



The Situation:

- Low-cost, low-quality auto parts are making their way into all channels of the aftermarket.
- Direct importing, line buying and other outsourcing methods are replacing popular premium, branded parts sourced from AASA Full Service Suppliers.
- Essential services from these suppliers such as sales representation, cataloging, training and technical support may be taken for granted.

The Risks:

- Low-quality parts potentially pose a threat to consumer and technician safety.
- Product liability of direct imports becomes the responsibility of the importer of record.
- Essential services are not available from most off-shore suppliers in low cost countries.
- Previously strong companies and brands could be forced out of the aftermarket permanently.
- One bad experience can drive consumers to view car dealers as the only reliable source of quality parts and maintenance.
- Irreparable damage may be caused to all levels of the Independent Aftermarket.

Call to Action:

Do not allow the actions of a few to destroy the reputations of many.

It has never been more important for the automotive aftermarket industry to stand united and encourage customers to **Know Your Parts:**

- **Full Service Suppliers** to help Channel Partners *Know Your Parts* by producing quality parts and promoting brand and essential services;
- **Channel Partners** to help Repair Professionals *Know Your Parts* by promoting brand name products from trusted full service suppliers instead of direct importing;
- **Repair Professionals** to help Vehicle Owner *Know Your Parts* by asking questions about the parts offered by their suppliers and by installing only premium quality aftermarket parts;
- **Vehicle Owners** to *Know Your Parts* by asking about the parts being installed and researching the brand before authorizing repairs.

In short, everyone throughout the aftermarket distribution channel must **KNOW YOUR PARTS!**

AASA Marketing Executives Council

The AASA Marketing Executives Council (MEC) is a forum for aftermarket supplier marketing executives to collaborate in helping improve the state and image of the North American manufacturer base. For more information, contact Jack Cameron, 919-406-8856 or jcameron@mema.org, or visit www.AASAKnowYourParts.org.