



AASA Supplier Evaluation Standards

Low cost, low quality parts threaten the good name and reputation of the entire automotive aftermarket supply chain – and pose a potential threat to the safety of the motoring public and repair professionals.

But determining a part's quality can be difficult. Generic, low quality parts may appear identical to quality parts – but it's difficult to see the poor quality inside.

The AASA Know Your Parts® industry awareness and education campaign is dedicated to preserving the good reputation of the independent automotive aftermarket through promotion of quality parts from full service aftermarket suppliers.

As part of the Know Your Parts campaign AASA has developed the following “Supplier Evaluation Standards” in an effort to provide all channel partners standardized criteria for supplier selection. Following is a compilation of some of the important questions which should be asked of **all** suppliers before making a final buying decision. Please note that not all questions and categories are applicable to all suppliers and in those cases may be marked as such. Additionally, some companies do not make public actual figures and may elect not to answer certain questions or may provide a generalized statement.

These standards are intended for resellers' voluntary and independent use. AASA does not collect any information included in this form from any of its full service supplier members, nor does it distribute information on any supplier regarding these standards.

Form # SES2011

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AASA Supplier Evaluation Standards

Question Categories:

- I. Product Specifications and Quality
- II. Line Content and Completeness
- III. Application Research and Catalogs
- IV. Product Availability and Distribution
- V. Sales Representation and Manpower
- VI. Marketing Programs and Support
- VII. Technical Support and Training
- VIII. Product Liability and Warranty
- IX. Intellectual Property Protection
- X. Other: Customer Defined

Additional Instructions

Suppliers completing this form should feel free to add sheets with more information on specific questions. Please reference answers by question, section and item.

Remember, not all questions and categories are applicable to all suppliers. In those cases the question should be marked “not applicable” or “n/a.” Some companies do not make public actual figures and may elect not to answer certain questions or may provide a generalized statement rather than a dollar figure or percentage.

This form is designed for use per product category. For additional product categories, please use separate forms.

Additional Sheet Instructions

Suppliers completing this form should feel free to add sheets with more information on specific questions. Please reference answers by question, section and item.

AASA Supplier Evaluation Standards

DATE COMPLETED: _____

RESELLER _____ **SUPPLIER** _____

CONTACT NAME: _____ CONTACT NAME: _____

TITLE: _____ TITLE : _____

PHONE: _____ PHONE: _____

E-MAIL: _____ E-MAIL: _____

FAX: _____ FAX: _____

PRODUCT CATEGORY:

BRAND(S): _____

COMMENTS:

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A. OE Supplier: ___ Yes ___ No. If yes,

- 1) Which products? _____
- 2) Which OEMs? _____
- 3) What OE certifications are held? _____
- 4) Are products the same for aftermarket? If not, how do they differ?

B. Does Your Company Manufacture or Outsource?

___ **Manufacture** ___ **Outsource** ___ **Both**

- 1) If manufacturer:
 - A. Do you own facilities? _____
 - B. Quality processes, including raw materials, please describe: (i.e. QS 9000)

- 2) If outsourced
 - A. Incoming inspection process, please describe:

 - B. Are products held to the same standards as those manufactured? ___ **Yes** ___ **No**

 - C. Do you always use the same vendor by part number? ___ **Yes** ___ **No**

- 3) Additional comments:

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C. Does Your Company Meet or Exceed OE Specifications? ___ Yes ___ No. If yes,

- 1) List any product enhancements for the aftermarket:

- 2) What specifications do they comply? How do you verify?

D. Does Your Company Maintain Prints and Specifications on All Products? ___ Yes ___ No.

If yes, 1) Internally developed _____ 2) Outsourced _____

E. Does Your Company Have In-House Product Design or Application Engineering?

___ **Yes** ___ **No.** Additional Comments:

F. Are Quality Inspections and Testing Performed? ___ Yes ___ No. If yes,

- 1) Which ones?

G. Does Your Company Have Process Control in Place? ___ Yes ___ No. If yes,

- 1) Certifications held _____

H. Does Your Company Have an Annual Research and Development Budget?

___ **Yes** ___ **No.** Additional Comments:

II. Line Content and Completeness

A. How Many SKUs in Product Lines? _____

B. Percent Coverage of Vehicles in Operation (VIO) Total ___ %

- 1) Domestic ___ %
- 2) Import ___ %

C. Names of Major Competitors:

D. What Is Your Company's Market Position (Share) for this Product Category?

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E. Do You Consolidate Product Design for the Aftermarket? ___ Yes ___ No. If yes,

- 1) Describe your company philosophy:

- 2) How do you assure fit, form and function?

III. Application Research and Catalogs

A. Do You Employ Product Application Managers? ___ Yes ___ No

B. How Do You Determine When to Add a New Part Number?

C. How Do You Determine When to Obsolete Or Discontinue a Part Number?

D. Do You Meet AAIA Standards for Catalog Data?

- 1) Legacy ___ Yes ___ No
- 2) ACES compliant ___ Yes ___ No
- 3) PIES compliant ___ Yes ___ No

E. What Third Party E-Catalog Providers Do You Support (Activant, Wrenthead, Etc.)?

F. Do You Print Paper Catalogs? ___ Yes ___ No. If yes,

- 1) How often are they updated?

G. Do You Maintain an Online Catalog? ___ Yes ___ No. If yes,

- 1) What is the Web address (URL)? _____

H. Are Product Specifications Accessible to Customers? ___ Yes ___ No

I. Are Competitor Interchanges Accessible? ___ Yes ___ No

Additional Sheet Instructions

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IV. Product Availability and Distribution

A. Shipping Locations:

B. Is Overnight Delivery Available? ___ Yes ___ No

C. How Does Your Company Handle Special Orders / Single Item Shipments?

D. Drop Shipments ___ Yes ___ No

E. Cross Docking ___ Yes ___ No

F. Average Order Turnaround _____

G. Average Order Fill _____

1) Units _____% 2) Lines _____% 3) Dollars _____%

H. Methods to Receive Orders:

V. Sales Representation and Manpower

A. Direct ___ **Indirect (Manufacturers Reps)** ___ **Both**

1) Direct:

a) Quantity of each _____

2) Indirect:

a) Quantity _____

B. Availability

1) Jobber calls ___ Yes ___ No 4) Inventories ___ Yes ___ No

2) Shop calls ___ Yes ___ No 5) New stores ___ Yes ___ No

3) Changeovers ___ Yes ___ No 6) Store moves ___ Yes ___ No

VI. Marketing Programs and Support

A. National Advertising

1) Please describe where your ads are place and how often:

B. Co-op Advertising Available ___ Yes ___ No

C. Program Group Support ___ Yes ___ No

D. Tradeshow Participation ___ Yes ___ No

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Suppliers completing this form should feel free to add sheets with more information on specific questions. Please reference answers by question, section and item.

VII. Technical Support and Training

A. Technical Assistance Methods ___ **Yes** ___ **No. If yes,**

- 1) Hotline / telephone ___ Yes ___ No
- 2) Field based ___ Yes ___ No
- 3) Online ___ Yes ___ No
- 4) Other:

B. Technical Assistance Personnel ___ **Yes** ___ **No. If yes,**

- 1) In-house _____ Outsource _____
- 2) Experience and qualifications:

C. Training Available ___ **Yes** ___ **No. If yes,**

- 1) Field based ___ Yes ___ No
- 2) Training center ___ Yes ___ No
- 3) Online ___ Yes ___ No
- 4) Other:

D. Training Types ___ **Yes** ___ **No. If yes,**

- 1) Installation ___ Yes ___ No
- 2) Troubleshooting ___ Yes ___ No
- 3) Product features and benefits ___ Yes ___ No
- 4) Other training types:

E. Training Instructors ___ **Yes** ___ **No. If yes,**

- 1) Staff _____ Outsource _____
- 2) Experience, qualifications and certifications:

Additional Sheet Instructions

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F. Training Materials Available ___ Yes ___ No. If yes,

- 1) Products or product lines _____
- 2) Printed ___ Yes ___ No
- 3) Online ___ Yes ___ No
- 4) How obtained:

VIII. Product Liability and Warranty

A. Describe Your Company's Liability Coverage:

B. What Is Your Warranty?

- 1) Period of time: _____
- 2) When does that period start? _____
- 3) Please describe warranty procedure:

C. Labor Claims

- 1) What is your policy?

- 2) Please describe claim procedure:

D. Alleged Defectives

- 1) Policy:

- 2) Disposition (ship back, scrap in field, etc.):

- 3) Procedure, please describe:

Additional Sheet Instructions

Suppliers completing this form should feel free to add sheets with more information on specific questions. Please reference answers by question, section and item.

E. Annual Stock Adjustments

- 1) What is your policy?

- 2) Describe procedure:

IX. Intellectual Property Protection

A. Do You Have Patents? ___ Yes ___ No

Additional comments:

B. Do You Have Trademarks? ___ Yes ___ No. If yes,

- 1) Are they registered? ___ Yes ___ No

C. IP Protection Employed

- 1) Copyrights ___ Yes ___ No
- 2) Watermarks ___ Yes ___ No
- 3) Product markings ___ Yes ___ No
- 4) Other, please describe:

X. Other: Customer Defined – Please include other requirements / comments here: