

AASA Know Your Parts Industry Awareness Campaign



Member Participation

The Automotive Aftermarket Suppliers Association (AASA) successfully launched its "Know Your Parts" industry awareness and education campaign at AAPEX 2009. The AASA "Know Your Parts" campaign, which seeks to address the serious threat that low-quality, low-cost automotive aftermarket parts pose to all levels of the automotive aftermarket industry down to the consumer, garnered positive reactions across the industry.

Now it's time for AASA full service supplier members to participate in the next steps of this vital industry initiative and keep the momentum going. Below are 10 ways members can join in and promote the "Know Your Parts" campaign with little or no investment:

- 1. Dedicated Ad Placement** – Many members purchase annual advertising contracts with aftermarket publications. By devoting at least one ad placement to AASA for the Know Your Parts campaign, members can spread the word. The company maintains "ownership" of the ad and is featured as the sponsor. AASA provides text and logo for the ad.
- 2. Logo Placement** – Members can include the Know Your Parts logo and / or message in company communications. AASA can provide all members with the "Know Your Parts" logo for use in members' trade advertising, marketing materials, etc.
- 3. Web Site Link** – Members can use the AASA Know Your Parts campaign logo on their Web sites, with a link to the campaign Web site (<http://kyp.aftermarketsuppliers.org>).
- 4. Video Promotion** – The AASA Know Your Parts campaign videos including the public service announcement produced by NASCAR are available for members to use in trade show exhibits, events or Web sites.
- 5. Material Distribution** – The AASA Know Your Parts campaign materials – flyers, talking point cards and the two white papers which initiated the campaign – are available to all members to distribute at events or through corporate mailings.
- 6. Training Materials** – Members who have developed product quality training materials can promote their programs by making these available for distribution by AASA.
- 7. Training Web Site Link** – Members who have developed product quality training on-line can promote their programs through a link at the AASA Know Your Parts campaign Web site.
- 8. Customer Promotion** – The AASA Know Your Parts campaign materials are available to members to include in customer contacts – and the talking points card is available for quick reference to promote the campaign during client meetings.
- 9. Peer Networking** – Members can use the AASA Know Your Parts campaign talking points card to promote the campaign during peer networking with non-member suppliers at industry events.
- 10. Employee Education** – Member company executives are urged to educate their employees about the AASA Know Your Parts campaign using the campaign materials and the Web site.

We need your support and the options presented above provide that opportunity without the need of fund raising or other financial commitment. For more information about the AASA Know Your Parts campaign, visit <http://kyp.aftermarketsuppliers.org> or contact Jack Cameron of AASA, 919-406-8856 or jcameron@mema.org.