppliers tap into that other 80% of unstructured data.



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being outcome focused in life and business.

The Business Outlook Conference will be a must-attend event for all distributors, suppliers and shop leaders. Register for only \$99 and hear all six speakers across both days. [Click here to register.](#)

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VENDORS

Korean auto market highlights tech advances, parts production

BY JAMES E. GUYETTE
News Correspondent

South Korea's orderly cultural flair for engineering innovations, precise assembly line protocols and superior supply chain organization has propelled the nation to a No. 5 ranking in global automotive production.

Industry-leading inroads into cutting-edge electric vehicle battery technologies and a country-wide commitment to manufacturing highly functional and affordable auto components of all types have combined to deliver an expansive international marketing presence.

TRENDS & MARKET Analysis

Kim Yong Geun, president and CEO of the Korea Automobile Manufacturers Association (KAMA), explains that "we are trying to shift the paradigm from fast-follower to leader-with-creativity."

There are 883 auto parts manufacturing firms in Korea, per KAMA figures tabulated in 2015, including four new market entries during the year. Domestic parts production employs some 295,000 people, and in 2015 Korean operations were inaugurated by 14 overseas direct-importers.

Korea ranks No. 12 in the world for manufacturing OEM components; it is 18th in aftermarket parts production volume.

Within Asia, "Korea" is the preferred term for South Korea. North Korea is commonly called the DPRK, as in the Democratic People's Republic of Korea.

Achieving official certification levels for automotive exports and imports is a high priority, strongly encouraged and aided by the Korean government. In 2016 the Ministry of Land, Infrastructure and Transport (MOLIT) signed on with NSF International to adhere to its auto parts evaluation and certification standards.

"We expect that as we develop this well-structured certification program, high-quality aftermarket parts can be distributed," both domestically and internationally, says Seok-Won Kim, an industry executive who assisted in facilitating the arrangement. NSF compliance is also desired for imported parts entering the country.

An agreement with the Certified Automotive Parts Association (CAPA) was enacted in 2014. "This means that CAPA-certified manufacturers are ready to go when it comes to supplying high-quality parts to the Korean market," says CAPA executive director Jack Gillis.

"The replacement part certification system," observes



Speedmate manufactures, distributes, imports and exports OE-equivalent aftermarket parts.



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SPEAKER SPOTLIGHT

HOW CAPITOL HILL IS IMPACTING YOUR BUSINESS

Bob Redding of ASA breaks down what's happening in Washington D.C. and outlines key legislative issues impacting parts distributors and shops. Topics range from how federal and state governments may address connected cars, automated vehicles, cybersecurity, federal vs. state regulation of insurance and how federal and state policymakers function in the same issue areas.



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Kim Yong Seog, MOLIT's director general, "will help broaden customers' options as well as reduce repair costs while promoting small- and medium-sized automobile part manufacturers."

A wide variety of homologation services from SGS ...CONTINUE READING ▢

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VENDORS

Learning to install Jeep parts, accessories to tackle any trail

BY JAMES E. GUYETTE
News Correspondent

Arriving in-country ingeniously crammed into crates and stacked high in ocean-going cargo holds, the packing process aided by a fold-down windshield, World War II GI's welcomed the GP, a general-purpose vehicle admired for its multiple motoring abilities and battle-tested durability under the most frightful conditions.

TRENDS & MARKET Analysis

Upon returning to civilian life, surplus Jeeps were mobilized for working on the farm, mud running, rock crawling and general purpose cruising – fueling a thriving marketplace for advanced comfortable-yet-rugged models and aftermarket add-ons.

“Our end-user customers come from all walks of life,” says Garrett Graubins, marketing director at Bestop, which produces

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FUNDAMENTALS OF THE U.S. AUTO MARKET

The U.S. auto market is at the top of a cycle after experiencing its best year by unit sales ever in 2016. Dan Hearsch, director of AlixPartners, will discuss sales and economic trends in the industry, the near-term outlook for new and used vehicle sales, and factors impacting the aftermarket industry.



Read more about this

Jeep soft tops and other accessories. “There are the serious, hardcore off-roaders who live to crawl over rocks. There are the light off-roaders who use their Jeeps on smoother dirt roads and trails. And there are the folks who live closer to cit-

“Aftermarket businesses are leveraging the Jeep add-ons category, driving demand for product knowledge.”

ies who simply love the versatility and fun that comes with driving a Jeep.

“That said, there’s one thing that ties all of these people together – a love for the outdoors and, more specifically, a yearning for outdoor adventure.”

Celebrating its 75th anniversary last year, the Jeep in all its configurations continues to blaze a trail of increasing popularity with the Wrangler leading the way. Fiat Chrysler Automobiles globally sold more than a million Jeeps in 2015 – 872,127 in the United States – setting a fourth consecutive annual sales record. The record-busting trend carried forward into 2016 when American Jeep sales exceeded 900,000 units.

Jeep owners have proven to be wildly enthusiastic about upfitting their vehicles as accessory sales and installation services remain on an upward climb. Rolled out in 2012, FCA frequently adds to its Mopar Jeep Performance Parts show-and-go array of OEM-engineered options, includ-

ing enhanced axles, lift kits, bumpers, winches, skid plates, suspension components and appearance products.

Aftermarket businesses are leveraging the Jeep add-ons category as well, ...CONTINUE READING □



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Scheduling repairs for anticipated VACANCIES IS SUSTAINABLE

Often when I am researching a cycle time problem at a shop, I end up teaching scheduling. There are many ways to schedule repairs. Most people are familiar with the “In on Monday out on Friday process.” Even though that process is extremely outdated it is broadly used at the insistence of insurance carriers.

I have visited shops with full parking lots who think they are busy, but realistically, nothing is moving. The repairs are all scheduled, regardless if a technician is available



JOHN SHOEMAKER
Business Development Manager
BASF North America

to work on them, just because it is Monday.

I recommend scheduling for anticipated vacancies, a process that requires a little work upfront but, once in place, it is very effective.

To schedule effectively you must know your capabilities. How many repairs did you perform over the last 90 days? Now, how many of those were delivered on time? Next, how many of those repairs were below \$1,500? Were you aware that on average over 45% of all repairs are \$1,500 and below?

OK, enough of the questions, let's look at an average week at an average shop. To me average is five repairs a day in and five repairs out. Your shop will probably be a little different but the idea will work in any shop with a few adjustments.

In a 90-day period there are 60 working days. Using five repairs a day for these calculations we would have 300 repair slots within that 90-day period. As we break this down to a weekly schedule (48%) of those repairs will be less than \$1,500 or Level 1. The remainder will be split up between Level 2: \$1,500 to \$2,500 (20%); Level 3: \$2,500 to \$4,500 (16%); Level 4: \$4,500 to \$7,500

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To schedule cars for repairs effectively you must know your capabilities.



(12%); and Level 5: \$7,500 and above (5%).

So a weekly schedule that consists of 25 repairs would have the following number of repairs at each level: Level 1 – 12; Level 2 – 5; Level 3 – 4; Level 4 – 3; and Level 5 – 1.

Now that we know the repair mix let's schedule them to see how it looks.

Monday: Three Level 1s, one Level 2; one Level 4.

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More power to the **AUTO PARTS COUNTER PEOPLE**

If employees in auto parts stores could have it their way, would they vote Amazon out of the marketplace? Scores of counter people who serve on the frontlines – selling product directly to do-it-yourselfers and service repair shops – are at risk of being replaced by e-commerce technologies. Self-reinvention to update the role of counter people by combining relevant tools and social skills is the smartest offense to ensure that Amazon doesn't gain the upper hand.

Amazon, which thrives on innovative customer-centric solutions, is capitalizing on the trend that future shop owners will be ordering parts directly from them. Throughout 2016, Amazon signed billion-dollar contracts with Federal-Mogul, Cardone, Bosch, and Dorman Products.

Tomorrow's Tech, a trade magazine, reported last year that 71 percent of vocational students between the ages of 17 and 25 conduct online searches for automotive content. Many industry experts concede that the shop techs' self-help mentality happens over their mobile devices, but not over the phone. Techs who use Amazon can research a part they need within a fraction of the time that a counter person can do the same.

Apart from the annual \$99 Amazon Prime unlimited

delivery subscription, Amazon has transformed its model from simply connecting and placing orders to serving as an affordable business utility that tells repair shops the most available product at the best price. While Amazon has yet to address the immediacy issue of delivering parts within 30 minutes, The New York Times observed on March 26, 2017 that experiments involving automation to improve access to product are on the rise.

Given massive amounts of power exercised by shop owners, the auto care industry should not take a wait-and-see position regarding what the endgame will be as Amazon executes more tests toward a workable e-commerce model that optimizes service and price. Amazon's vast scope reduces the chance for brick-and-mortar stores to sell products or services that the online giant cannot offer.

Consequently, parts stores need to focus more on customer outcomes. Specifically, they must find unique ways to improve the shop owners' lives. To this end, they must reshape that role of counter people by releasing them from the task of taking orders and making them invaluable business advisors who are focused on assisting the shops' goal of turning the bays.

"Thank You for Being Late," a book written by Thomas

“To beat Amazon, parts stores need to find unique ways to improve shop owners' lives.”

Friedman, explores possible self-reinvention anecdotes, but specific remedies to redefine the role of counter people will depend entirely on management, who know their employees best. In his book, Friedman advocates for educating people for work, organizing them at work, and helping them adjust to the accelerating technological realities. He envisions education in a constant peddling motion in a continual relearning mode of different skills that needs to happen all of the time. Training is no longer a fixed event, but a lifelong journey along the career path. Motivation is the fuel that Friedman says is needed to build upon talent, skills and creativity.

Self-reinvention also begins with identifying routine tasks such as answering phones, looking up products, checking for availability, or anything that technology may replace. However, Friedman emphasizes that this does not mean those repetitive tasks ever go away. A good example is
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Auto parts suppliers push CONGRESS TO ALLOW AV TESTING

Tier one auto parts suppliers are pushing Congress to allow them to test automated vehicles (AVs) like OEMs are allowed to do. The OEMs can apply to the Department of Transportation to test AVs under an exemption approved as part of the FAST Act.

President Obama signed the Fixing America's Surface Transportation Act (FAST Act) in December 2015. That law allows certain vehicle manufacturers (those who, prior to enactment of the FAST Act, had manufactured and distributed Federal Motor Vehicle Safety Standards (FMVSS)-compliant vehicles and have registered with NHTSA) to introduce non-FMVSS-compliant motor vehicles into interstate commerce "solely for purposes of testing or evaluation" so long as they "agree not to sell or offer for sale the motor vehicle at the conclusion of the testing or evaluation...." The exemption allows an auto manufacturer to test up to 2,500 vehicles a year.

Parts suppliers such as Continental AG are not eligible to apply for an exemption, and cannot test an AV it builds. That limits the testing of AV components. "As a supplier, we need the ability to test the system," says Jeff Klei, President, North America Automotive

Divisions, Continental AG. "It can't be just the OEMs."

Of course, the bigger objective is for the National Highway Traffic Safety Administration (NHTSA) to change FMVSS so that autos don't need steering wheels, for example, which AVs won't have. But the reforming of FMVSS to accommodate AVs will take a long time.

Expanding the FAST Act exemption is a short-term solution and would allow OEMs and suppliers to test more cars, and perhaps get approval to do so more quickly. Currently, for simple exemption petitions NHTSA tries to grant or deny the petition within six months. For more complex petitions there is a 12-month timetable.

"I support raising the standard exemption cap as a temporary measure as NHTSA amends the existing safety standards," says Rep. Debbie Dingell (D-MI).

"I understand the expansion of the exemption must be handled very carefully and cautiously," adds Kay Stepper, Vice President for Automated Driving and Driver Assistance Systems, Chassis Systems Control, Robert Bosch LLC. "We are ready to engage actively with Congress on this point."

“Reforming FMVSS to accommodate automated vehicles will take a long time.”

Any expansion of the FAST Act exemption will probably be part of a broader AV-promotion bill. For example, Sen. Gary Peters, (D-MI) is partnering with Sen. John Thune, (R-SD) to launch "a joint effort to explore legislation that clears hurdles and advances innovation in self-driving vehicle technology." Another way forward would be to attach FAST Act modifications to the NHTSA's fiscal 2018 appropriations bill.

The pressure from the auto industry to widen the FAST Act exemption "lane" underlines the shortcomings in NHTSA policy more broadly. The Federal Automated Vehicles Policy the agency published last fall was fine to a point, but hasn't done anything to prevent ...CONTINUE READING □



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Four ways to use data, analytics TO STAND OUT FROM THE CROWD

“Business intelligence software captures and analyzes data that matters most to businesses.”

Technology is changing the automotive industry at an astonishing pace, and it's not just making its mark with new whiz-bang features for consumer pleasure. Technology also is having a massive impact on how automotive businesses operate, helping everyone from auto manufacturers to aftermarket parts suppliers and distributors stand out from the crowd.

Among the technologies an increasing number of aftermarket companies are beginning to use is business intelligence software, which allows them to efficiently capture and analyze data that matters most to their businesses. Below are four ways that data and analytics are helping aftermarket parts suppliers and distributors:

1. Take advantage of customer behavior

Without accessible data, would you be able to tell which customers have stopped buying, given the hundreds of sales and orders that your business processes daily?

While you could rely on sales reps for the intelligence, each of them is likely supporting dozens or more customers. Reps are human, so they may oversee a customer or not make timely contact with all of them.

With the right business intelligence tool, you can find out which of your customers have stopped buying from

you over time. Armed with this information, you can decide what is the best course of action.

For example, if a customer's orders decrease or stop altogether, you can send an account manager or sales rep to meet with the customer, learn more about the current state of their business and their needs, and potentially save the account.

You also can take advantage of customer-behavior data to look for opportunities to cross-sell. For example, you can see which of your customers are buying brake pads, but not brake discs. You can then offer disc brakes to these customers, increasing your sales and strengthening a business relationship.

While you and your sales team may be aware of a few cross-selling opportunities, you're less likely to miss any when you understand what your customers are buying.

2. Optimize your stock levels

Would you agree that same-day delivery wins customers? Without enough stock in the warehouse, you could potentially disappoint and lose customers, especially if they need the parts quickly to protect their own businesses.

Too much inventory can also be a challenge. If you stock too many parts in the warehouse, you're at

risk of losing capital with write-offs and missed sales opportunities.

So, how do you make sure you stock the right number of oil filters or brake parts or spark plugs? While it's a complex balancing act, it can be easier when you have access to historical and current business data. Business intelligence software allows you to see how many oil filters you have on hand, and based on past sales volumes, show you when you will run out. Actionable intelligence will make it easier for you to accurately forecast and estimate to optimize your stock levels.

3. Make smart decisions with business visibility

The secret to operating an efficient business is being able to see what's going on behind the scenes and across your business, so you can make smarter, more profitable decisions.

To gain business visibility, and increase your revenue, you need access to key, up-to-date data. In today's hypercompetitive
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VP of Sales and Marketing
Phocas Software

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How to sell auto parts effectively ON ONLINE MARKETPLACES

Auto parts retailers have more selling platforms today than ever before. Most turn to Amazon and eBay Motors, but there's also Sears.com, Newegg and smaller retailer-operated marketplaces. Still, selling on marketplaces is not that easy.

Setting up an online presence takes time, effort and capital, especially when competing with many retailers. It takes hard work to get your products visible and attract buyers.

Sellers need to consider a number of factors, such as hosting fees, operational requirements, buying behaviors and marketplace policies. Not all channels will be ideal for your business. If you want to be successful and competitive in online aftermarket retail, you have to be strategic in your approach. Leaving your business on cruise control will wreck your margins.

The secret to succeeding on Amazon

When looking for a product, more than 55 percent of shoppers use Amazon as their reference point over Google. Amazon.com has millions of visitors each day and is a good place to start when selling parts and accessories online. According to an Internet Retailer study, 65 percent of Amazon shoppers felt comfortable buying from merchants they never heard of before.

It's important to note, however, that Amazon has very high standards in terms of accuracy and customer service. Amazon tends to favor retailers who use fulfillment by Amazon (FBA). Amazon is all about delivering fast, accurate orders, so there's a preference for sellers who can deliver within one to three days. As such, drop shipping is not ideal.

Winning the Amazon buy box mainly involves competitive pricing, fast fulfillment and other factors related to customer service and performance. If you don't meet these requirements, selling on Amazon may not be the best marketplace for you. You may just end up accruing listing fees and barely making any sales.

Amazon is great for retailers who have their own warehouses and excel at fulfillment and customer service. But just because you meet their fulfillment standards also doesn't guarantee sales. To get traffic and conversions, you need to optimize your listings by applying popular search terms in your product description and bullet points.

Content is king, even on marketplaces. In fact, 90 percent of shopping cart abandonment happens because shoppers feel they don't have enough product information. So be as detailed as you can and use high quality

“65% of Amazon shoppers felt comfortable buying from merchants they never heard of before.”

images and videos. Respond to questions about your product. Once you start doing this, you'll get more traffic and more sales.

The secret to eBay Motors success

Most of our customers find great success on eBay, particularly because eBay Motors has better support for auto parts retailers. eBay's fee structure is also more reasonable than Amazon's. But like Amazon, you have to provide clear, detailed listings with rich product content if you want to rank better in eBay's search results.

With their focus on structured data and personalization through machine learning, eBay is looking to match products to the right shoppers at the right time. As such, you'll need to use fitment and parts compatibility data to properly optimize your listings.

Buyers on eBay are all about finding the best deals, and they'll generally buy the cheapest product regardless of shipping and handling charges.

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Product Marketing Specialist
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Colombia has a **DIVERSE VEHICLE MARKETPLACE**

In preparation for a joint trade mission to Colombia this month with the Auto Care Association and the U.S. Department of Commerce (DOC), the Overseas Automotive Council (OAC) of the Automotive Aftermarket Suppliers Association (AASA) presented its members with an analysis of the country's motor vehicle marketplace.

Evaristo Garcia, founder of Integrate Data Facts LLC, (IDF), prepared this analysis. For related charts and graphs, click here.

Introduction to the Colombian aftermarket

With more than 12.9 million vehicles in Colombia's vehicles in operation (VIO), one of the most unique facts about this market is that there are more than 7 million motorcycles. That's more units than all cars and trucks combined.

All cars, light, medium and heavy trucks combined amount to 5.5 million units, meaning that there are 1.3 motorcycles for every other type of vehicle. (Note: All data as of end of 2016.) The vehicles in operation (VIO) of cars and light trucks is almost 5 million units.

Chevrolet commands 26 percent of the VIO with 1.3 million units on Colombian roads, followed closely

by Renault with 18 percent (0.9 million units). After the top two makes, the share drops dramatically with Mazda at 8 percent with just over 0.4 million units; Hyundai (6 percent), Ford, Kia, Nissan and Toyota (5 percent each). These eight brands together represent 78 percent of all Colombian VIO.

There are a great number of makes in the category of "other," showing just how diverse the Colombian market is. Here, every make from Audi to BMW to Chery can be found on Colombian roads.

The Colombian market is unique in that medium and heavy trucks represent almost 10 percent of the cars and light trucks combined. This is a noticeably high ratio when compared to other countries' ratios, such as Mexico's with 3 percent to 4 percent.

Colombia relies heavily on the transportation of peo-

Colombia has more motorcycles than cars and trucks combined.

ple and cargo by buses and trucks, placing a heavy toll on its roads and streets. This could be due in part to the relatively small railroad network in comparison to the country's large size.

There is a vast variety of makes for medium and heavy trucks in Colombia's VIO. Chevrolet has more vehicles on the road than any other make with almost one third of the market (156 thousand units). Dodge is a distant second with 11 percent, followed closely by Ford with 10 percent. In this case, the former Big Detroit 3 (Dodge, Ford and Chevrolet) are just over half of the pie.

International (10 percent), Kenworth (6 percent), Hino (3 percent), Jac (3 percent) and Freightliner (2 percent) round out the top eight makes, accounting for 77 percent of the VIO for medium and heavy trucks. Making up the "other" category are Agrale, Foton and Volvo, to name a few.

As previously noted, motorcycles ...CONTINUE READING ▢



EVARISTO GARCIA
Founder
Integrate Data Facts LLC



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AUTO PARTS ONLINE PURCHASING HABITS STUDY YIELDS VARIED RESULTS

BY BRUCE ADAMS | Managing Editor

Auto service and repair shop owners and technicians are getting more comfortable with some aspects of ordering auto parts online, according to the 2017 *Aftermarket Business World Online Purchasing Habits* study.

Those opposed to purchasing parts online decreased significantly in this year's study compared to last year's study. The number of respondents who said they never make online purchases of auto parts dropped to 30 percent in this year's survey compared to 37 percent last year. Similarly, those who said they make online purchases all the time increased to 8 percent in 2017 compared to 5 percent in 2016.

More respondents appear to be comfortable with their routine of buying auto parts online. When asked how they find online retailers or websites to order parts from, 40 percent said they go to the website of the retailer that they normally use. This was an increase from 32 percent who said they do that in the 2016 Online Purchasing Habits study. Those using an online search to find the retailer or website to order parts from dropped slightly to 33 percent in 2017 from 34 percent in 2016.



But curiously, those who said they use either their smart phone or tablet or both to order auto parts online dropped to 67 percent of respondents in 2017 compared to 73 percent in the 2016 study. This runs counter to the trend of manufacturers making their websites perform seamlessly on smaller devices, such as smart phones and tablets.

When asked this year why they buy auto parts online, 36 percent said it was due to the ease of comparing prices and other options, 16 percent said it was for convenience, and 15 percent said they did it for wide product availability.

When asked what they dislike about buying auto parts online, 38 percent said it was the potential to order the wrong parts, 21 percent said shipping costs, and 12 percent said limited product descriptions.

Methodology: The *Aftermarket Business World Online Purchasing Habits Study* was fielded to readers of *Motor Age* via email. Results are intended to show general market trends, not statistical certainties. □

PHOTO: SHUTTERSTOCK.COM / RAWPIXEL.COM

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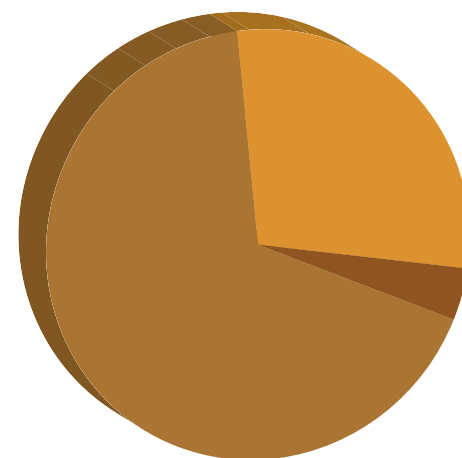
Wheel Bearings

Frequency of online wheel bearing purchases

| | |
|--------------------|-----|
| 0-10% of the time | 28% |
| 11-25% of the time | 6% |
| 26-50% of the time | 8% |
| 51-99% of the time | 12% |
| All the time | 13% |
| Never | 34% |

App usage for online buying

| | |
|-----|----------------------|
| 29% | Would consider using |
| 4% | Already use |
| 67% | Would not use |



47% find online retailers by going to the website of the retailers they normally use to purchase wheel bearings online.

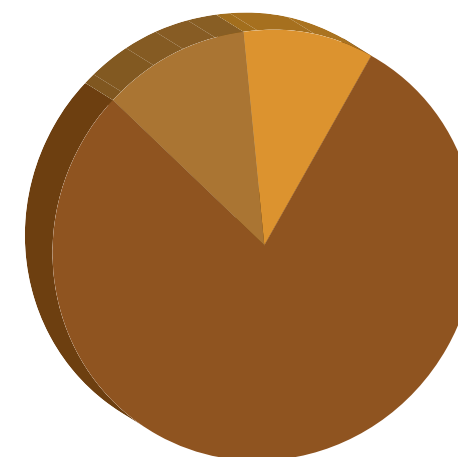
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37% of respondents say they dislike most the potential to order the wrong part when purchasing wheel bearings online.

2017 vs. 2016 online buying habits

| | |
|-----|--------------------|
| 10% | Purchased more |
| 79% | Purchased the same |
| 11% | Purchased less |



Reasons for buying wheel bearings online

| | |
|-------------------------|-----|
| Ease of price comparing | 35% |
| Convenience | 13% |
| Product availability | 14% |
| Speed | 8% |

Importance of online product reviews

| | |
|----------------------|-----|
| Very important | 20% |
| Important | 21% |
| Somewhat important | 25% |
| Not important at all | 34% |

55% reported they

WOULD NOT BE ENTICED

by online coupons, rebates, QR codes or other incentives to purchase more wheel bearings online.

Some chart totals do not reach 100 percent because all answer options are not represented.

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Auxiliary Lighting

Frequency of online auxiliary lighting purchases

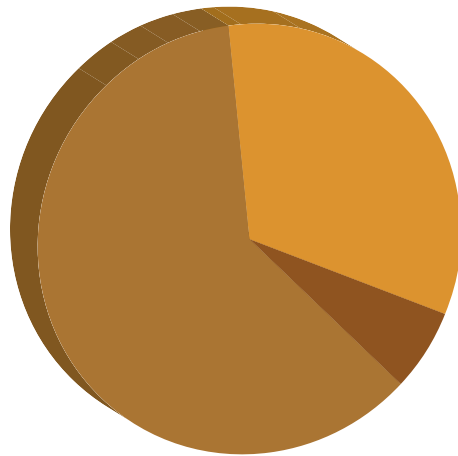
| | |
|--------------------|-----|
| 0-10% of the time | 53% |
| 11-25% of the time | 8% |
| 26-50% of the time | 7% |
| 51-99% of the time | 4% |
| All the time | 2% |
| Never | 28% |

App usage for online buying

33%
Would consider using

6%
Already use

61%
Would not use



49% find online retailers through an online search when looking to purchase auxiliary lighting online.

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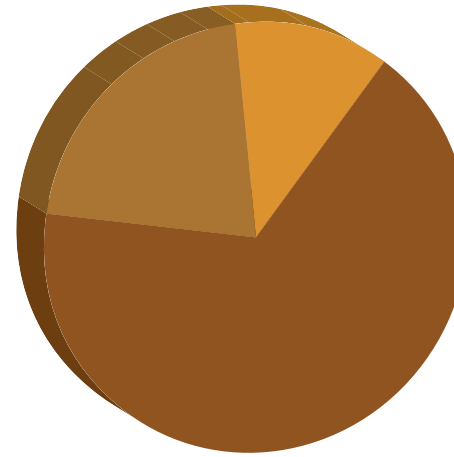
38% of respondents say they dislike most the potential to order the wrong part when purchasing auxiliary lighting online.

2017 vs. 2016 online buying habits

12%
Purchased more

67%
Purchased the same

21%
Purchased less



Reasons for buying auxiliary lighting online

| | |
|-------------------------|-----|
| Ease of price comparing | 37% |
| Convenience | 20% |
| Product availability | 16% |
| Avoid sales person | 3% |

Importance of online product reviews

| | |
|----------------------|-----|
| Very important | 20% |
| Important | 30% |
| Somewhat important | 30% |
| Not important at all | 20% |

51%
reported they

WOULD NOT BE ENTICED

by online coupons, rebates, QR codes or other incentives to purchase more auxiliary lighting online.

Some chart totals do not reach 100 percent because 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.

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Brakes

Frequency of online brake purchases

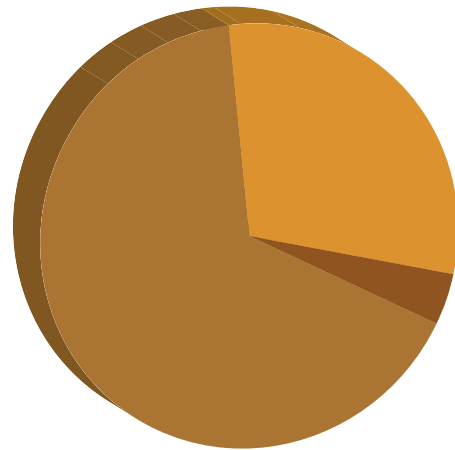
| | |
|--------------------|-----|
| 0-10% of the time | 29% |
| 11-25% of the time | 8% |
| 26-50% of the time | 8% |
| 51-99% of the time | 18% |
| All the time | 11% |
| Never | 26% |

App usage for online buying

30%
Would consider using

4%
Already use

66%
Would not use



50% find online retailers by going to the website of the retailers they normally use to purchase brakes online.

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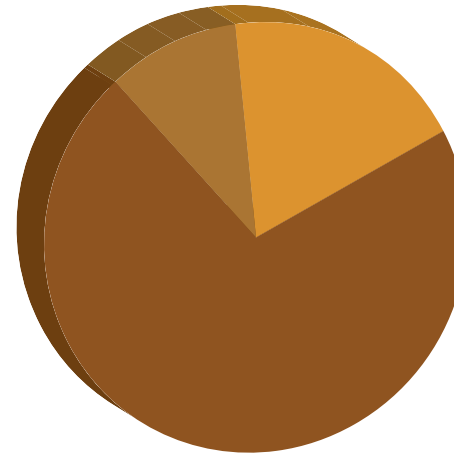
39% of respondents say they dislike most the potential to order the wrong part when purchasing brakes online.

2017 vs. 2016 online buying habits

19%
Purchased more

71%
Purchased the same

10%
Purchased less



Reasons for buying brakes online

| | |
|-------------------------|-----|
| Ease of price comparing | 36% |
| Convenience | 16% |
| Product availability | 15% |
| Speed | 6% |

Importance of online product reviews

| | |
|----------------------|-----|
| Very important | 23% |
| Important | 20% |
| Somewhat important | 24% |
| Not important at all | 33% |

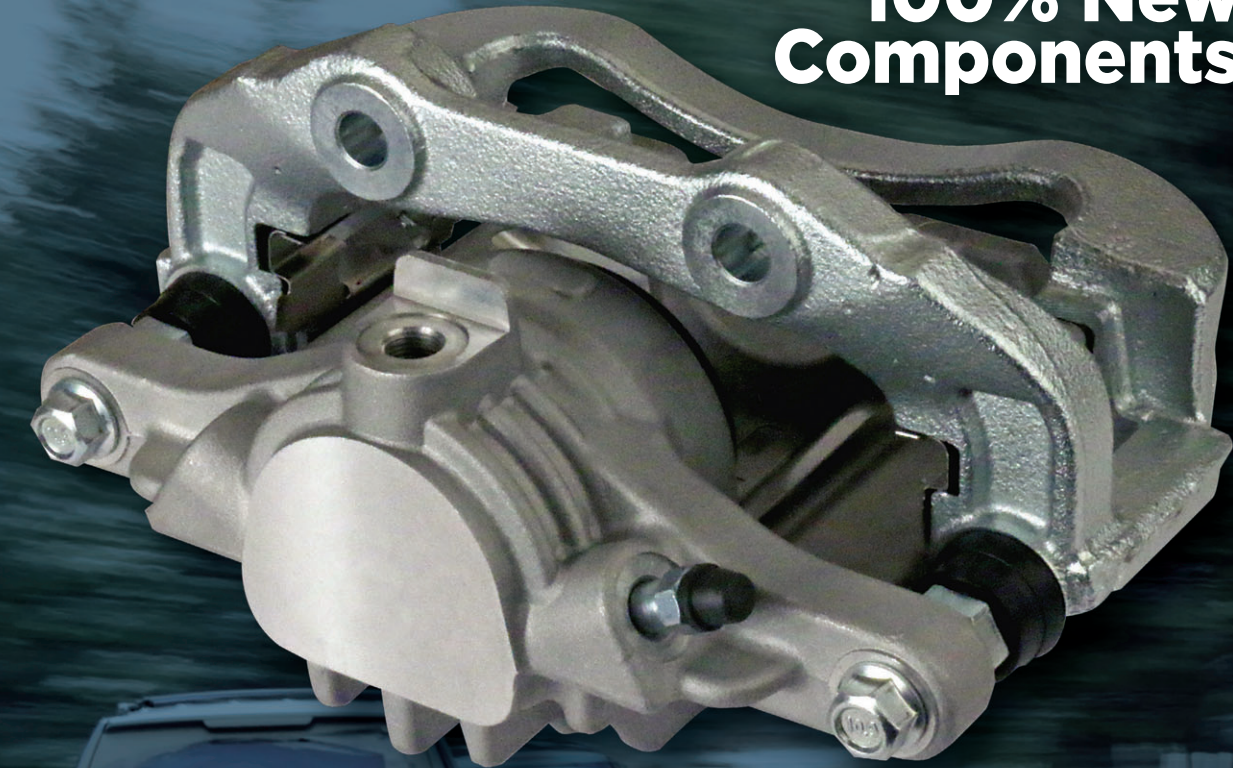
53% reported they **WOULD BE ENTICED** by online coupons, rebates, QR codes or other incentives to purchase more brakes online.

Some chart totals do not reach 100 percent because all answer options are not represented.

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