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# TELEMATICS

## PLUG-IN DEVICES, SMARTPHONES AND OEM SOLUTIONS JOSTLE FOR POSITION

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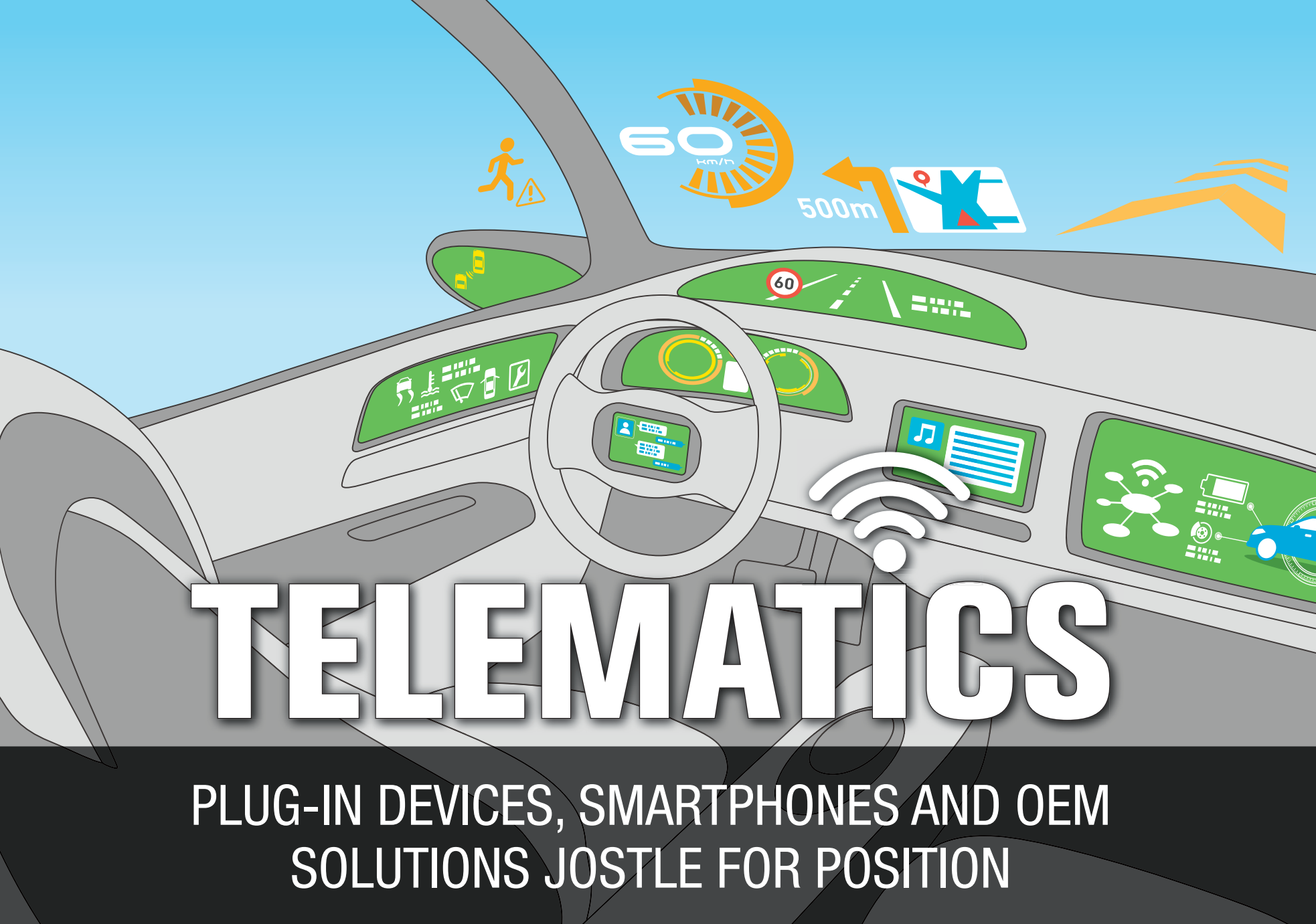
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# TELEMATICS

## PLUG-IN DEVICES, SMARTPHONES AND OEM SOLUTIONS JOSTLE FOR POSITION

BY BRIAN ALBRIGHT | Correspondent

As automakers and legislators look ahead to a future of intrinsically connected cars, the telematics landscape continues to become more crowded with a mix of dongle-based solutions that use the OBD-II port, smartphone apps and proprietary OEM solutions.

For OEMs, built-in connectivity could be a big moneymaker. According to a survey by KPMG, cars with built-in connectivity could offer up

to 10 times the revenue streams compared to those without. Research and Markets predicts a compound annual growth rate for telematics of 14.37 percent, reaching \$40.84 billion by 2022.

For the automotive aftermarket, there are many challenges when it comes to vehicle telematics. In addition to the threat from OEMs,

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### Analysis by market

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### Research

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**Flood Cars:** Compromised and contaminated flood cars pose many risks to technicians and consumers.

**Franchising:** Product supplier Chemical Guys expands to Detail Garage franchisor.

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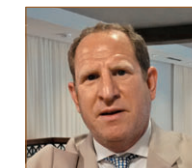
### Opinion



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Are you equipped to write a good estimate?



**Scott Lockett**  
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**Mark Smith**  
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# Telematics



Traditional aftermarket suppliers and distributors will need to partner with emerging technology companies.



many emerging companies in the telematics space don't consider themselves part of the aftermarket channel. They see themselves as outside market disruptors.

Traditional aftermarket suppliers and distributors will need to develop ways to partner with these emerging technology companies to remain relevant, and identify how to take advantage of these emerging systems and the flow of vehicle data.

"Plug-in devices and dongles and vehicle data from those devices is part of it, but not the whole thing," says Chris Gardner, vice president of programs and member services at the Automotive Aftermarket Suppliers Association (AASA). "They are part of the larger telematics discussion. We've been working with other industry stakeholders to develop ways to be sure the independent aftermarket has access to vehicle data going forward."

AASA is working closely with the Department of Transportation and the National Highway Traffic Safety Administration (NHTSA) to make sure these solutions address consumer privacy and security concerns.

That includes work on a secure vehicle interfaces (SVI) that would enable safe access to vehicle data for third parties, and cooperation with automaker trade associations and international standards body SAE in that effort.

## Myriad of solutions

In the meantime, both new tech companies and automakers are releasing even more telematics solutions. Volkswagen has begun offering a free plug-in telematics service for fleet drivers (Connect) that provides data on fuel consumption, driving behavior and links to approved VW repair shops in the U.K. The solution, which is integrated with a smartphone app, is aimed at passenger car drivers and is separate from the company's commercial vehicle telematics offering.

Ford also hopes to expand its own connectivity solution to older models by offering an OBD-II plug-in SmartLink device with a 4G LTE modem and Wi-Fi hotspot capabilities that can support up to eight mobile devices. The device ...CONTINUE READING ▣



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# Compromised and contaminated FLOOD CARS POSE MANY RISKS

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

If a car deal smells too good to be true, it probably is. An excess dousing of air-freshener in a bargain-priced vehicle with a for-sale sign tucked in the window could be masking telltale mold and mildew, signaling that a supposed creampuff is actually a dangerous “flood car” shipped from the Harvey and Irma hurricane zones to be sold to unsuspecting buyers.

Nearly one million vehicles sat soaking in polluted high water when a year’s worth of rain fell on Houston within four days and record-setting saltwater storm surges engulfed Jacksonville, Fla., Charleston, S.C. and Savannah, Ga. A saltwater bath has more of a bite to it as it can eat through numerous metals, but freshwater is equally troublesome.

A car could have been dried out, minimally fixed and able to fire right up, yet gremlins can lurk within the tiniest corroded electrical contact – causing key components to suddenly fail without warning. A dysfunction afflicting safety features such as airbags and anti-lock brakes can render a deadly outcome.

According to the Coordinating Committee for Automotive Repair (CCAR), “There is no recommended

method or procedure to restore submerged vehicles from flooded-affected areas to pre-accident condition.”

“Our data shows there’s still much work to be done in helping consumers avoid buying flood-damaged cars,” says Carfax President Dick Raines. “They can, and do, show up all over the country, whether it be a few miles or hundreds of miles from where the flooding occurred. With two devastating storms already this year, it’s vital for used-car buyers everywhere to protect themselves from flooded cars that may wind up for sale.”

Historically about half of the vehicles damaged in a given flood eventually end up in the used-car marketplace, Raines reports.

Under appropriate circumstances, a car’s flooded status is duly documented on the title via insurers, state DMV officials and other authorities, and then typically designated for the crusher. Or a scrap yard if undamaged parts are present. In certain situations, a flooded car can be legitimately re-sold when its wet history is properly noted on the title and the buyer is fully informed.

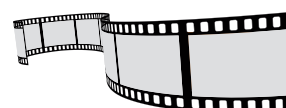
With flood cars, unscrupulous fraudsters engage in “title washing” that falsifies ...**CONTINUE READING**

## ASE GUIDES | QUESTION OF THE MONTH

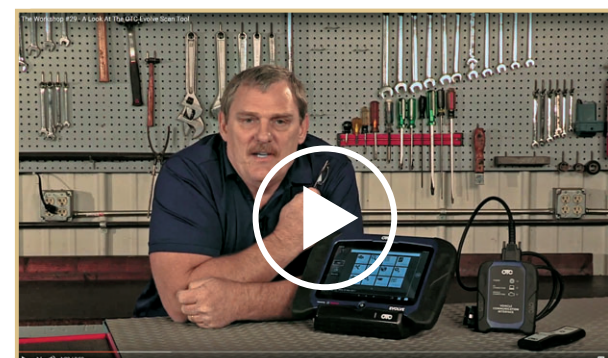
An air injection reactor (AIR) pump limits exhaust emissions by injecting air into the exhaust system. Parts Specialist A says this completes combustion of hydrocarbons. Parts Specialist B says it changes carbon dioxide to carbon monoxide. Who is right?

- 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.](#)



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# VENDORS

## Pre-planning for disaster response can reduce damage, distress

BY JAMES E. GUYETTE  
News Correspondent

William B. “Brock” Long, administrator of the Federal Emergency Management Agency (FEMA), was a prominent presence throughout Hurricanes Harvey and Irma as he directed the government’s recovery efforts in the stricken regions.

In cooperation with officials at the U.S. Department of Homeland Security (DHS), Long and FEMA’s staff have provided responses to questions raised by business owners interested in developing pre-disaster plans for their operations. The answers have been edited for clarity by Aftermarket Business World:

### TRENDS & MARKET Analysis

**Q:** What types of planning can be pursued on an immediate basis?

**A:** Assess the hazards that could potentially affect your organization and plan for those first. For example, is your facility vulnerable to flood-

ing, or how could an electrical outage affect your ability to provide services? Form a planning team, identify a leader, designate an alternate facility, and plan for staff with special needs.

Communicate with your staff about your preparedness plan. If your organization has a specific mission for disaster response activities, review and drill your plan.

**Q:** What is the Private Sector Preparedness Program (PS-Prep)?

**A:** PS-Prep is a voluntary program designed to build awareness and give private sector entities of all sizes the ability to safeguard their organizations against the effects of any type of disruption – natural or human-induced – equipping owners with key processes to improve their organization’s ability to maintain operations during and after an emergency or disaster.

PS-Prep offers a private sector entity a path to assess and meet nationally recommended standards for levels of emergency preparedness. Many are not aware of the important role

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“ Assess the hazards that could potentially affect your organization and plan for those first. ”

that standards play in our day-to-day lives; products may not work as expected, bridges and roads may be impassable, buildings would take longer to re-build, and may be unsafe to inhabit.

**Q:** What makes this preparedness program different from other programs?

**A:** PS-Prep can offer organizations several options toward preparedness, whether it's following best practice programs, aligning to a standard, or certifying to a standard. Many are not aware of the important role that standards play in our day-to-day lives; products may not work as expected, bridges and roads may be impassable, buildings would take longer to re-build and may be unsafe to inhabit.

**Q:** Is the program mandatory?

**A:** No. PS-Prep is a voluntary program in which private sector entities are encouraged to participate to ward off the detrimental effects that can result from operational interruptions.

**Q:** Who oversees the certification?

**A:** The American National Standards Institute (ANSI), American Safety for Quality (ASQ) and its affiliated National

Accreditation Board (ANAB) has been selected to develop and oversee PS-Prep certification and manage the process through independent auditors. Certification costs will vary depending on the scope of the conformity assessment. Visit the ANSI website for further details about qualified certification bodies who can audit your preparedness program.

**Q:** What are the procedures if I'm interested in buying flood insurance?

**A:** Talk to your insurance agent about flood insurance. Know what is and is not covered. Ask about your deductible. Contents are not covered by a building/structure flood policy. You'll need another policy for contents within the building.

There is typically a 30-day waiting period between when you buy a flood insurance policy and when it goes into effect, but there are some exceptions. There is a congressionally mandated surcharge added to all National Flood Insurance Program (NFIP) policies.

**Q:** Are there additional questions to ask my insurance agent?

**A:** Yes. Does my community participate

in the NFIP? Flood insurance from the NFIP is only available in participating communities, but most communities do participate. Your agent can tell you if your state and community participate, or you can look it up online in the Community Status Book.

Other questions you should be asking about include:

What flood zone do I live in? What is my property's flood risk?

Is flood insurance mandatory for my property? Will the lender require it?

Do I qualify for a Preferred Risk Policy?

Does my community participate in the National Flood Insurance Program's Community Rating System (CRS)? If so, do I qualify for a CRS rating discount?

Will the federal government back my flood insurance policy? How much coverage should I get for my building and for my contents?



BROCK LONG



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How can I reduce the cost of my flood insurance?

Are there additional expenses or agency fees?

Will my policy provide Replacement Cost Value or Actual Cash Value?

What's the difference between the two?

**Q:** What steps can I take to reduce my flood insurance premium?

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# TELEMATICS/CONNECTIVITY

## ATIS executives explain nuances of connected car cybersecurity

BY BRIAN ALBRIGHT  
Correspondent

The Alliance for Telecommunications Industry Solutions (ATIS) released this summer a new report, “Improving Vehicle Cybersecurity: ICT Industry Experience & Perspectives,” which covers connected car security threats and recommendations on improving security.

Aftermarket Business World spoke to Tom Gage, CEO and managing director of Marconi Pacific, who chairs the ATIS connected car cybersecurity ad hoc group, and Jim McEachern, senior technology at ATIS.

### TRENDS & MARKET Analysis

**Q:** What are the key threats to connected vehicles now in terms of likely breaches and the types of breaches we’re already seeing, and how is that going to change as more vehicles join the network?

**Tom Gage:** There are two types of broad

concerns. In terms of malicious hacks, there have been very few instances of that, and mostly that’s been an endeavor to prove the point that vehicles are vulnerable. The other risk is malware coming by way of software downloads to the vehicle.

A hack could be undertaken for financial gain, to basically hold up the vehicle OEM. And then the question is, what is the hack aimed at? Is it aimed at disrupting the air conditioning system? That’s not so good, but not so serious. If they are looking for credit card information, that’s more serious.

The most serious worry is that they affect the control systems of the vehicle.

**Jim McEachern:** As we have seen with medical devices, sometimes vehicles could be an accidental target. These hackers are scanning all ports for computers, and they get a medical device or vehicle that isn’t secure and then accidentally infect it with something that mucks up the system.

**Q:** Where are the most vulnerable points of the connected vehicle at this point?

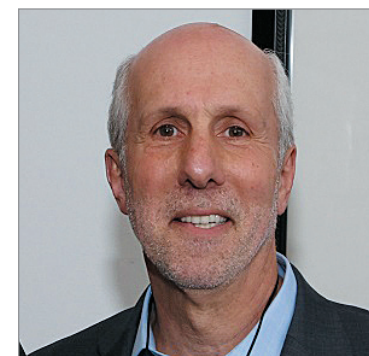
**Tom Gage:** The WiFi connection or Bluetooth connection, or another similar unmanaged connection.

There are two types of connections, managed and unmanaged. In telecom, the telecom provider is managing the connection to a cell phone or enterprise user. Unmanaged connections are those networks that the public can access, but don’t have any security. Bluetooth is a good example.

So the connection to the cell phone is secure, but is the connection from the cell phone to the automotive or vehicle infotainment system secure? That’s



JIM MCEACHERN



TOM GAGE

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A hack could be undertaken for financial gain, to basically hold up the vehicle OEM.



typically not secure.

There are other connections that could potentially deliver a hack or malware through physical connection to the OBDII port. Tire pressure gauges, or automated locking/unlocking systems are ...CONTINUE READING □

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# LOGISTICS/CONNECTIVITY

## Blockchain: The future of logistics?

Companies testing technology behind Bitcoin to provide better security, transparency

BY BRIAN ALBRIGHT  
Correspondent

Blockchain, one of the technologies that helps enable Bitcoin and other digital or crypto-currencies, is being embraced by logistics companies as a way to improve efficiency and security in the supply chain.

Big companies like Maersk and IBM already are testing the technology, and a new pilot by Marine Transport International (MTI) may help propel it into the mainstream.

### TRENDS & MARKET Analysis

MTI worked with Agility Sciences on testing the Container Streams system in a supply chain environment, and results of the test were verified by the University of Copenhagen and the maritime technology leads at Blockchain Labs for Open Collaboration (BLOC).

Another endorsement of the technology came from IoT/fleet tracking solution provider Fleet Complete, which joined the Blockchain in Trucking Alliance (BiTA), a consortium for adoption of the solution in the trucking industry. According to the company, blockchain can enable self-executing transactions and improved transparency, immediate payments to drivers upon delivery, self-direct-

ing fuel and maintenance payments, automated settlements, and better documentation.

“Joining BiTA was a natural decision for us,” says Tony Lourakis, CEO of Fleet Complete. “We are passionate about making complicated business operations simple and easy for our customers through innovative technologies and industry leading customer support. BiTA’s goal to facilitate the adoption of blockchain transactions in trucking coincides with our objectives. We believe our customers and partners will benefit from this collaboration, which will bring powerful fleet management innovations.”

Blockchain can help automate data flows between supply chain partners. The MTI pilot connected a supplier, shipper, load point, customs, and terminal on a shared blockchain ledger. Container Streams allows interoperability with existing legacy infrastructure, so users don’t have to invest in new solutions or remove existing technology.

“The results of this successful pilot demonstrate the strengths of blockchain technology when deployed to link the various actors in the supply chain,” says Jody Cleworth, CEO of MTI. “We are confident that firms throughout the logistics industry will see a broad spec-



Blockchain can help automate data flows between supply chain partners.



Technology Newsmaker

Q&A

KHASHA GHAFFARZADEH

Research Director, IDTechEx



What is driving this tremendous growth in the adoption of robotic systems?



What did Ghaffarzadeh say? Continue reading online.

Read full interview

trum of benefits stemming from blockchain deployment.”

“We have documented the first phase of this use case, its implications for the maritime industry and the resulting development of a turn-key application ecosystem for global supply chain logistics,” says Deanna MacDonald, CEO of Blockchain Labs for Open Collaboration.

“However, the future potential of this ecosystem platform will rest ...CONTINUE READING ▢

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# VENDORS

## Lawson Products, Kent Automotive training targets customer value

BY JAMES E. GUYETTE  
News Correspondent

There are no signs that Lawson Products and its Kent Automotive division is slowing down its rapid pace of industry acquisitions as the company celebrates its 65th anniversary this year.

Based in Chicago, Lawson/Kent markets more than 7,000 vehicle product lines throughout the United States, Puerto Rico, Canada, Mexico and the Caribbean along with providing a comprehensive assortment of inventory management services and training programs to its customers.

### TRENDS & MARKET Analysis

When distributor Mattic Industries Ltd. of Vancouver, British Columbia came on board in November, it marked Lawson's fourth industry purchase within 14 months, and each addition to the portfolio is fully integrated into the parent firm's operational flow, including its internal and external educational offerings.

"Lawson Products doesn't acquire companies; we invite companies to join us," said President & CEO Mike DeCata.

"This acquisition complements both companies' strengths in providing outstanding customer service,

particularly within fleet management and the oil and gas industry," he says, referring to Mattic's distribution centers in Surrey, B.C. and Calgary, Alberta.

"We've expanded Lawson's footprint in North America and are positioned to immediately grow this business and capitalize on the Canadian market opportunity," says DeCata. "Mattic has strong, long-lasting customer relationships, and its employees are known for their deep product knowledge of fasteners and applications for the trucking industry."

"I'm proud of the Mattic team's achievements and I'm thrilled to have found in Lawson a company that shares our values and our focus on being close to customers to meet their needs," says John Matthew, Mattic's founder and president.

"Our acquisition strategy emphasizes a well-defined, efficient and collaborative process from which all parties benefit," says Matthew Brown, Lawson/Kent's senior vice president of sales. "At the center are the people who are guided by clear communications, agreed upon timelines and pre- and post-acquisition plans centered on leveraging the best of two successful companies."

Brown explains that "we're acquiring talent – individuals with sales experience and the motivation to take

Distributor Mattic Industries of Vancouver, B.C. was Lawson's fourth industry purchase within 14 months.

### Vendor Newsmaker

### Q&A

#### MATTHEW BROWN

Senior VP of Sales  
Lawson Products/Kent Automotive



What types of training do you provide for your distribution center personnel?



What did Brown say?  
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advantage of additional product offerings, develop underserved territories and accelerate growth. New sales team members are welcomed into the Lawson/Kent culture, which offers the stability of a legacy organization combined with the energy and heart of a startup."

"Making an Impact" is a mantra widely disseminated among the employees, aimed at emphasizing

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# Are your estimators equipped TO WRITE A GOOD ESTIMATE?

The collision industry moved away from using manuals and hand writing estimates years ago, so I am sure those reading this have an estimating system that allows documentation of repairs needed on a damaged vehicle. While an estimating system

is valuable, it is only part of what an estimator needs to write a good estimate. Estimators need to be trained on the system's capabilities.

I am surprised at how many shops I work with have estimators who don't know more than the basic functions of their system. Others are trying to write an estimate squinting at a small screen requiring them to flip between windows to complete the estimate.

I see estimators with seven to eight windows open at one time, moving between each one to check parts, paint codes and repair procedures.

Their world would be much more efficient if they had dual 17-inch or larger monitors. Most estimators spend their day looking at computer screens. Eliminating the need to squint at one small monitor would be a welcomed improvement.

Do your estimators have access to websites like [www.scrs.com](http://www.scrs.com), [www.oem1stop.com](http://www.oem1stop.com), and [www.i-car.com](http://www.i-car.com)? I was at a customer's shop reviewing estimating tips with them and found we could not access many valuable websites. As I researched the problem I found that the dealership firewall was the culprit.

Most outside websites were blocked reducing the estimator's effectiveness and ability to properly document the repairs needed. It took a discussion with their IT manager explaining the value of the websites the estimators needed to perform their job before I could gain access.

Some other items I feel help an estimator be more effective are detailed below:

- I see many estimators using their phones with an estimating system app to take photos, which works in most cases. They should also have a quality digital camera to allow them to take close macro photos for intricate pieces.

“Websites were blocked reducing the estimator's ability to document the repairs needed.”

- The blend ruler serves several purposes. First, it confirms the need to blend into adjacent panels where necessary and it can also define the area of repair for technicians when you transfer the guide marks to the damaged panel.

- A pinstripe tape chart will help the estimator identify the stripe required at the time of the estimate as well as assisting them to determine if it is an aftermarket stripe or factory-installed.

- Using a tire tread depth gauge during the estimating process will assist with better calculations when required and determine if more than one tire will need to be replaced due to all-wheel drive specifications.

- The dent viewer board or shadow board will help an estimator describe the shape and depth of a dent clearer through the camera lens (this is also where a quality digital camera comes into play) by

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**JOHN SHOEMAKER**  
Business Development Manager  
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## COLUMNISTS

### Scott Lockett

Commerce and connectivity:  
Overcoming availability  
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### Alan R. Segal

Empowering category  
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# Commerce and connectivity: OVERCOMING AVAILABILITY CHALLENGES

There are more than one million products needed to keep the vast nationwide vehicle fleet rolling. The aftermarket distribution network has evolved to get almost any part, anywhere in a single day – often in less than one hour.

But visibility and transactional access to that network of products has been under invested and is currently a weakness of the aftermarket that online retailers would like to exploit.

Which leads me to Amazon. Groan. So much has been written about the behemoth who will gobble up the parts business and drive down the stock value of leading parts retailers that it's hard to think of something that hasn't already been said.

Is there a magical moat around the parts business filled with millions of SKU's and lightning fast delivery requirements that will protect our way of life? Is it possible to out-service the recognized champion of online service and dissuade Amazon from buying a top-three auto parts retailer for something close to the \$13.7 billion they spent on Whole Foods? I believe there is.

The answer may lie in an auto parts industry report compiled by Credit Suisse with the revealing title:

E-commerce Deep Dive; Store Centricity Battling Online Price & Availability Challenges. Like so many other Wall Street reports, this study aims to understand if the incumbent brick and mortar auto parts retailers really deserved to get their stocks knocked down 20 percent to 40 percent on news that Amazon was buying major brands direct. The Credit Suisse report used a combination of a 750-household consumer survey as well as a hypothetical shopping cart of 400 typical replacement parts for popular Toyota and Ford models six to eight years old.

I'll skip to the end and share the conclusion: "We do not see online disrupting Auto Parts like it has other categories, as our analysis points to some clear barriers including a heavy service component and same day requirements. However, we show that "omni-channel" is becoming more important, and there are some gaps in brick & mortar retailers' online inventory availability and pricing based on our analysis, that may require some changes."

Let's break down this conclusion and see where it leads us.

It will be comforting to auto parts retailers to learn that

Price is down the list of factors when it comes to getting a vehicle back on the road.

the barriers to disruption may be real. Eighty-five percent of the consumers surveyed said they preferred to buy auto parts at a brick and mortar store (that includes buying from that brand's website and buy-online pick-up in store). Consumers explained their reason for preferring the brick and mortar stores as saving time and access to advice and customer service.

More than 50 percent of the time, there is urgency to the purchase due to part failure or vehicle down time. The analysis states that "urgency may be under appreciated in the industry and ... should be protected."

Finally, consumers indicated that availability was the leading factor in deciding where to buy auto parts, followed by a convenient location and availability of customer service, with lower prices and brand selection ranking lower in importance.

So the good news is that auto ...CONTINUE READING □



**SCOTT LUCKETT**  
VP, Industry Strategy  
GCommerce Inc.

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# Empowering category managers TO EXEMPLARY OUTCOMES

What can hinder the best-laid plans in building a profitable product assortment and gratifying customers? Poor internal alignment, limited collaboration, and weak data optimization are three common failings in category management strategies with retailers, says Sue Nicholls, president of Category Management Knowledge Group.

My own experience resonates with Nicholls', as we recently discussed — along with how these principles apply to the auto care industry — at the July 2017 NACE Automechanika trade show with a Bosch USA Automotive senior category product executive. Here's a summary of our conversation.

**Internal alignment.** "A problem well stated is a problem half solved," quipped Charles Kettering, the innovator behind AC-Delco's automotive aftermarket business. Ask yourself, "Have senior management and their multifunctional teams agreed on setting goals for the product categories?" That conversation is the shining opening when expectations are clarified and when growth metrics are sealed.

The worst interaction, which any merchant should avoid, is when the boss spouts out assumptions saying, "Just get it done and make me some money!" Internal

ambiguity is a recipe for company misalignment, an indirect impact to shopper disconnect.

**Collaboration.** Once product leaders and their direct reports have defined the parameters for the way forward, vet a supplier partner who is capable of collaboration. Collaboration, Nicholls explains, is really not about two people getting along. Nor does it mean when vendors force distribution of their products onto their accounts' shelves.

By contrast, a two-way dialogue considers store format, banners, competition, tactics, and above all, the shopper, an approach that Nicholls calls "shopper-centricity." Do-it-yourselfers and the commercial repair technicians buy hard parts, chemicals and supplies for different reasons. Given the blurring sales channels, parts stores and their vendors should work jointly to best understand the path to purchase of building a shopper-centric relationship.

**Data optimization.** Finally, big-data comes into play. Treat this dynamic as an organizational think tank that performs the research to deliver actionable insights about what the repair shop and what the shopper values. Big-data shared with the retailer and the vendor can produce meaningful discoveries

“Collaboration requires an engaged meeting of diverse teams, not a salesperson taking orders.”

in terms of what both consumer segments are willing to pay for. That's why Nicholls stresses using multiple data sources from this described partnership, or even more from third parties.

Objective vendors attune with their accounts are clear-eyed to evaluate both the brand and the category. Repair shops and DIYers will first purchase a replacement for something that has failed, suggesting that in a buyers' environment of substitutes, category coverage trumps brands, especially in the event when the vehicle needs to get back on the road. When disparate data reports exist between the vendor and retailer, the pairing of evidence-based findings produces a valuable goldmine for shaping shopper relationships.

To illustrate how these paths intermingle, consider this fictional symbiotic relationship between Al the category manager and his vendor, Jan.

**Jan:** Big AI! When we last spoke about the funnel ...CONTINUE READING ▣



ALAN R. SEGAL  
President,  
Best Business Practices

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# A parts distribution fairy tale: **THE CURSE OF THE 194 BULB**

Everyone has heard the story of the “Princess and the Pea,” where the tiny little pea caused complete turmoil. The setting of my exhaustive narrative is far different, yet the simplicity of a seemingly minute problem yields equal chaos. So, in fairy tale fashion, let us begin.

Once upon a time, there was an auto parts distribution system whose footprint was indeed vast by any reasonable measure of size. The wizardry of technology buzzed along expanding the possibilities of acquiring even more shoppes and outlets to distribute necessities and luxuries as the vehicle owners within the kingdom desired.

Verily, all was as it should be. We were a happy and well sated lot, replete with fat mufflers, spinners on our wheels, and brakes that stopped our iron beasts with ease. Our stores of goods held within the halls of the warehouses were bursting at the seams. Yea, our kingdom flourished.

For as much as our rosy cheeks represented our joyous contentment, the tired feet and calloused toes of the special-order picker from the castellated warehouse foreshadowed downtrodden times approaching. It was inevitable and even foretold by the witches

of standard packaging, that some day a garage keeper would wreak havoc.

“Bubble, bubble, toil and trouble, he knowest not to order not just one, but a pack of double! Revolt we say, will happen on that day! The warehouse manager will come under the picker’s club, dare not a store run out of a 194 bulb!” The “Curse of One-Ninety-Four” was an ominous dark cloud that every store manager worked diligently to avoid coming to fruition. But alas, a new store manager of a remote village, named Sir Oops, failed to submit his stock order and the wheels of fate commenced to turn.

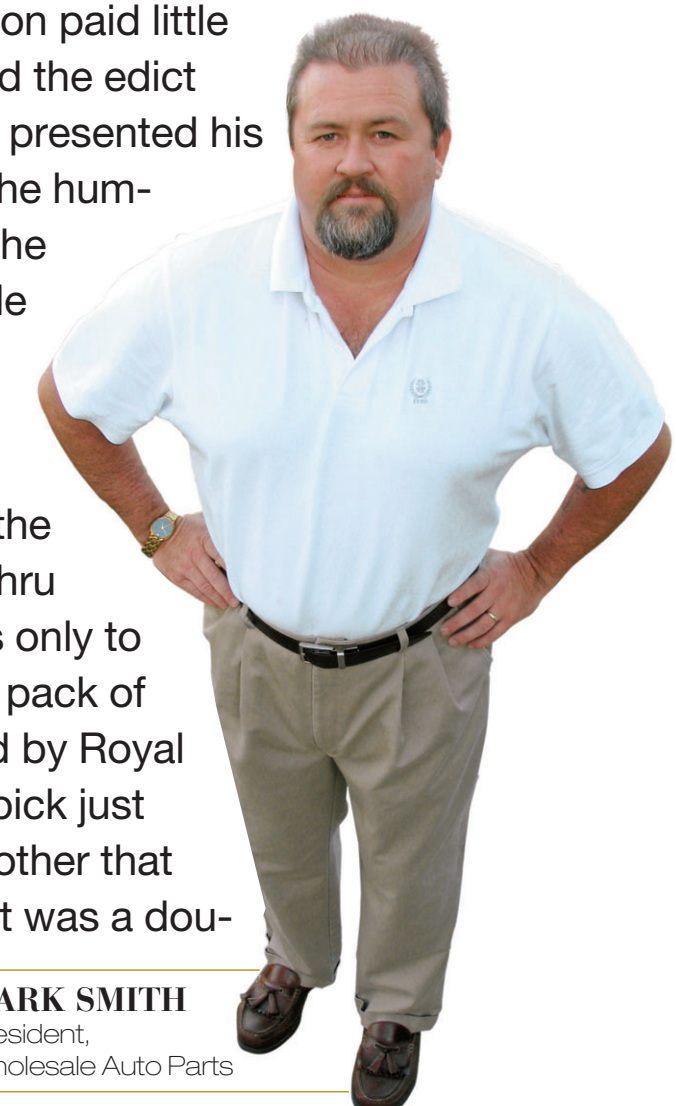
On that day of destiny, came a man with a license plate torch that plagued his chariot. Within the village there was a garage keeper whom specialized in these types of concern, so the man took his car to the garage keeper. Whence inspected, and the torch having expired, the garage keeper brushed the mouse away from his electronic crystal ball to envision that his supplying store was found to be lacking sufficient stores, but his warehouse was shown to have 10,290 of bulb 194. In haste, he overlooked the standard packaging of 10, and summoned a quantity of one by clicking the magical ‘send’ icon. He assured the man with the

“Once upon a time, there was a distribution system whose footprint was indeed vast.”

afflicted chariot that the part would arrive in the morrow, and his ailment would surely be cured.

Sir Oops in like fashion paid little attention, and stamped the edict with his approval, and presented his servicing warehouse the humble request. Through the internet the order made haste, and arrived at the orb of the special-order picker. Armed with his magic wand, the picker made his way thru the cavernous shelves only to discover the standard pack of 194 bulbs was 10, and by Royal Decree, he could not pick just one, but there was another that would suffice, and that was a double pack, Ye Olde Blister Pack.

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**MARK SMITH**  
President,  
Wholesale Auto Parts

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# Landmines lurk as Senate CONSIDERS SELF-DRIVE ACT

Though the House passed the Self-Drive Act by a voice vote, reflecting Democratic and Republican unanimity on the importance of autonomous vehicles (AVs), no one should think that autonomous vehicle legislation is a done deal.

All sorts of groups indicated they want changes to the House bill, and are hoping for the Senate to do just that. The Senate held a hearing on truck AVs a week after the House passed its bill on September 6.

The statement issued by the Alliance of Automobile Manufacturers (AAM) on Sept. 6 illustrates the mixed feelings the nation's auto lobby has about the bill.

"We are continuing to work to improve this legislative package and are eager to review what the Senate is expected to introduce next week on the heels of tomorrow's updated federal AV guidance," says Daniel Gage, spokesman for the AAM. "Clarity, consistency, and the removal of unnecessary barriers to expanded testing and deployment of these technologies are key."

Any legislation passed by Congress would trump the revised non-binding AV policy guidance Transportation Secretary Elaine Chao announced on September 12. The new NHTSA guidance doesn't require manufacturers to submit any safety information to the agency, nor

did its first iteration published in the fall of 2016.

The Self-Drive Act does require submission of safety assessment letters, and further requires the agency to submit a rulemaking plan to Congress within one year and to issue the first rule, presumably with new, enforceable AV-related standards, within 18 months, with other rules to follow, though the bill conditions all of that on an "as necessary" clause.

The first step, however, as soon as the bill passes, would be a requirement to submit safety assessment letters to the NHTSA on level 4 and 5 AVs that a manufacturer or parts supplier wants to test and deploy. Within two years after the bill's passage, the NHTSA would have to publish a rule laying out "a clear description of the relevant test results, data, and other contents required to be submitted by such entity, in order to demonstrate that such entity's vehicles are likely to maintain safety, and function as intended and contain fail safe features, to be included in such certifications." NHTSA cannot condition approval of deployment on those submissions, however.

Part of what appears to be the cautionary stance of manufacturers about the House version of the Self-Drive Act has to do with the safety assessment let-



Consumer groups have been skeptical of some portions of the Self-Drive Act.



ters, which in the first year would be based on the 12 safety principles in the NHTSA voluntary guidance revised by Chao in September. In May of 2016, in response to a draft of the first iteration of the NHTSA AV guidance, Wayne Bahr, Global Director, Automotive Safety Office, Sustainability, Environment & Safety Engineering, Ford Motor Co., sent a letter to the NHTSA opposing NHTSA review of Ford's self validation of functional safety processes because Ford didn't think that review "would provide the intended confirmation, and is likely to create feasibility concerns." Bahr did not respond to an e-mail asking whether Ford's position has changed.

Consumer groups have been skeptical of some portions of the Self-Drive Act.

...CONTINUE READING ▢



STEPHEN BARLAS  
Washington Correspondent

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# Why should anybody care ABOUT CYBERSECURITY?

“A good security posture will cost your company money and personnel resources.”

Why should you care about cybersecurity? What will a strong security posture get you that you don't have right now? Why go to the trouble of spending the money, the time and the effort on strengthening your security posture?

These are good questions and at the root of all the decisions that need to be made for personal or business. These questions are either overtly coming up or they are lodged somewhere in the back of your mind.

A good security posture will cost your company money; it will cost you resources in personnel, management and training. It also will cost you some time out of your busy schedule. These are a given. However, the benefits it will bring to your company and to you personally can be quite significant.

## The payoff

I have written extensively about this in my upcoming book on cybersecurity for management and executives entitled "One False Click: How to protect yourself in the coming cyber war." It will be out soon and goes into detail on this subject. And in future articles I will go into more specific interventions you can do to help your company. But for now, let's look at some of the num-

bers and how it will work in your situation.

I have said about cybersecurity that "no problem facing corporate America is more serious, more widespread and more fixable than cybersecurity." And I stand by this today as I did years ago. But what we want to look at today is the fixable part. What does it cost to have a major cybersecurity breach and what does it cost to prevent one?

The cost of building a strong cybersecurity posture is not very easy to quantify. From a general standpoint, this can vary from company to company depending on goals as well as current cybersecurity posture. But we do know something about the cost. The average cost of a major breach is estimated by the Ponemon Institute at around \$4.5 million per incident. Estimates from Secureworks put the number closer to \$7 million, and rising. So when you ask, "what's in it for me?" it can be a lot.

You don't own a large business? OK, that's understandable. Let's look at the numbers a little differently that the Ponemon Institute also calculates the cost per lost record. The current average cost per record is \$217. So if you lose only 1,000 customers or supply chain partner's records that's \$217,000. That can be

significant for a small business. In fact, 60 percent of all small businesses do not re-open their doors after a major cybersecurity breach. They simply could not sustain the loss. If you operate a small business, you also need to be looking at this. In the automotive aftermarket there are many small- and medium-sized businesses.

## Where do you want to be?

Think about what your incremental cost would be to bring your security posture up to a strong position. It most certainly will not be in the millions unless you are operating a very large company that is way behind on your cybersecurity posture.

But if you are in this position you have much bigger things to worry about. On an average the companies I work with normally see returns of 20 or 30 to one in the cost of putting a cybersecurity posture right compared to doing nothing ...CONTINUE READING ▣



JERRY HUTCHESON  
Owner  
Cybercreed Consulting

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# BRAND NAMES, RECOMMENDATIONS INFLUENCE HISPANIC CONSUMERS TO PURCHASE AUTO PARTS



BY BRUCE ADAMS | Managing Editor

Recommendations and brand names are the two most important reasons that Hispanic consumers buy a specific auto part or product, according to the 2017 *Aftermarket Business World* Hispanic Consumer Attitude Study.

Those two influencers consistently ranked number one and two when Hispanic consumers were asked for the top five reasons they purchase a particular part or product. Other characteristics that were mentioned include lowest price, performance claim, coupon/rebate and in-store display/attractive packaging.

This year's study represents a turnaround from the 2016 *Aftermarket Business World* Hispanic Consumer Attitude Study when lowest price was selected as the top influencer to buy. In last year's study, brand name finished second and recommendations third.

This year's study indicates that Hispanic consumers pay close attention to pricing, but they are not motivated to buy by price alone. For example, in three product categories – brakes, auxiliary lighting and engine additives – 95 percent, 93 percent and 78 percent

of respective respondents said that they compared prices when shopping for those products. However, this year only 14 percent said they were influenced by lowest price to buy brakes and 17 percent said low price motivated them to buy engine additives. No respondents said they were motivated by lowest price to buy auxiliary lighting this year.

Hispanic consumers prefer by a large margin to purchase auto parts and products from auto chain retail stores. Nearly half of respondents (48 percent) said they purchased brakes at auto chains while 33 percent said they purchased auxiliary lighting and engine additives there. Dealerships, discount stores, independent auto stores and independent repair shops were other primary purchase locations.

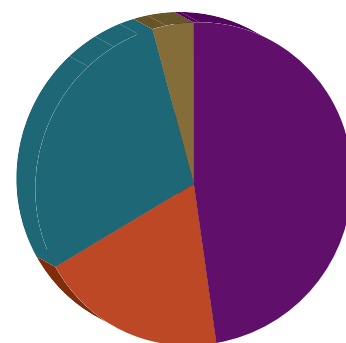
Methodology: The Hispanic Consumer Attitude Study was fielded via email as a subset of the larger *Aftermarket Business World* Consumer Attitude Study. The Hispanic data are from 313 responses within 2,481 overall survey responses. The survey has a +/- 2.1 percent margin of error at the 95 percent confidence level. □

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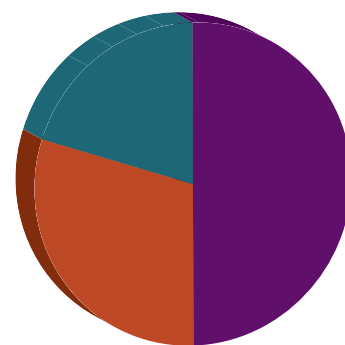
### Brakes

#### Customer service at purchase location:



■ Outstanding 48% ■ Poor 4%  
 ■ Great 19% ■ Terrible 0%  
 ■ Good 29% ■ Didn't receive 0%

#### Likelihood of returning to purchase location:



■ Highly likely 50% ■ Somewhat unlikely 0%  
 ■ Likely 30% ■ Not at all likely 0%  
 ■ Somewhat likely 20%

**95%** of consumers compared prices when shopping for this product.

## BRAND NAMES, RECOMMENDATIONS INFLUENCE HISPANIC CONSUMERS TO PURCHASE AUTO PARTS



Hispanic Consumer Attitude Study

Auxiliary Lighting  
Philips

Engine Additives  
Wirthco

Brakes

### BUYING HABITS

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

Brand name	29%
Lowest price	14%
Performance claim	5%
Recommendation	38%
Coupon/rebate	5%

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

Highly likely	62%
Likely	14%
Somewhat likely	14%
Somewhat unlikely/not at all likely	10%

#### Vehicle age:

< 1 year	33%
2-5 years	14%
6-9 years	53%
10+ years	0%

#### Other work done:

None	33%
Steering/suspension	29%
Transmission service	10%
Shocks/struts	5%
Tire rotation/replacement	43%
Other	0%

**33%** of consumers personally installed the product they purchased.

#### Primary purchase intent:

Making noise	29%
Mechanic recommended	24%
Worn out brakes	29%
Pedal pulsating/grinding	14%

#### The top five advertising channels:

Saw/heard no ads	19%
Television	52%
Newspaper	14%
Internet/email	38%
Radio	19%

#### Primary purchase location:

Auto chain	48%
Discount store	5%
Independent auto store	14%
Independent repair shop	10%
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.



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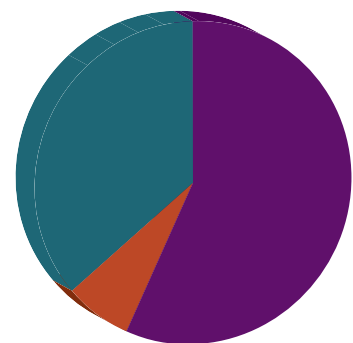
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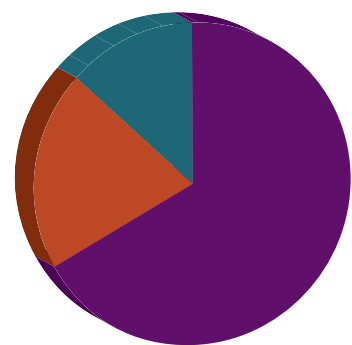
# Auxiliary Lighting

Customer service at purchase location:



■ Outstanding 57% ■ Poor 0%  
 ■ Great 7% ■ Terrible 0%  
 ■ Good 36% ■ Didn't receive 0%

Likelihood of returning to purchase location:



■ Highly likely 67% ■ Somewhat unlikely 0%  
 ■ Likely 20% ■ Not at all likely 0%  
 ■ Somewhat likely 13%

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

## BRAND NAMES, RECOMMENDATIONS INFLUENCE HISPANIC CONSUMERS TO PURCHASE AUTO PARTS



**33%** of consumers personally installed the product they purchased.

Primary purchase intent:

Replace damaged lighting	74%
Upgrade lighting	13%
For a custom application	13%
Other	0%

The top five advertising channels:

Saw/heard no ads	7%
Television	67%
Newspaper	20%
Internet/email	27%
Magazine	27%

Primary purchase location:

Auto chain	33%
Discount store	27%
Independent repair shop	7%
Online/Internet	7%
Dealership	20%
*Includes DIY and DIFM purchases	

### BUYING HABITS

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

Brand name	40%
In-store display/attractive packaging	13%
Coupon/rebate	7%
Recommendation	40%
Other	0%

Likelihood to repurchase product based on performance:

Highly likely	53%
Likely	33%
Somewhat likely	7%
Somewhat unlikely/not at all likely	7%

Vehicle age:

< 1 year	47%
2-5 years	47%
6-9 years	6%
10+ years	0%

Other work done:

None	40%
Oil change	27%
Tune-up	7%
Collision/body repair	27%
Tire rotation/replacement	7%
Other	0%

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

# More colors, more sales



## Brilliant lighting performance in four colors

New Philips Ultinon LEDs deliver high-tech style with a choice of cool blue, intense red, intense amber, or 6000K bright white. Easy to install and available for a wide range of interior and exterior applications, Ultinon LEDs are direct replacements for conventional bulbs.

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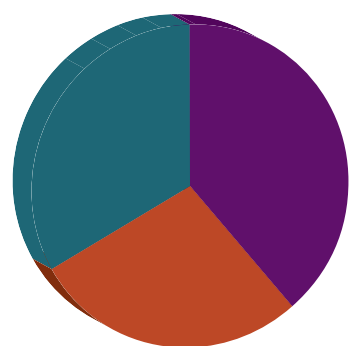
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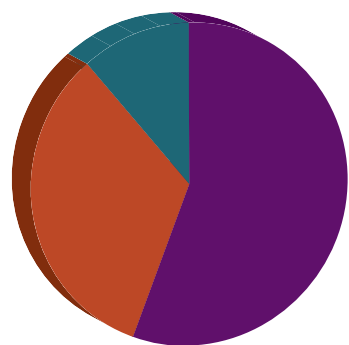
# Engine Additives

Customer service at purchase location:



■ Outstanding 39% ■ Poor 0%  
 ■ Great 28% ■ Terrible 0%  
 ■ Good 33% ■ Didn't receive 0%

Likelihood of returning to purchase location:



■ Highly likely 56% ■ Somewhat unlikely 0%  
 ■ Likely 33% ■ Not at all likely 0%  
 ■ Somewhat likely 11%

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

## BRAND NAMES, RECOMMENDATIONS INFLUENCE HISPANIC CONSUMERS TO PURCHASE AUTO PARTS



**50%** of consumers personally installed the product they purchased.

### Primary purchase intent:

To improve engine performance	50%
To protect the engine	22%
To slow an existing leak	11%
To clean the engine	11%

### The top five advertising channels:

Saw/heard no ads	22%
Television	17%
Newspaper	11%
Direct mail	28%
Internet/email	28%

### Primary purchase location:

Auto chain	33%
Discount/department store	28%
Independent auto store	17%
Online/Internet	11%
Independent repair shop	6%
*Includes DIY and DIFM purchases	

### BUYING HABITS

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

Brand name	33%
Lowest price	17%
Performance claim	17%
Recommendation	28%
In-store display/attractive packaging	6%

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

Highly likely	39%
Likely	33%
Somewhat likely	17%
Somewhat unlikely/not at all likely	11%

#### Vehicle age:

< 1 year	28%
2-5 years	17%
6-9 years	33%
10+ years	22%

#### Other work done:

None	28%
Air/fuel filter replacement	17%
Checked/filled fluids	39%
Tune-up	33%
Tire rotation/replacement	17%
Other	6%

*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.*

# Funnel King

Fluid Control Division

## MULTI-PURPOSE FUNNEL



### 11" Long Multi-Purpose Funnel

- Heavy Duty Polyethylene Construction
- Specifically Designed to Work on Capless Gas Tanks
- Top ID: 3 1/2"
- Spout OD: 13/16"

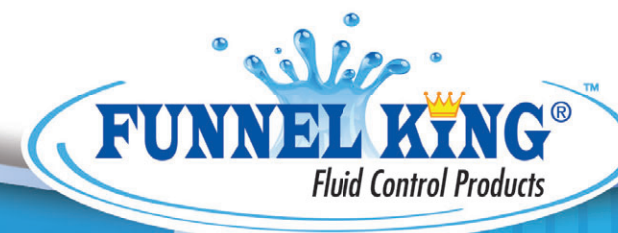
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### 18" Long Multi-Purpose Funnel

- 1 Quart Capacity
- Top ID: 4"
- Spout OD: 1/2"

#32500



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