

# IT'S A PROUD TRADITION: REPAIR PROFESSIONALS RELY ON QUALITY AFTERMARKET REPLACEMENT PARTS

The automotive aftermarket has a long, proud tradition providing quality parts and services that independent repair facilities and repair professionals have come to depend on. The AASA Know Your Parts campaign supports that tradition by raising industry awareness of the quality parts and value-added support provided by full service aftermarket manufacturers. Its message is that quality automotive replacement parts matter *and* are as critical as accurate repair information for proper repair and maintenance. The AASA Know Your Parts campaign promotes comprehensive vehicle repair. This includes doing the complete job and making informed buying decisions on the parts that are installed.

## The U.S. automotive supplier industry ...

- Is the single largest manufacturing industry in the United States
- Directly employs 686,000 people
- Contributed \$388 billion to the total U.S. economy

## According to market research, independent aftermarket repair professionals ...

- Put part quality above price
- Report their greatest buying influence is fit, form and function
- Are very loyal to trusted brands

## Three "Rs" of using low quality auto parts are ...

- Reduced revenues
- Reputation
- Returns

It's Important – **Know Your Parts®!**

# Know Your Parts®



## Because Quality Matters!

Learn more about  
Know Your Parts

Visit [www.KnowYourParts.com](http://www.KnowYourParts.com)



Automotive Aftermarket  
Suppliers Association

Know Your Parts® is the aftermarket industry awareness and education campaign of the Automotive Aftermarket Suppliers Association (AASA)

**Product quality isn't always obvious on the outside. It's what's inside that counts ... here are some examples**



## FILTERS

Oil filters are the most frequently replaced item on your vehicle. The filter on the left is from a premium full service supplier, the filter on the right is a low price alternative. These parts look very similar on the outside but are vastly different on the inside.

## BRAKE AIR VALVES

Commonly found on commercial vehicles not passenger cars, these brake valves regulate the flow of air actuated braking systems. These two brake air valves are identical on the outside with the exception of the manufacturer's brand on the premium product. Inside there is quite a different story – inferior seals and tension springs are evident. However, the most important and safety critical difference is the outer wall thickness which can blow out in severe braking causing a total loss of brakes. Yet these differences cannot be detected by external visual inspection alone.



# KNOW YOUR PARTS® AN OVERVIEW

Know Your Parts® was launched by the Automotive Aftermarket Suppliers Association (AASA) as an aftermarket industry awareness and education campaign with a straightforward message: *Quality Matters*. AASA initiated the Know Your Parts campaign to promote quality replacement parts backed by full service automotive aftermarket suppliers and the value-added programs provided by these suppliers to benefit the entire industry.

This brochure presents an overview of Know Your Parts, its importance to the automotive aftermarket supply chain and how **you** can participate and promote quality aftermarket parts!

The AASA Marketing Executives Council (MEC), comprised of the top marketing executives from leading AASA member companies, was formed in 2006 to develop a strategy for improving the image of the automotive aftermarket.

The Council's first step was a market research project to validate the product values that matter most to the repair professional when making a part buying decision. The project drew on the support of the automotive aftermarket media and automotive service associations to extrapolate findings from existing quantitative data.

AASA and the MEC enhanced this existing data with focus group research. With the support of the Automotive Service Association (ASA), AASA conducted focus group meetings with independent repair shop owners, technicians and service advisors in three geographic areas – Raleigh, N.C.; Chicago, Ill.; and Los Angeles, Calif.



### Key Findings from AASA MEC Focus Group Research

- Quality first – everything else is secondary
- Brand comes before country of origin
- House brands tend to sell on price alone
- OE quality is still important

The MEC formed a Supplier Image Task Force to develop a grassroots campaign to promote quality aftermarket parts from full service suppliers. The group coined the campaign's name, "Know Your Parts," and launched it at the 2009 Automotive Aftermarket Products Expo (AAPEX).

With the MEC's input, AASA published a series of informative white papers, "AASA Special Reports," examining key issues. All are available for free download at the Know Your Parts Web site:

- "Buying Influences of Repair Professionals," a report on focus group results
- "Independent Aftermarket Image: Quality Does Matter"
- "Reseller Liabilities on Will-fit, Private Label and Counterfeit Parts"
- "Direct Importing: Do the Risks Outweigh the Reward?"
- Independent Aftermarket Image: Why Premium Aftermarket Parts Deliver the Best Value

AASA began a media campaign in 2009 with the major aftermarket trade media to leverage relationships and highlight the Know Your Parts campaign's key elements. This effort took a major leap forward thanks to NASCAR Performance and a grant from the University of the Aftermarket Foundation. NASCAR Performance produced two public service announcements (PSAs) that aired during NASCAR programming on ABC, FOX and ESPN in the fall of 2009.

In early 2010, the Know Your Parts campaign began Phase 2 of its plan: increased member involvement and publicity. Major milestones included:

- Registering the campaign logo and slogan

- Establishing a micro-Web site and domain name in the U.S. and Europe: [www.KnowYourParts.com](http://www.KnowYourParts.com)
- Developing a commitment form and license agreement for members' use of the campaign logo and slogan
- Distributing a campaign flyer, "10 Ways to Promote Know Your Parts," providing AASA members a variety of no-cost or low-cost ways to promote the campaign
- Launching a pro bono viral marketing campaign by MontAd

The grassroots Know Your Parts campaign attracted the attention of international aftermarket associations in 2010. AASA completed international registration of its Know Your Parts logo and slogan and developed an international licensing agreement for collaboration with supplier trade associations globally.

AASA Know Your Parts marked its first anniversary with an exhibit at AAPEX 2010 that featured side-by-side product quality comparisons, highlights of the campaign's media coverage and campaign materials to spread the word about quality parts.

A significant milestone was the introduction of "AASA Supplier Evaluation Standards," a form for use by the entire aftermarket supply chain to evaluate **all** aftermarket suppliers and quality parts. The "Standards" – accessible by visiting the Know Your Parts Web site or using the QR code below – is a form to query suppliers before making a final buying decision. Aftermarket channel partners and resellers can use the form to "know their parts," and protect their business's good name as well as the good reputation of the entire aftermarket. Full service aftermarket suppliers can complete the form and include it as part of their product marketing information for customers.

## HOW DO I GET INVOLVED?

If your company is a full service automotive aftermarket supplier with manufacturing facilities in North America, you should join AASA **today** by visiting [www.aftermarketsuppliers.org](http://www.aftermarketsuppliers.org).

Companies in other functions of the supply chain, including distribution and repair, can learn more about the program by visiting [www.KnowYourParts.com](http://www.KnowYourParts.com).



## AASA SUPPLIER EVALUATION STANDARDS

From Your Computer: Download at [www.KnowYourParts.com](http://www.KnowYourParts.com)

From Your Smartphone: Scan the QR Code Above

Low quality parts can damage the image of the entire automotive aftermarket industry. One bad experience at an independent aftermarket repair shop could lead car owners to view the OE dealer as the only reliable source for service to their vehicle.

*If the independent repair industry loses public trust due to poor quality parts, the entire aftermarket supply chain loses, valuable jobs are lost and the nation's economy suffers.*

Promoting quality branded parts from full service aftermarket suppliers benefits the entire industry:

#### **Full Service Suppliers Provide ...**

- Sales representation / manpower
- Industry standard cataloging
- Regional service centers / inventory availability
- Marketing support and programs
- Product specifications and quality control
- Product liability and IP protection
- Technical support and training
- Product research and development

#### **Full Service Suppliers Invest\* ...**

- 14.9% general selling and administrative (GS&A)
- 95% order fill by unit volume
- 3.3 day turnaround
- 5% shipments in overnight and/or customer emergency orders
- 13.5% drop ship and cross docking
- 7.8% in total returns

\* Industry averages per AASA Market Pulse research



**AASA, The Voice for the Automotive Aftermarket Supplier Industry**  
[www.aftermarketsuppliers.org](http://www.aftermarketsuppliers.org)

Details on the AASA Know Your Parts campaign are available at  
[www.KnowYourParts.com](http://www.KnowYourParts.com)