

MAGAZINE

MAY 2009

# Jobber News

*Serving the Automotive Aftermarket for more than 75 Years*

**Performance Market:**  
New Muscle in the Market

**Heavy Duty Truck:**  
New Options, New Opportunities

**Report:**  
Automotive Conference for Executives

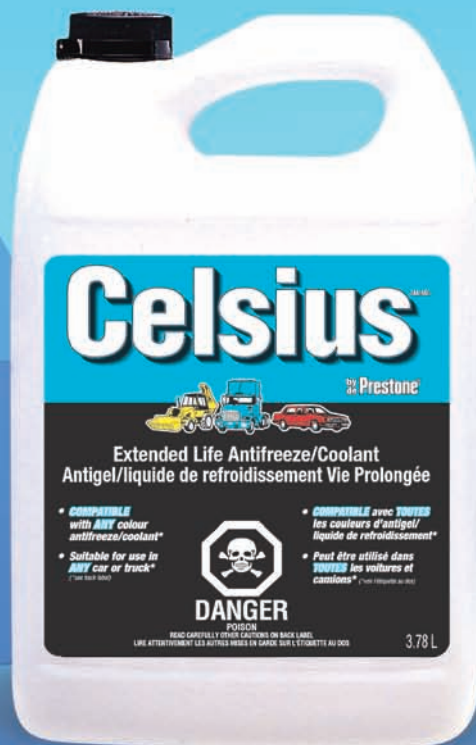
**Ride Control:** What's Driving It

## TIME FOR A TECHNOLOGY UPDATE?

**Jobbers talk about what happened when it was time for them to update and upgrade.**

**Plus:** Free-Cat is out of the bag.  
What's it all about?

**LIFE IS COMPLICATED.  
CHOOSING ANTIFREEZE FOR YOUR  
CUSTOMERS SHOULDN'T HAVE TO BE.  
SIMPLIFY YOUR SEASON WITH  
CELSIUS® EXTENDED LIFE  
ANTIFREEZE/COOLANT BY PRESTONE®.**



**CELSIUS® ANTIFREEZE/COOLANT IS SUITABLE FOR USE IN **ANY** CAR  
OR TRUCK AND COMPATIBLE WITH **ANY** COLOUR ANTIFREEZE.**

**TO ORDER, OR FOR MORE INFORMATION,  
CALL OUR ORDER DESK AT: 1-800-243-2323**

\* SEE PRODUCT LABEL FOR AUTOMOTIVE, LIGHT AND HEAVY DUTY APPLICATIONS.  
SEE OWNER'S MANUAL FOR RECOMMENDED CHANGE INTERVALS.  
CELSIUS AND PRESTONE ARE TRADEMARKS USED UNDER LICENSE BY HONEYWELL ASCa INC.



A Honeywell car care product.

©2008 Honeywell International Inc.



# This Month

Contents

May 2009 Vol. 77, No. 5



## Cover 18

You can hear about what new systems can do for you from those who are more than happy to offer you one, and the benefits are real. But there's nothing like hearing about it from others who, like you, have seen the need to make the leap, overcome the challenges of that shift, and then reap the rewards. We talk to jobbers who have done just that.

- 4 Over The Counter**  
CAA Expands Its Repair Operations in Ontario; Lordco's Big Fat Trade Show a Hit; SAE Takes Over Aftermarket Brake Testing Program; Technical Training Focus of Lindertech North Event; NAPA Retains Title Sponsorship for Montreal Nationwide Race, Adds Carpenter to the Mix. Letter to the Editor ..... 9  
Appointments..... 10

- 11 Event Report:**  
**AIA Automotive Conference for Executives**  
The Automotive Industries Association of Canada's annual executive offering once again delivered important tools for business.

- 12 Market Tracker: LED Lighting Leading Way in Heavy-Duty Market**  
Twenty years after the LED marker lamp debuted, uses for the technology continue to expand.

- 16 Market Tracker: New Muscle Pumping Up Performance Business**  
With winter now behind us and spring in full bloom, people are looking to shell out big bucks for their vehicle.

- 22 Market Tracker:**  
**What's Driving Ride Control?**  
Struts and shocks are too often neglected by consumers, yet it remains a resilient category.

- 24 New Products**

- 26 CounterTalk Knowledge Building:**  
**Free-Cat's Out of the Bag**

With the continuing migration away from paper catalogues and toward the electronic, an initiative designed to put direct control over the catalogue data hits the information highway.



- 29 Autoserviceworld.com Internet Directory**  
**30 Comment**  
**DOES YOUR TECHNOLOGY ROCK?**

## Departments

Advertisers Index ..... 29

Marketplace Classifieds ..... 29



# CAA Expands Its Repair Operations in Ontario

By David Halpert



CAASCO decided that we needed to expand our core businesses. We are currently focused on roadside assistance, travel, and, of course, insurance. And we said to ourselves, 'There's got to be more services that our members want.' And at the end of day we said a natural extension of our brand would be anything that's automotive. So when you think about car ownership and the issues it would have, one of them would be what do you do with your car when it breaks down? We figured that for us, opening a car care centre that's owned by CAASCO reflects that service quality and sense of security

that consumers could bring their car to a brand that they recognize and trust."

In addition to the Car Care Centres opening across the province, the association currently has over 240 Approved Automotive Repair Service garages (AARS) that are accredited by CAA to meet its stringent standards of quality and service. This is in addition to its 1.8 million car owner members across Southwestern Ontario.

"I think it's about being transparent to the members," continues Tom, "taking away that mystique about what a car is. So as we're working under the hood we want our members to be comfortable understanding that the repairs we're doing are the repairs needed...most people now are afraid of their cars, and they shouldn't be."

To kick off the opening of its Toronto location, members were presented with refreshments as well as half-hour morning workshops by one of CAA's technical supervisors to teach motorists how to thoroughly inspect their vehicles for potential problems, in addition to how they can save money while driving.

"It's the idea of bringing some added value to our members that you would never experience at another type of garage. It's that experience you have as a member where you belong to an organization. So we're extending that to our car care centres as well through these free workshops," says Edyta Zdanciewicz, media and public relations specialist for CAASCO. "There will be ongoing workshops that will happen throughout the year. We're going to have some associated with our Autogreen Program, and further out in the fall we're going to have some associated with our Worst Roads program as well."

CAASCO hopes to have fifty independently owned service centres under the CAASCO brand name over the next five years.

The Canadian Automobile Association of South Central Ontario (CAASCO) has expanded its repair operations across Southwestern Ontario with the opening of eight new service centre facilities.

The first unveiling occurred on April 17th in Toronto after the CAA recently acquired what had previously been a Goodyear franchise location.

The service centres are fully owned by CAASCO, as distinct from the network CAA Approved facilities.

The Scarborough location is the first Car Care Centre fully owned by the CAA within Ontario. The association recently opened seven additional service centres across Southwestern Ontario, located in Peterborough, Georgetown, Listowel, Kitchener, Stratford, Waterloo, and Milton.

Except for the Peterborough location, these locations were Midas shops with expired franchise agreements owned by the Buttinger family for more than 40 years. The three shops in the Waterloo Region and the one in Guelph will continue to be owned by Gord and Paul Buttinger.

Mark Borkowski, president of Mercantile Mergers & Acquisitions Corp. in Toronto, explains some of the challenges that came with acquiring these facilities.

"I had a relationship with the CFO of CAA and was asked to help find and screen the various operations that would be suitable for CAA to acquire," explains Borkowski. "The broad outline for the possible stores was that they be standalone operations, or a group of standalone operations that had systems in place and approachable owners. They were looking for shops that had solid, profitable management systems in place and were in strategic locations."

Says Warren Tom, chief operating officer for CAASCO, "A number of years ago

## StrutTek Catalogue Now in Activant and Wrenchhead

Kingdom Auto Parts has announced that its StrutTek catalogue is now included in the Activant and Wrenchhead electronic catalogues. This product line includes both bare and complete strut assemblies. Further information can be obtained at [www.kingdomautoparts.com](http://www.kingdomautoparts.com) or by calling toll-free (888) 358-4737.

\* \* \*

## Bestbuy Adds Shareholder in Sudbury

Canadian automotive aftermarket buying group Bestbuy Auto Parts has announced the addition of Hunt & Sons Industrial Equipment, Sudbury, Ont., as a shareholder. Hunt & Sons is owned and operated by Kevin Hunt. It is located at 2435 Lasalle Blvd., Sudbury, Ontario, P3A 2A9 and can be reached by phone at (705) 560-5561.

\* \* \*

## AAIW Registration Now Open

Registration is now open for Automotive Aftermarket Industry Week, held Tuesday, November 3 through Friday, November 6, 2009 in Las Vegas, Nev. Show organizers have negotiated hotel rates that are 25% to 45% lower than last year. More details about the 2009 AAPEX and SEMA shows are available at [www.aaiwshow.com](http://www.aaiwshow.com).



# How Do You Meet Original Equipment Standards?



At Promax, we pride ourselves in providing friction products that meet incredibly high standards that are consistent with all Federal Safety Standards.

We offer **positive mold technology** for high pressure use and consistent material density. Our brake pads post-cured for longer service life, chamfered, shimmed, slotted and asbestos free. They are also free from dust and noise.

Our brake shoes are 100% new steel, new friction, bonded and riveted applications, one way program, no core charge and are 100% asbestos free. Parking brake shoes are also available.

At Promax, we built our reputation on quality, innovation, trust, delivery and price. We strongly believe in offering friction products manufactured to stringent standards.

## This is How Our Friction Products Meet Original Equipment Standards!



# 1.866.573.9889

[www.autopartsdepot.ca](http://www.autopartsdepot.ca)

Tel: 905.612.9889 Fax: 905.612.9623

7027 FIR TREE DRIVE, MISSISSAUGA, ON CA L5S 1J7



## Lordco's Big Fat Trade Show a Hit

Once again, the Lordco Auto Parts annual trade show in Vancouver, B.C., has injected some positive energy into the Canadian automotive aftermarket.

With a "The Big Greek Adventure" theme to highlight its biennial cruise later this year, the event brought customers from all over British Columbia and more than a few from Alberta.

The event's success comes at a time when, for many suppliers, simply staving off sizable losses has become the norm.

In stark contrast, Lordco reports that sales activity this year was at least on a par with 2008, if not a little up.

While the orders had not all been completed by press time—Lordco's order book runs till the end of April—marketing manager and show organizer Sarah Durant was very optimistic about the final results.

"We had a really good event; the first day was extremely busy," she says. "We had more people through the first day than we had ever had. The second day was a little slower, but we have reached the attendance numbers from last year, if not exceeded them."

With some 17,000 attendees coming to the April event at the Pacific National Exhibition Coliseum, the Lordco event ranks as the most attended of the warehouse distribution shows in the country.

Lordco, with more than 90 stores throughout British Columbia, attracts customers from throughout the province, as well as from neighbouring Alberta, to its annual event.

It regularly generates more than \$10 million in sales, and Durant says that this year is no exception.

"It was a standard Lordco show," she says with a hint of pride.

Concerning some show specifics, Durant says that there was a lot of interest in big equipment purchases, which have become a mainstay of sorts at the show, but also noted that there was significant interest in the company's other lines, noting that growth in sales of the PBE business and high performance was offsetting some declines in other sectors.

In short, there was a shift in the mix of products moving at the show, but overall sales were very strong.

Still, even for Durant, the activity on the first day of the show was surprising.

"We really bagged a lot of people on the first day. A lot of shops take the Monday off, working Tuesday through Saturday, and we had 30 buses coming from all over for our out-of-town customers.

"They always like to do the Monday. They can come in on the Sunday and can see the city."

The entire event was heavily marked with signs proclaiming "Spartan Specials" to both indicate the deals that could be had, and to highlight the fall cruise that will take customers through Greece, Egypt and Turkey this September.

"It's a great trip. Our customers are very excited about it. And it's definitely original."



## Jobber News

### Editor and Publisher

Andrew Ross (416) 510-6763

E-Mail: aross@jobbernews.com

### Assistant Editor

David Halpert (416) 510-6784

E-Mail: dhalpert@jobbernews.com

### Contributing Editor Emeritus

Bob Blans

### Contributing Writers

Mark Borkowski,

Dennis Mellersh, John G. Smith

### Sales Manager

Jay Armstrong (416) 510-6745

### Account Manager

Jim Petsis (416) 510-6842

### Circulation Manager

Selina Rahaman (416) 442-5600 ext 3528.

### Assistant

Roshni Thava

### Art Director

Choo Hwee Kuan

### Production Manager

Steven K Hofmann (416) 510-6757

### Vice-President

Alex Papanou

### President

Bruce Creighton

Jobber News is Canada's longest-established publication serving the distribution segment of the Canadian automotive aftermarket.

It is specifically directed to warehouse distributors, wholesalers, machine shops and national accounts.

Subscription rates\*: Canada \$49.95 + \$3.50 GST + Applicable Taxes per year; \$79.95 + \$5.60 GST + Applicable Taxes for 2 years; Single Copy Price \$6.00 + \$0.42 + Applicable Taxes. U.S.A. & Foreign: \$62.95 U.S. per year; Single Copy Price \$8.00 U.S. \* Yearly rates include Annual Marketing Guide (single copy price \$72.95 plus \$5.00 shipping plus GST \$5.46) (U.S. orders payable in U.S. funds). Ontario residents add 8% PST. U.S. & Foreign \$77.95 + \$5.00 Shipping US Funds. Jobber News is published by the Business Information Group, a division of BIG Magazines L.P., a leading Canadian information company with interests in daily and community newspapers, and business-to-business information services. All rights reserved. Printed in Canada. The contents of this publication may not be reproduced or transmitted in any form, either in part or full, including photocopying and recording, without the written consent of the copyright owner. Nor may any part of this publication be stored in a retrieval system of any nature without prior consent.

Canada Post Canadian Publications Mail

Sales Product Agreement No. 40069240

"Return Postage Guaranteed" Send change of address notices, undeliverable copies and subscription orders to: Circulation Dept., Jobber News, 12 Concorde Place, Suite 800 Toronto, ON M3C 4J2

Jobber News Magazine (ISSN#0021-7050)

is published monthly by the Business

Information Group, 12 Concorde Place,

Suite 800, Toronto, ON M3C 4J2

US office of publication: 2424 Niagara Falls

Bldv, Niagara Falls, NY 14304. Periodicals

Postage Paid at Niagara Falls, NY.

US postmaster: Send address changes

to Jobber News Magazine PO Box 1118,

Niagara Falls, NY 14304-1118.

From time to time we make our subscription list available to select companies and organizations whose product or service may interest you. If you do not wish your contact information to be made available, please contact us

via one of the following methods: Phone

1-800-268-7742, Fax 416-510-5140, e-mail:

jhunter@businessinformationgroup.ca.

Mail to: Privacy Officer, Business Information

Group, 12 Concorde Place, Suite 800

Toronto, ON M3C 4J2

### Business Information Group

12 Concorde Place, Suite 800

Toronto, ON M3C 4J2

We acknowledge the financial support of the Government of Canada through the Publications Assistance Program towards our mailing costs. PAP Registration NO.11031



Canada

ISSN 0021-7050





## PERFORMANCE YOU CAN TRUST

Customers demand quality and reliability, and for years Goodyear Engineered Products has been there. Dependable performance in every aftermarket product and service provided including Gatorback Poly-V belt.

Goodyear Engineered Products Belts & Hose is an official sponsor of NASCAR Sprint Cup Series. Ask about the 2009 Promotional Program business growth incentive with new merchandise and rewards.

[WWW.GODYEAREP.COM/AFTERMARKET](http://WWW.GODYEAREP.COM/AFTERMARKET)



NASCAR Performance is a registered trademark of the National Association for Stock Car Auto Racing, Inc. Goodyear Engineered Products in Canada is a proud supporter of The Children's Wish Foundation of Canada. [www.childrenswish.ca](http://www.childrenswish.ca)

The GOODYEAR (and Winged Foot Design) trademark is used by Veyance Technologies, Inc. under license from The Goodyear Tire & Rubber Company. Goodyear Engineered Products are manufactured and sourced exclusively by Veyance Technologies, Inc. or its affiliates. The Gatorback trade name is licensed to Veyance Technologies, Inc. by The Goodyear Tire & Rubber Company. ©2009 Veyance Technologies, Inc. All Rights Reserved.

**GOODYEAR**  
ENGINEERED PRODUCTS

Veyance Technologies Canada, Inc.



### Shad's R&R Gets Set for 36th Year

Shad's R&R is set to hold the 36th annual fundraiser for Muscular Dystrophy Research.

The event has raised more than \$3.5 million over the years with the generous support of the aftermarket.

The 36th edition of the event will be held June 11th, 2009 at Kleinburg Golf and Country Club—its last at the facility, which goes under the backhoe to make way for housing.

Organizers expect to surpass the \$3.6 million mark in total funds raised with this year's event.

Sponsorship packages are still available to help in this fine cause.

For more information contact John Vanstone, Specialty Sales &

Marketing, at (905) 816-0011 or by email at john.vanstone@specialtyssales.ca.

### General Motors to Retain ACDelco Business

General Motors has decided it will not sell its ACDelco business.

The proposed sale was one of a number of initiatives tabled last fall as GM looked to build its balance sheet. GM retained Merrill Lynch to handle the potential sale. However, comment in the media has indicated that the tight credit markets had impeded what GM felt was an appropriate price for the business.

In a conference call, GM chief executive Fritz Henderson delivered the news.

"It's a highly profitable business for us. It's creating good, strong cash flow," he said. "Our conclusion was that we weren't going to get the value for the business. We'd rather keep it and grow it."

The sale of the ACDelco business would have been a complex one under any circumstances, as many of the resources are shared with GM, including facilities and people. It is also thought that the combination of the state of the credit market and this complex intertwining kept many prospective bidders on the sidelines. Those bids which did come fell short of expectations.

The proposed sale was part of a multi-faceted divestiture program floated last fall that was expected to raise from US\$4 to \$7 billion and included the sale of the Hummer business.

### Technical Training Focus of Lindertech North Event

More than 75 technicians plus other aftermarket professionals attended the fourth annual Lindertech North Conference, one of the best technical training events in Canada.

Held in Toronto at the Four Points Hotel in late April, the conference offered detailed presentations of MAF and fuel injection system diagnostics, common OBD-II codes and their

fixes, and cooling system diagnostics, as well as an update on the Right to Repair issue.

Jim Linder, owner of Linder Technical Services, spoke candidly at the conference about the genesis of Lindertech North. "We've been training for 30 years, and [Toronto jobber] John Cochrane came to me in Las Vegas where we were teaching at the ASA Convention and said, 'I'm in Canada and I'd like to do something like your training course in Canada.' From there he followed up with our training centre, where he met with some of our instructors. That's where it all started; now Lindertech North is in its fourth annual conference."

The conference, which was taken over by the AIA in 2008, may have attracted fewer attendees than last year, but the quality of the presentations and move back to Toronto were appreciated.

"For many technicians, getting to [Mohawk College in Hamilton] last year was a bit of a hassle," said Durrell Frey, owner of Lloyd Frey's Garage Ltd. in Floradale, Ont. "Holding it in Toronto made it easier for a lot of people and having it at a hotel made the classes just steps from your room."

"Anytime you can get two technicians to sit down in a class on Saturday and Sunday you're doing well. I'm impressed anytime a guy takes his own time to further his education or his career," said Linder. "Our goal is that everybody can leave this conference and do something Monday morning that he learned here that will make him money or make his job easier."

### SAE Takes Over Aftermarket Brake Testing Program

The Brake Manufacturers Council has announced that SAE's Performance Review Institute (PRI) will administer the Brake Effectiveness Evaluation Procedure (BEEP) program.

This move enhances the BEEP program as a truly third-party certification program.

The BEEP program uses the SAE J2430 brake dynamometer standard and the BMC's vehicle-specific dynamometer test data model. This standard, in conjunction with systematic yet cost-effective testing and audits, validates the conformance confidence with the FMVSS requirements of automotive brake friction materials used in passenger cars and light duty trucks in North America, which parallels the CMVSS standards used for new vehicles in Canada.

As a result, the program quantifies the tested product's performance relative to its braking torque ability during normal temperature operation, failed system, hot performance after fade heating snubs, and brake recovery, as required in CMVSS/FMVSS 105 and 135.



More than 100 attended the Lindertech North technical training and education conference in Toronto.

Continued on page 9



For more on these and other stories, log on daily to [autoserviceworld.com](http://autoserviceworld.com)





## Letter to the Editor...

Dear Mr. Ross:

I am contacting you to share in your enthusiasm regarding your comments in the January 2009 edition of *Jobber News* (Editorial Comment, "A New Promise").

A similar era has already been experienced by those of us that were involved in aftermarket service and repairs during the recession of the 1980s. Consumers made a decision to keep their older vehicles on the road, and although maintenance dollars spent dropped, repair dollars exploded. Our service bays were booming with repairs of all kinds, due to the fix-it-when-it-breaks mentality that was commonplace for the time.

In anticipation of this return, I offer this old topic for discussion.

List, trade, and jobber prices seem to be a thing of the past.

Consumers are able to buy products directly from most jobbers in the [Greater Toronto Area], simply by dropping in. Usually identification is not required, and [wholesale] pricing is offered to these walk-in customers, which competes with repair facilities that are struggling to keep current with their parts purchased from suppliers.

Fair parts profit expectations are being prostituted by parts counters that are willing to sell for the sake of the sale. Long-term damage often is overlooked, and the shop that fails is usually written off as [failing] due to poor management.

Our customers have been allowed to share in what was once privileged information, and now look at us as if we

are thieves when we show parts pricing on their repair and service estimates.

Other trades (heating and refrigeration, for example) do not allow part sales to be sold to unauthorized personnel. Good luck buying a compressor for your home air conditioner!

My focus here is [on encouraging] the return to traditional jobber relationships with the shops that have kept them in business, and disallowing sales to walk-in clients, unless they are either mechanics (with certified current identification) or business owners in automotive service and repair. I am sure there would be other circumstances that would arise, which would be the exception to the rule, but initially, this would be a great start.

I have been in the automotive service and repair business since 1976, and in the service business since I could make change, having worked at a family-owned general store and service station. With this in mind I don't feel qualified to offer all the solutions to such a sensitive topic, but usually a start is needed before change occurs. I offer this email as an attempt to start this needed change.

Making a fair profit on a part sale should be part of our daily routine, and not the taboo that it has become. I expect that an accounting genius is likely to pick this communication to pieces with "therefores and what ifs," but remember, they too will need their car serviced or repaired eventually.

I sincerely hope we are here to help!

Brian Baier  
Master Performance  
Brampton, Ont.

Continued on page 10




# On The Road To A Better World

Protecting our environment with HFC 134a

Forane 134a is a zero ozone depletion potential refrigerant with properties similar to R-12 and is used as a pure refrigerant in automotive air conditioning.

Arkema can help you and the environment ... we are on the road to a better world.

**Arkema Canada Inc. Fluorochemicals Group**  
1-800-567-5726  
[ForaneRefrigerants.com](http://ForaneRefrigerants.com)

**THE BEST PRODUCT. THE BEST SUPPORT.  
THAT'S THE FORANE® FORMULA.**

### Synthetic Oil Mythbusters Winner Announced

The Synthetic Oil Mythbusters Quiz winner for April is Ben Benoit, Ben's Auto Repair, North Cobalt, Ont. Benoit's name was drawn from entries received in the last draw. Benoit will receive a Castrol Prize Pack from presenting sponsor Wakefield Canada. The Synthetic Mythbusters Quiz runs in *Jobber News* and *SSGM* Magazines, with a new winner chosen each month.

See page 23 for this month's quiz.

## NAPA Retains Title Sponsorship for Montreal Nationwide Race, Adds Carpentier to the Mix

NAPA Auto Parts has renewed its title sponsorship of the NASCAR Nationwide Series race in Montreal, Que., through to 2011, and has struck an agreement to have Canadian race driver Patrick Carpentier run at this year's event.

The event, scheduled this year for the end of August at Circuit Gilles Villeneuve, is promoted by Stock Car Montreal.

"By being the official race sponsor, it is clear to me that NAPA wishes more than anything the success of this important event for the city of Montreal," says Carpentier. "It is an honour to partner with such a talented team like NAPA."

Carpentier, who was long a favourite of Canadian race fans during his tenure with the defunct ChampCar series, moved to NASCAR two years ago, and has finished second twice at the Montreal circuit, and was on pole in 2007. He will be competing in a Toyota fielded by Michael Waltrip Racing.

## APPOINTMENTS

Osram Sylvania Ltd. has appointed **Luigi Leto** to the position of strategic marketing manager for consumer and automotive products. Leto assumes responsibility for overseeing all channel marketing strategies and activities for both the consumer products and automotive lighting sales channels. He will be based at the company's head office in Mississauga, Ont.

Import specialist distributor Auto-Camping Ltd. has appointed **El Paco Mizrahi** as a member of its sales team. Mizrahi will focus on building the customer base in Toronto's west end. Mizrahi brings five years of experience in auto parts distribution as well as stints as both an auto and military aircraft mechanic to the position.

KYB American LLC has appointed **Takashi Kitahata** as president. Kitahata replaces Shinichiro Maekawa. Prior to this appointment, Kitahata served as a sales manager for KYB Europe where he was responsible for growing the company's business throughout Eastern Europe and Russia.

**SALES REPRESENTATIVE WANTED**



**CBK**

**ceramic**

- \*Latest Friction Tech
- \*Positive Mould
- \*Composite Shim

**CBK International Inc.**

**Tel: 1-905-564-5506**  
**Fax: 1-905-564-5399**  
**E-Mail: sales@dnaautoparts.com**

**Join forces**  
 with North America's most recognized auto parts brand

Looking for a unique business opportunity that delivers all the competitive advantages needed to succeed? Look into NAPA – the most recognized and trusted name in the North American automotive aftermarket industry.

**NAPA**  
 is the name that:

- Embodies a spirit of trust, professionalism and tradition that stands above all others in the auto parts aftermarket.
- Stands for quality auto parts, responsive service and satisfaction in the minds of Canadian and North American installers and consumers.

**NAPA and you:**  
 An unbeatable partnership

When you join the dominant NAPA network you become a valued business partner. From marketing programs and sales tools to the latest business-building solutions, you'll benefit from the best support in the business. After all, we've been leading the way for over eight decades.

**To find out more, talk to one of our representatives today at:**

<b>Atlantic</b>	<b>506-857-4212</b>
<b>Quebec</b>	<b>514-252-1127</b>
<b>Ontario</b>	<b>905-570-7656</b>
<b>Prairies</b>	<b>403-212-4600</b>
<b>B.C.</b>	<b>604-881-1600</b>



# 2009 Aftermarket Conference for Executives: The Toolkit for Aftermarket Executives

By David Halpert

This year's Aftermarket Conference for Executives (ACE), entitled "The Executive Toolkit for Today's Leaders," was a rousing success attended by more than 100 industry manufacturers, warehouse distributors, jobbers, associated media press, and, of course, top executives of AIA Canada.

The event was held at the Niagara Fallsview Casino Resort in Niagara Falls, Ont. on April 21–22, and exemplified the sense of spirit and camaraderie that make up the Canadian aftermarket.

"These volatile times can still represent a tremendous opportunity," said AIA Canada chair John Watt in his welcoming announcements. "As successful business people we know that there is always something new to be learned, and that is the promise of ACE that has been a trusted way to add to the executives' toolkit for today's leaders."

The one-day event, preceded by an evening reception, comprised four back-to-back hour-long lectures on leadership, innovation, branding, and communication, as well as a general overview of the state of the aftermarket as it stands in Canada today.

In addition to the seminars was the presentation of the 2009 Distinguished Service Award to Jacques Landreville. Landreville was president and chief executive officer of automotive parts distributor Uni-Select Inc. from 1991 to 2007. Currently, he is a member of the Uni-Select board of directors.

With his solid combination of knowledge and experience, he also represented the Automotive Industries Association of Canada on the Canadian Automotive Partnership Council in 2006 and 2007, an industry-led organization formed in September 2002 to address the key competitive issues facing the Canadian automotive industry.

The Distinguished Service Award is the highest honour presented by the association.

Presenters included William R. Pochiluk, president of Automotive Compass LLC, who discussed the outlook for the Canadian aftermarket; Tom Wujec, international author and speaker, who explained how companies can foster innovative practices across all stages of development; Odis Lloyd, managing director in charge of the Automotive Licensing department for NASCAR, who talked about the NASCAR



AIA Chair John Watt presides over the opening ceremonies for the Aftermarket Conference for Executives.



This year's Aftermarket Conference for Executives was attended by more than 100 industry manufacturers, warehouse distributors, jobbers, and associated media.

brand and its influence in the automotive industry; and Dr. Robert Buckman, world-class expert on interpersonal communication and medical oncologist at the University of Toronto, who spoke on how to become a better communicator and a more effective champion for your company's products and ideas.

Doug Keeley's "Mark of a Leader" presentations provided the audience with short inspirational stories peppered throughout the day's events.

"The Mark of a Leader is about engaging people to be better leaders, under the theory or belief that leadership is the most important thing in business right now and that in a great organization everyone has to be thinking and acting like a leader. We talk about something called 'Five Level Leadership,' which is engaging people by their spirit, imagination, heart, intelligence, and hands. And that's what these sessions are all about."

## Wishloff Honoured as Young Executive

Zara Wishloff of Warehouse Services Inc., based in Edmonton, Alta., was honoured as the Young Executive of the Year at the Young Executive Society (YES) Workshop, which preceded the ACE Conference.

During the workshops, facilitated by Doug Keeley, the 50 attendees worked through exercises designed to build leadership and teamwork skills.

It was also the first meeting chaired by Uni-Select marketing professional Linda Donini, who was warmly applauded for having led an excellent event.



# LED Lighting Leading Way in Heavy-Duty Market Opportunities

**Twenty years after the LED marker lamp debuted, uses for the technology continue to expand.**

By Andrew Ross

As troubling as the outlook may be for automakers, the drop in passenger car sales pales in comparison to heavy truck sales, which had already been lagging, then virtually screeched to a halt in the last year. This, of course, may be good news for the aftermarket.

Long accustomed to the cyclical nature of the business, truck manufacturers suffered several setbacks, not the least of which is the general economic climate, which hobbled both the ability of firms and owner/operators to purchase trucks, as well as the need for them in the first place. And, of course, there was the credit market crunch, which didn't help at all.

In addition, many trucks were purchased prior to U.S. EPA 07 cleaner diesel technologies entering the market—the near-legendary “pre-buy”—which had always been expected to create a lag in demand, a fact that has only been exacerbated by the current business environment.

All this boils down to the fact that the truck fleet is aging, spelling opportunities for jobbers. In particular, this affects the replacement and upgrade market for lighting. With this consideration, there are a number of opportunities climbing into the market.

“That’s what they were projecting at Heavy Duty Aftermarket Week [in Las Vegas this past January],” says Mark Assenmacher, sales and marketing manager for Peterson Manufacturing Co. “There was an analyst who went over the OEM production [and concluded] that we should see a bump on the aftermarket side.”

Further to this point, he offers that some significant opportunities have developed.

“What we’re having some success with, from a fleet standpoint,

is a complete system: lighting and harness combined. That qualifies [the product] for a better warranty, rather than individual parts specifying.

“But from the aftermarket standpoint, there is the built-in replacement rate, which is breakage.”

Of course, when a light is broken, it can be replaced with an identical unit, but increasingly there are LED options for virtually every conceivable application.

“Before recent times, they needed a market light; you’d have a two-inch round or a two-and-a-half and that was about it,” says Assenmacher. “You had six or seven different footprints.

“Now with LEDs you can do a lot more—kind of the sky’s the limit.”

Continued on page 14



Peterson Manufacturing's 179 and soon-to-be-released 274 accessory lights are examples of the innovative uses for LED technology.



all the people. all the products. all the industry. all in one place.



AAPEX is where you can reach all the key decision-makers in your target market all in one place. AAPEX, representing the \$405 billion global automotive aftermarket, engages more than 132,000 professionals from around the globe. At AAPEX, you will find all the products and meet all the people to help grow your business.

Tuesday - Thursday

**NOVEMBER 3-5, 2009**

Sands Expo Center • Las Vegas, NV

[aapexshow.com](http://aapexshow.com)





## MARKET TRACKER



Continued from page 12

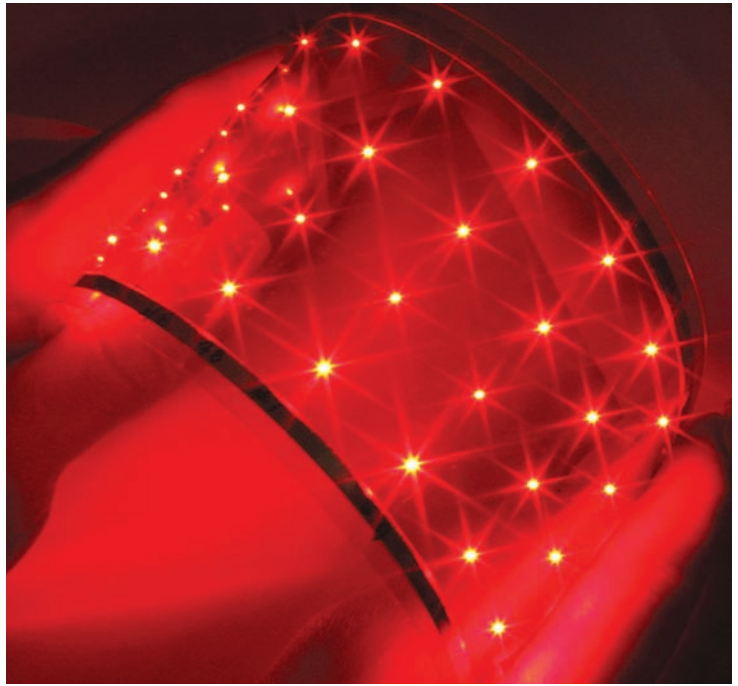
LED interior lamps and accessory lamps rank high on the list. The latest along this line from Peterson is the PM LED 274 Tunnel Light, which is slated to hit the market this summer. The two-inch round grommet-mount light joins its surface-mount cousin, the 179.

"It can fit down air breathers, visors, all chrome accessories. It will play big in the aftermarket, but it's an accessory light only. When it's off it looks stealthy, with a mirrored finish."

Further to the upgrade theme, two of the other leaders in the market, Grote Manufacturing and Truck-Lite, have both introduced new LED products to the market, but at two opposite ends of the spectrum.

From Truck-Lite Co. is the 7-inch round LED headlamp that, according to the company, is the first 12-volt LED headlamp of its kind in the market.

"It can fit into any hole that is that size," says Truck-Lite's Sherry White. "It replaces the



Grote's LightForm approach is poised to lend itself to myriad applications.

traditional halogen round." Applications for the light go beyond just the heavy truck market. "It can go into class 8 trucks and it can go into the automotive market; the Jeep market

### WIDER PRODUCT COVERAGE

## For Automotive, Commercial, Recreational





and classic cars, like Mustangs; any place that you can traditionally put a 7-inch round.

"It has been getting a lot of press in the classic car and the off-road markets, because of the clarity of the light output."

White says that the concept got its start in the military, where the lights have been tested in Iraq and Afghanistan.

"As far as technology goes, LEDs have been out in the marketplace for 20 years. From the heavy-duty side of things, you could get an LED product that could fit any hole in the truck except for the headlamp. This is the first of its kind within the industry."

"And now that we have them, for me, having been with Truck-Lite for 22 years, this is one of the most exciting releases since we introduced LEDs to the marketplace."

It's hard to deny that there's some sizzle to the product, and its far-reaching application nature could see its popularity going well beyond the truck market, but the utility of improved forward lighting and life—more than 50,000 hours—at a cost premium that is significant, but still less than full-out HID options, is worthy of note. And it's plug and play. And, also of note, White says that the 4-inch by 6-inch version is coming soon.

But as fascinating as that new technology into an old hole may be, perhaps the most innovative approach to LED technology comes from Grote. Its LightForm technol-

ogy, unveiled in March at the Mid-America Trucking Show, features a thin-film mounting of the LED light source.

The lighting structure—though it hardly qualifies as a "structure"—can be twisted or bent, and is thin enough to be mounted using a peel-and-stick method. According to the company, FMVSS 108 photometric requirements can be met for a P2-rated market lamp with the technology using only 2% of the material, and eliminating drilling, mounting brackets, and traditional fasteners.

It is, to be sure, a significant next step for LED lighting technology, though the market will have to wait for its wide release to see just how significant it will be for the aftermarket.

In the here and now, though, LEDs are sure to become an increasing part of your arsenal, particularly in the face of an aging truck fleet.

"Right now because people are hanging on to their trucks and trailers longer, there are a lot of aftermarket opportunities," says Assenmacher. "And there are always the retrofit and upgrade opportunities for fleets that are still using incandescent bulbs. There is a host of new applications. People are finding more and more uses for LED lighting, whether for accessory lighting or to perform a function."

"There are just tremendous opportunities."

and Farm...



## PETERSON'S THE ONE.

From self-service to commercial customers, you can meet all your vehicle safety lighting and accessory needs with a single source: Peterson. Our up-front Plan-a-grams are packed with America's best sellers. Our back-counter coverage is the widest, deepest in the business. And our order-fill reliability is unmatched. Partner with the company that's got you covered better, front to back.

**PETERSON'S THE ONE.**



**PETERSON**

ISO 9001:2000  
REGISTERED SINCE 1995

[www.pmlights.com](http://www.pmlights.com)

# New Muscle Pumps Up Performance Business

Performance Cars Add Horsepower in a Tough Economy

By David Halpert

Last month, the fourth sequel to *The Fast and the Furious* series was released, taking in more than \$70.9 million in North America in its opening weekend, the highest-grossing opening weekend for an April release ever.

Since the release of the first movie eight years ago in 2001, there has been a resurrection in the performance parts and accessories market, especially among young adults.

Now if these numbers confirm anything, it is this: (1) that even in the midst of a recession people are still captivated by turbo fast cars, and (2) public awareness of the performance market is only going to increase as a result of this film.

With the recession on everybody's mind, you might be tempted to think that most performance enthusiasts will be holding onto their wallets a little tighter. However, with winter now behind us and spring in full bloom, people are looking to shell out big bucks for their vehicle.

Just ask Greg Miller, general manager of Performance Improvements' Toronto branch.

"January and February were a bit softer than normal, but March and April dramatically picked up and we're actually doing very well this year. A while ago there used to be a very big market on the sports compact side of things, but that's died off a lot. It seems to be all of the new [domestic] muscle cars coming out. A few years ago all there was were Mustangs, but the Camaro died off, and Dodge didn't have anything out besides the Viper. But with Pontiac coming out with the new G8GT—we've had a few of those in—the new Challengers, the Chargers, and all of the Hemis seem to have sparked up some new interest as well."

Karbelt Speed & Custom Inc., a wholesale distributor of performance parts and components operating out of Ajax, Ont., attributes much of its success to having a strong customer base in the muscle car category. While old muscle cars (such as '60s-style Camaros, Chevelles, and Road Runners) and new muscle cars (like the new Mustangs, Challengers, and Camaros) have seen growth in the performance segment, other sectors have been flagging.

"Trucks have always been a very strong market for us, but truck performance really has dropped off," says Kevin Dundas, general manager for Karbelt. "Even though our busi-



The introduction of the 2010 Chevrolet Camaro and other new muscle cars of its ilk has sparked interest in automotive performance among those who are new to the game, as well as greying performance enthusiasts who recall the Penske Camaro, raced in TransAm by Mark Donohue, that this GS Concept Racecar Camaro is designed to evoke.

ness has come back strong this spring, truck performance is still off considerably." This sluggishness particularly affects such items as bolt-on performance exhaust systems, air intake systems, programmers, and other performance systems. "That has really fallen off for us in terms of SUV and pickup," continues Dundas.

With much of these sales relying on a solid customer base, many manufacturers and distributors dealing with performance split their market into two distinct camps: the young enthusiasts and the mature devotees, each group facing its own unique set of benefits and challenges.

"We believe we have customers at two different levels. We have the young enthusiast who's just getting involved with cars and has fairly limited resources, but is super-excited. Then you have the same customer who is now mature, who has a house, a family, is relatively successful, but also has money that he didn't have when he was 25. He's the customer that will come in and buy the high-end product," says Bob McJannett, president of Performance Improvements.

Each of these groups makes distinct purchasing decisions. The more mature buyers favour the old-school muscle cars of the '60s and '70s (such as Camaros and Chevelles), as opposed to the newer-model SUVs and muscle cars of today. And with very little electronic equipment on these classic cars, fans of these vehicles by and large will take a more hands-on approach than their younger compatriots.



"As we get into the newer vehicles, anything that allows you to work with the computer systems and the electronic systems is becoming more popular, because basically we haven't built a car with a carburetor on it since 1983," continues McJannett. "There's a number of manufacturers—Superchips being one, Edge Products being another—that make excellent quality products and boast that you can either improve the performance or improve the fuel mileage of your vehicle with nothing more than a few keystrokes. If you had a 1964 Chevelle you would change the intake manifolds, the carburetor, and the exhaust system. That won't work on a computer-driven car."

Fuel efficiency was certainly the topic on hand last fall when gas prices reached a high of more than \$1.30 per litre; it seemed people were willing to shell out for anything that would improve fuel mileage. Now that fuel prices have settled well within the 80-cent range, there's not as much of a mad dash for fuel-efficient products. One company that's certainly capitalized on this trend is Bully Dog Technologies Inc. of Aberdeen, Idaho. Today, it is a leading manufacturer of performance electronics for both gas and diesel applications. However, what makes this company stand out, besides its award-winning products, is the way it handles its marketing and how it creates ease for its distributors in terms of inventory, with one product that covers as many as 40 or 50 different vehicles.

"When we design products we try to design one part number that covers a multitude of vehicles, in order to reduce the jobber's inventory," says Allen Rupp, CEO of Bully Dog Technologies Inc.

In addition to inventory consolidation, the company extends the life of its products by offering free Internet upgrades, so if any new applications or part numbers come out of inventory on its shelf, the tuner or downloader purchased from Bully Dog doesn't become obsolete—technicians just update their vehicles as new applications come in.

"The biggest problems in Canada are actually coming from the supply chain," notes Ralph Ruzzi, zone director for Keystone Automotive Operations of Canada. "Sales continue to be positive for us; however, inventory levels from some of the manufacturers are creating some challenges, and [require] our sales teams to work very closely with retailers to save and close their sales. With the vast selection of alternative choices we can offer our customers, we can prevent a consumer from walking out the door empty-handed."

Over the last quarter-century, growth in the specialty equipment industry has increased dramatically. According to a recent marketing report released by SEMA, in 2007 retail sales of specialty automotive products reached \$38.11 billion in the U.S., an increase of 3.8% from 2006, and up 79.8% since 1998 when retail sales hit \$21.20 billion. That equates to an average annual growth of nearly 8% year over year for the past 10 years.

"I think that inventory and quick delivery are the first two things that a jobber needs to seek in a quality supplier," continues Ruzzi. "Once a jobber finds this, then the partnership and relationship between us takes them to a whole new level. We have the same goals as our customers do, and that is to grow. The jobber and wholesaler do that better when they are teamed up and both are pulling in the same direction."

The performance market will likely make a comeback as we head into spring, but don't have any illusions with the recession still holding strong. You're going to have to be on your toes in this market. The best bet is to align yourself with strong suppliers who can keep you and your inventory agile and on top of current sales trends. And that can really add some muscle to your performance business.

## THE ONLY THING AS TOUGH AS RACE DAY COULD BE YOUR EVERY DAY



**2X BETTER** wear protection\* from  
the Official Motor Oil of Jimmie Johnson,  
3x NASCAR® Sprint Cup Series  
Champion, and Hendrick Motorsports.

### REAL. DURABLE. OIL.


© 2008-2009 SOPUS Products. Some materials © 2009 Pennzoil - Quaker State Canada Inc. All rights reserved. The likeness of Jimmie Johnson, the #48 Lowe's Chevrolet car, and other related trademarks and copyrights are used with the permission of Hendrick Motorsports.  
\*As measured in ASTM Sequence IVA test, using SAE 5W-30 engine oil.







# TIME FOR A TECHNOLOGY UPDATE?

Jobbers talk about what happened  
when it was time for them to  
update and upgrade.

By Andrew Ross

Few initiatives drive fear into the heart of a business owner more than changing the computer systems that are so important to his business. Evolutionary change is rare; for some—maybe most—only when there is no alternative is a leap made.

There is no question that older computer systems lack the functionality and flexibility of newer approaches. New technology allows for greater capabilities and data tracking; they allow customers to connect with your business more easily; and they help your people to be more effective.

But those are just generalities. Specifics are where the real understanding of the motivations, challenges, and benefits of change can be really understood.

## **The Big Move: Colonial Garage & Distributors and APM Limited**

For Doug Squires, who has a dual role as president of New Brunswick's APM Limited and vice-president of its St. John's-based parent Colonial Garages & Distributors, along with the crew and management of the 21 outlets, the imperative for change came in 2007.

"We switched on April 2, 2007. We now have the Activant Vision system. [Before,] we had that Eclipse system."

Actually, they had two of them—and that was part of the problem. Parallel systems running at the Colonial operation and at the APM business (which was a Colonial

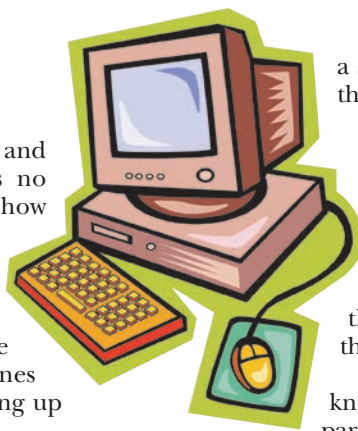
acquisition in 2005) weren't connected. This meant, for example, that Colonial's stores in Sydney couldn't directly check on stock at an APM store in Nova Scotia or New Brunswick. And then there was the issue of countertop technology.

"We had the old system for about 12 years, and part of the reason for change was that they used dumb-terminal technology, so there was no ability to interact with the Internet. You could run it through a PC, but when we first put in the system PC operations weren't a consideration."

Today, thinking about running a counter without the Internet or e-mail is tough to do, but that was the reality: 150 terminals hardwired into a closed system, cut off from the world outside, and divided into two families. With expansion on the front burner, it was time to make a change, and not just to improve connectivity.

"The reporting in the system was such that if I wanted to run a report on sales analysis, I'd have to run it after hours in the evening because it would drag down the system." Squires says that the number of late hours that management had to spend running and poring over reports was increasingly seen as an issue, as was the fact that it could take a week to look at the details on only a few stores, and nearly two months to look at a report on every store once you factored in runtimes for those reports.

Continued on page 20



With the increased need to be more agile and get details on individual operations, it was no longer enough just to have a general idea of how things were going.

"And you could only load so many line codes, the memory was so limited. You had to be selective as to how the system was loaded." On APM's system, it wasn't even possible to load all the information on the product lines they were actually carrying, never mind loading up competitive lines.

That is no longer a concern with the new system.

"The new system allows for more flexibility—three-data-point costing and better ability to copy things across to other warehouses. It has so many more capabilities that our old system didn't have, plus we basically bought the code, so we can special-request whatever we want.

"Now in the middle of the day, it can run a report on anything I want—before I've finished talking about it, it has run.

"It allows us to adapt and react to changes in the marketplace more than the old computer did in the past. We can quickly identify and quantify if it is having an impact on us or not, and make the changes we need to.

"We have reports we run—sales by the day, gross margin, standard-type reports—but in the past, if I identified a brand that was fluctuating, it was difficult to investigate.

"Now I can quickly run a report and identify if there's an emerging trend up or down so you could see something in particular line items. You can do a lot more comparisons between lines.

"The new system also gives us the ability to e-mail statements as PDF store invoices, and more capabilities, too. If we truly wanted we could become paperless."

Paperless, and wireless, too. With the barcode module and handheld scanners, shipments are logged in as stock in minutes. This is important when you have customers checking your inventory at all times of the day.

"You can't afford to have inventory sitting [in receiving] and not know it's there. With the Internet, not only are the branches looking, the customers are looking. It's all about information. If the data is there, the likelihood is you are going to get the sale.

"It could be as simple as I entered the packing slip an hour earlier than you did. I got the sale, you didn't."

### The Evolution: Bumper-to-Bumper Edmonton South

Scott Strabel, owner-manager at Bumper-to-Bumper Edmonton South, has been running a Rinax system since October of 2002, but made the move to the X4 Windows system two years ago.

"The basic motivation behind it was, right from the get-go, that the new software was Windows-based.

"Before, there was never more information available on parts, but now one of the nice things is that, through Wrenchhead, we can click on an icon and it will go right to the company's website and bring up a photo of the part. That definitely makes identification easier.

"Sometimes customers aren't good at telling you what they're looking for and you're guessing. Based on the part number, you can actually bring up a photo. Nine times out of 10 you're right, but with a photo you can confirm it."

He says that, while he's certainly not ignorant of the effect that parts proliferation is having on the business, it was the consolidation of part numbers into new numbers that was causing real headaches.

"A lot of times our information would only have the old number. And there wasn't a good way in the old system to see

a substitution or a new part number to redirect the counterperson."

The part was on the shelf, but under a different number. Such phantom "out-of-stocks" were increasingly a problem.

"Some of our less skilled counterpeople wouldn't have a good opportunity to get the sale out the door. Some people just don't have the capability or experience to know that it may be in the store, but listed as something completely different."

And, like every business owner, the need to know what is happening in his business now is paramount.

"One big thing that I really appreciate is the Crystal Reports. The folks at Rinax did a bunch of regular ones, but their IT department is fantastic at creating new ones that we seem to find helpful. They make it very easy to manage your fill rates, and you can manage your employees very well.

"I can track how many invoices by counterperson, the average dollar sale, by month, by day, by week, or gross profit by sale. From a management perspective it makes things very clear."

Strabel knows, too, that a system that helps track inventory well is key.

"My dad has been in this industry for 30-plus years and he always taught me that good inventory management and control were the most important.

"The new technology has made it easier to track inventory turns and margins, and keep better track of inventory dollars—being able to easily key into what you should be stocking and what you shouldn't be stocking."

And, says Strabel, the flexibility of reporting made it possible (with a little assistance) to help a customer with his inventory.

"I was having a discussion last week with my salesperson about running a specific report to figure out what they should be stocking based on their sales. Within half an hour the guys [at Rinax] had the report figured, I handed it to the salesperson, and he handed it to the customer. It showed him exactly what he was looking for."

Specifically, it revealed that the customer was keeping 24 filters of a certain number in stock. Considering they sold 100 of that number a year and had weekly replenishment, 12 would have been enough.

"Some of their inventory [capacity] could be used elsewhere. Before, you'd have to generate a sales report, do a whole bunch of long division, dividing by months and all this other stuff. Now you can do it in the click of a button in two minutes, and e-mail it to the customer."

Strabel says that he particularly likes the graphing functions, which mean that he can profile inventories by demand throughout the year, not just average them out.

Beyond that functionality, he says that there are some real benefits in terms of human resource efficiencies.

Being able to connect to customers, for example, means that at least some of the business can be done without counterperson intervention.

And, while the current situation in his province of Alberta means that staffing issues aren't as acute as they were at the height of the oil industry boom, the lessons have not been lost.

One specific area he has taken advantage of is putting together orders. Previously it was time-consuming to put together drop-ship orders and, as a result, he was seldom able to do so.

"It used to take half an hour to 45 minutes. We just couldn't do it consistently. Now in a couple of clicks you have your order put together.

"We have our A and B movers moving better, and I have definitely increased our profitability on that as well."



### The Early Adopter: T&H Auto Electric

John Pedersen, president and general manager, T&H Auto Electric in Hamilton, Ont., is an admitted early adopter of technology.

He's had a Blackberry for five years—which by aftermarket industry standards is very early—and made the move from a DOS-based DISC computer system to the Carrus Windows-based system eight long years ago.

"Sometimes I get onto things too early," he says wryly. "Basically we went from a DOS-based system to a Windows-based system overnight. There were two of us that went on with Carrus first," the other being R.K. Buzzell in Moncton, N.B.

"We were on the 'bleeding edge,' as they say. We were somewhat of a guinea pig. We had six months of hell, but I saw the opportunity with the new system. It could do so much more than the old system.

"I almost hate to say it, but the bleeding was worthwhile. I wouldn't trade it for anything."

Like other jobbers, Pedersen is quick to point out the benefits of being able to run reports on a whim, though he does caution that it can become a bit of a hobby.

"You can see everything happening by the minute, but you have to be careful you don't micromanage. You can see where you're profitable and where you're not"—no more waiting till month's end.

"You can produce a financial statement at the push of a button. You can run the min/maxes, order points, etc. and so much more."

One interesting aspect is that they can now run promotions and contests paperlessly, with no more need to record sales or purchases separately.

"We're running contests and we can run a program to record it. We don't have to go through paperwork, orders, and invoices anymore." Say goodbye to end-tab promotions. "Basically we have eliminated killing trees. It's all on the drives."

That paperless approach has extended across the organization, and is all part of a while new approach the company is taking. "It just allows you to do so much more, faster and more efficiently. All these tools that you are using today are to help you run your business better. The bottom line is to be more efficient."

Yet, even with the dramatic improvements possible in reporting, Pedersen says that the biggest advantage is connecting to your customers and suppliers.

"One of the things we are finding in going out to the shops to set them up to deal with us is that they may not have had computers and so they don't know what they need to do," he advises. "It's all about setting up the parameters and then it will work for you.

And, he says, any jobber who is not connecting to his customers is at risk of losing them.

"We have actually put all of our counterpeople on the Web. It has created an endless catalogue in reality. Every station is on the Web, too; you have to control where they go. I would say that's the biggest thing," from his experienced standpoint.

"You had better get your customers connected to you, because if you don't your

competition will. Don't tell me you're thinking about it," he challenges jobbers. "You had better be doing it.

"A lot of people have good infrastructure and good inventory, but you have to make it accessible to your customers in the easiest way possible."

Whether you're coming from the oldest computer system imaginable, or still learning the capabilities of a piece of technology so new the wrapper is still on the owner's manual, the journey toward continuously improving your efficiency and your connection to your supply chain partners and your customers is one that should never stop.

The answer to the question "Time for a technology update?" is, and always should be, simply, "Yes."

# Get In The Strike Zone!

## The Aftermarket's Best eCatalog Helps You Sell More Parts Every Day

Each time an installer calls, it's your job to throw "strikes" with precisely the right parts for the job. Only Activant helps make every counterperson a true "ace" through the best new eCatalog tools. The industry's most extensive parts database includes:

- **Activant Cover-to-Cover® module (millions of part images, TSBs & more)**
- **Activant OE Carry-Forward® (new model coverage)**
- **A true VIN decoder**
- **Activant All Lines and InterChange® (over 4 million lines & 16 million listings)**
- **Labor, Service Intervals, BuyerAssist® & More**

Get in the Strike Zone and start selling more parts by visiting  
**[www.activantstrikezone.com/AMB](http://www.activantstrikezone.com/AMB)**  
or by calling **800.380.9015**



**ACTIVANT**

© 2009 Activant Solutions Inc. All rights reserved.

Activant, the Activant stylized logo, Activant Cover-to-Cover, Activant OE Carry-Forward, BuyerAssist and InterChange are registered trademarks of Activant Solutions Inc.

# What's Driving Ride Control Systems

By David Halpert

Struts and shocks are too often neglected by consumers in place of parts that get replaced more frequently, like brakes and tires. Yet it remains a resilient category.

"People tend to focus on safety items such as brakes," says Steve Dodd, general manager for Benson Auto Parts in Peterborough, Ont. "I was a service manager for quite a while at a couple of shops, and trying to sell ride control parts was tough. You could point out leaking struts and shocks, talk about how they limit how well your vehicle handles or stops, but a lot of times [the customer would say], 'Well, just do my brakes; I'll deal with it when the time comes.' The preventative-maintenance side of it is a tougher sell on them."

The need for proper training has remained an important issue for jobbers and technicians alike. Opinions within the supply chain vary on the issue: whether more training is needed for jobbers, or quite simply whether jobbers are taking advantage of the ride control training already available to them.

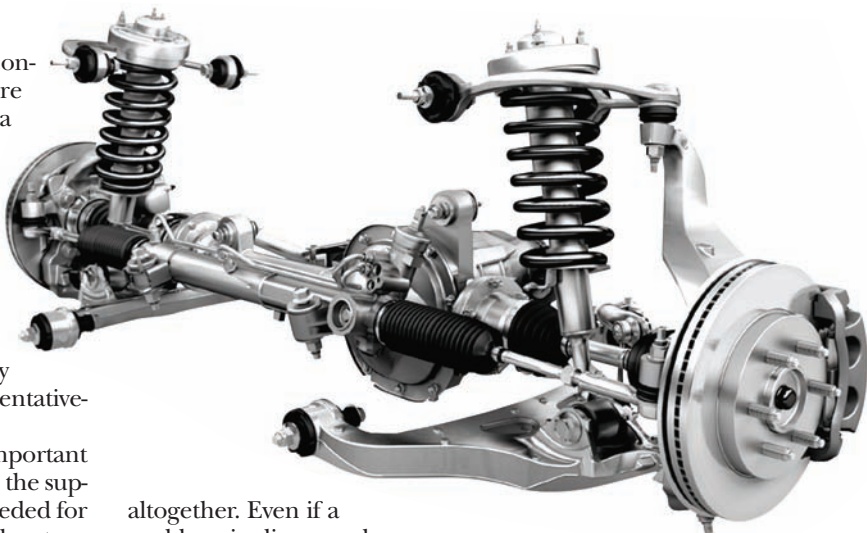
"I'd definitely say [training for jobbers] has gotten better," says Dodd. "For example, we probably see the Monroe rep about twice a year, and once or twice a year we'll also try to generate interest throughout our shops. Tenneco, under its Monroe brand, also runs its 'Ride & Drive' program where they'll set up three pairs of vehicles"—in one case a minivan, a Nissan pathfinder, and a BMW 3 series—"one assembled with new suspension pieces and the other with old worn suspension."

Participants are allowed to experience first-hand the marked difference between the two by driving around a preset course designed not only to raise awareness on a product category that is often overlooked, but also to stress the importance of replacement after 80,000 km, which is generally considered by industry the proper replacement interval. The program, now in its seventh year, was created partly to address the fact that few technicians actually tested the car's ride control, but simply checked for leaking shock absorbers.

"Shock absorbers are made so much better now at the OE level, and we're a large OE supplier," says Bill Dennie, director of ride control channel management for Tenneco's Monroe brand. "So the units don't leak like they used to, but they wear out internally. We emphasize the signs of good suspension, what we call 'The Safety Triangle'—steering, stopping, and stability—rather than just relying on a visual inspection."

"I think there's absolutely a huge gap when it comes to training," says Aaron Shaffer, marketing manager for KYB America LLC. "And I think for years we as manufacturers, while we have provided training, haven't provided effective training. I think too much of the focus has been on talking about how great the product is and not really giving people a clear understanding of how to actually sell the product."

He attributes this to the reality that ride control products are not only one of the most undersold categories in the aftermarket, but the situation is often out of the jobber's hands



altogether. Even if a problem is discovered on a motorist's ride control at the technician level, convincing the consumer to replace it is a bit more difficult than your average oil change. For jobbers, Shaffer recommends some simple strategies. "As vehicle proliferation continues to happen, it's very important to have as wide an inventory as you can, and maybe not that deep. Because most jobbers [get deliveries from the warehouse] once a day, it's more important that you have [the part] and let the warehouse take care of your depth."

Another thing jobbers can do is consult their sales history or vehicle registration data to make sure their inventory appropriately fits their market. Also, try consulting your shock and strut manufacturer for any available data in your area, says Shaffer.

## Opportunities and Upgrading

While jobbers and counterpeople can improve how they sell ride control items, the fact is the components in a ride control system can outlast the life of a vehicle without actually falling apart—as much as 300,000 km—leaving replacement rates relatively low.

However, there are basic regional differences when it comes to selling ride control parts and components. Obviously, a jobber store in Saskatchewan will have a different inventory mix than someone in downtown Vancouver. And though the market for shocks and struts may not change a whole lot, there are several key areas that can lead to sales opportunities.

"I think there are some upgrade opportunities, especially in light trucks, which is still a very viable market," continues Shaffer. "Any vehicle that is towing, hauling, ploughing, regardless of how many kilometres are on the vehicle, is a great candidate to upgrade to monotube shocks." A monotube shock provides additional handling and control over twintube designs.

Counterpeople would do well to realize that "hauling" can mean anything from a construction worker loading the back of his Ford F-150 with equipment and supplies to a hockey



dad carpooling six kids in his Dodge Caravan every weekend. Chances are if they're using their vehicles for these types of applications, then they probably want their vehicle to be safe, even if it means buying the premium.

"Warranty is another big issue," says Lionel Draws, national sales manager for Gabriel Ride Control Products, Inc. "We guarantee the entire unit for as long as the customer owns it. Product-wise, there's no huge difference; that's why warranty is a big issue."

For Tenneco, the most popular item in its line has been the Quick-Strut, the brand's complete replacement strut assembly. Despite the recession sales have only been climbing, so much so that the firm recently added light truck and SUV coverage. But one area that is often overlooked is the need for strut mounts on trucks, as Bill Dennie explains.

"In the last three to four years, [technicians] have started to replace struts on trucks. So if a technician or a DIY customer comes into a jobber store asking for a set of struts, the counterperson should [suggest] strut mounts as well. If you're going to replace your struts, you have to tear the unit apart, and if you put it on an old strut mount that thing could go bad in a month or a week."

It's also interesting to note, Dennie says, that while unit sales have been flat or slightly down over the last several months, dollar sales are up because more people are purchasing premium units.

While ride control parts and components may have traditionally lower replacement rates than some other parts categories, there are proven strategies and training in place to help everyone in the supply chain communicate the need for ride control service to the consumer—and that means improved profits for you and safer vehicles for them.

## Tips for Ride Control Sales

There are other factors to consider when dealing with ride control parts and components. Some garages might put twin tube shocks on the front and monotube shocks on the rear, which will give the consumer an unbalanced ride because you have two different technologies on the car.

"The most important thing is that everyone in the distribution channel has a clear understanding of what the repair outcome will be when you fit a specific product onto a vehicle," says Aaron Shaffer, marketing manager for KYB America LLC. "I could talk to you about how great our product is and could talk about seamless mounts and extruded tubing, but what's most important is that when the jobber/counterperson is communicating to that technician they simply say, 'Well okay, you agreed to put shocks and struts on the car. Why are you replacing them? Is it to restore the car's design performance or is it to increase its handling and control?' And then from there you can determine the right product."

It might also be a good idea to start stocking struts specifically formulated for trucks. "A lot of people think that everything comes with shock absorbers," says Bill Dennie, director of ride control channel management for Tenneco's Monroe brand. "And when we look at the light truck categories, most consumers (whether DIY or DIFM) don't know that light trucks have the highest replacement rates for shock absorbers. So it's a key category and an impulse item for many DIY truckers."

Also, keep in mind load-assist shocks and struts, or "air shocks." They can be a viable sales addition for pickup trucks that carry more weight, such as vehicles that hitch to a boat or trailer.

*Enter the Jobber News*

# Synthetic Oil MYTHBUSTERS

## CONTEST

Test your knowledge of synthetic lubricants for a chance to win a Castrol Prize pack from Wakefield Canada.

*Presented by*



More than ever, consumers are looking to keep their automotive investment running longer and more reliably. Do you know the facts to help them decide?

The use of synthetic lubricants can have a significant impact on the life of a vehicle.

- Once a car switches to synthetic oil, it has to continue using it.
- Most cars can use synthetic motor oils, whether new or old.
- Synthetic oils resist oxidation better than conventional oils.
- Synthetic oils are only designed for high performance engines.
- Synthetic oils are only of benefit in hot conditions and climates.

True or False


*Enter today for your chance to win a Castrol prize pack from Wakefield Canada.*

**Wakefield**  
Distributor of Quality Castrol Products  
1-888-CASTROL

**RETURN THIS FORM TO US AT 416-510-5140**

Name: \_\_\_\_\_ Business: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_



## Timing Component Kit



The Gates TCKWP199 Timing Component Kit with water pump contains a timing belt idler, water pump, and tensioner. Changing the water pump and other system components during a timing belt replacement avoids costly labour charges later (by replacing components separately) and TCKs with water pumps allow you to service the entire timing system at once, saving both time and money.

**Gates Canada**

(519) 759-4141

[www.gates.com](http://www.gates.com)



## Body Filler

Rage1 is designed for large, multi-panel or vertical panel repairs. Its non-sag formula is specially engineered to have excellent filling properties, while eliminating the need for applying a second product. It utilizes new patent pending 10:1 technology that is the successful integration of polyester and epoxy chemistries. As a result, it has less shrinkage, better sandability and better repair quality than traditional body fillers and putties. It is compatible with HAPS-compliant and waterborne coatings. This product comes in either 24 fl. oz. pouch or 1 gallon bucket.

**Evercoat Co. Inc.**

(905) 560-1060

[www.evercoat.com](http://www.evercoat.com)

## Piston Assembly Kit

Mahle offers power and performance for Pontiacs with the new release of its Pontiac



Big Block. With a 10.5 to 1 compression ratio, these Pontiac-specific PowerPaks have built-in clearances and are designed to be drop-in-ready for finished bores. Each PowerPak includes forged pistons, round wire locks, high quality steel wrist pins and 1/16", 1/16", and 3/16" low drag racing rings.

**Mahle Motorsport**

(888) 255-1942

[www.mahlemotorsports.com](http://www.mahlemotorsports.com)

## Rush Penetrant



Free All Deep Penetrating Oil, utilizing an exclusive formula, is now available in an attractive "Bullet" style can. The new 12 oz. can prevents slippage and includes a straw-style applicator. Free All utilizes a proven formula that quickly and easily dissolves rust and corrosion and prevents the need for torching, drilling, hammering and chiselling. Free All is also silicone-free.

**Federal Process Corp.**

(800) 846-7325

[www.freealloil.com](http://www.freealloil.com)

## Oxygen Sensors



Delphi's planar oxygen sensors feature a patented protective sensor coating that leads the industry in contamination resistance to silicone, phosphorus and other fuel/oil additives. A unique multi-layer construction, made of zirconia and alumina, makes the sensor elements stronger and more resilient to thermal shocks and engine vibration.

**Delphi Corp.**

(877) 463-3574

[www.delphi.com/am](http://www.delphi.com/am)

## Rear Integral Blades



Trico has expanded its Exact Fit blade line in order to provide coverage for approximately 14 million vehicles with rear integral wiper blades. Most integral rear blades are uniquely shaped to the design of the wiper arm. As a



result, Trico has introduced eight part numbers to the Exact Fit line that fit and function like the OE integral blade.

**Gates Canada**  
(519) 759-4141  
[www.gates.com](http://www.gates.com)

#### Clamp-On Tailpipe Wide-Band Sensor Mount Kit



The Fuel Air Spark Technology (FAST) EZ clamp-on tailpipe wide-band sensor mount kit quickly mounts to a wide variety of tailpipe configurations using a mark-free

rubber snubber bolt that clamps to the tailpipe so you can accurately measure exhaust wide-band readings to log in. Built from stainless steel, it will not scratch your tailpipe and will deliver years of solid service. Does not require any cutting, welding, or removal of factory O2 sensors.

**FAST (Fuel Air Spark Technology)**  
(877) 334-8355  
[www.fuelairspark.com](http://www.fuelairspark.com)

#### Body Filler

Metal Glaze1 is a body filler that utilizes a new patent pending 10:1 technology that is the successful integration of polyester and epoxy chemistries. In addition to eliminating finishing putty from the repair process, it also sands twice as fast as traditional 50:1 fillers and putties, and eliminates the need to adjust mix ratio on the fly as weather changes. Metal Glaze1 is a self-levelling formula specially engineered to fill smaller-single-panel repairs and eliminates the need for application of a second product. Dispensing and mixing is made easy with the unique two-component cartridge that uses a standard caulking gun.

**Evercoat Co. Inc.**  
(905) 560-1060  
[www.evercoat.com](http://www.evercoat.com)



#### Power Steering Fluid

Beck/Arnley has recently added CHF 202 to broaden the coverage of its Pentosin fluid line. Pentosin CHF 202 works extremely well with the most recent generation of hydraulic systems, including power steering, rear axle steering, hydro pneumatic suspension, stability and traction. It is recommended for Audi, Saab, and Volkswagen, starting with the 2006 model year, and Volkswagen from the 2002 model year. The new fluid also has a temperature range from -40 to +130 degrees Celsius.

**Beck/Arnley**  
(888) 464-2325  
[www.beckarnley.com](http://www.beckarnley.com)



## Have You Heard of Altrom's **CLUB100** Jobber Program?

Over 50% of urban vehicles  
are **IMPORTS**.

Without a jobber program  
that focuses on the  
**IMPORT MARKET**,  
you could be turning away  
**HALF** of your traffic.



For Full Import Support

For more information  
contact one of our 15 branches across Canada  
or e-mail [feedback@altrom.com](mailto:feedback@altrom.com)



[www.altrom.com](http://www.altrom.com)



**Knowledge Building:**

# Free-Cat's Out of the Bag



**T**here are few issues that have as great an impact on the aftermarket as cataloguing. This is not new. A great catalogue has past, proven to be a key competitive advantage for some industry players over the years. When paper was king, the companies that could get the best, most accurate catalogues in the hands of counterpeople and technicians first were sure to get the lion's share of the business.

Those catalogues, weighty and expensive as they may be, also serve as advertising for the brands they carry, and they give reps a solid reason for a visit. Who's going to refuse to see a rep who has an important tool to offer you for free?

Today, while paper catalogues still form an important part of the resources at hand, the emphasis has shifted to the electronic. Two key electronic catalogue suppliers—Activant and Wrenthead (WHI)—supply the bulk point-of-sale system providers with the software engine to power their lookups. Rinax, for example, gets its catalogue module from Wrenthead; Carrus gets its from Activant.

In a process that has been described as bureaucratic, parts and application data from scores of manufacturers—Activant says it has listings from nearly 1,600 manufacturers—is fiddled into the correct standard format with pictures, packaging data, and labour times, and is then poured into any number of systems.

However, the time lag to perform these functions has been recognized as an issue for some time, leading some jobbers (particularly in Canada) to continue to rely on paper catalogues that are more current, and leading some manufacturers to resort to their own short-circuiting of the electronic system with CD mailings to ensure that their all-important new applications get out to the marketplace as quickly as possible.

And it is into this arena that Free-Cat was let out of the bag.

"This is a manufacturer-driven initiative," says Bob Moore, the director of Free-Cat. "If you go back in time, in the pre-

electronic catalogue days manufacturers had the responsibility of getting the data together and getting it out to the market.

What we are looking to do with Free-Cat is to recapture that responsibility."

As Moore indicates, the not-for-profit Free-Cat organization was initiated by a group of automotive parts manufacturers—and quite a group it is.

The founding companies include Affinia, Bosch, A-1 Cardone, Dayco, Federal-Mogul, Gates, Standard Motor Products, and Tenneco.

"What has happened is that a variety of different people have gotten into the catalogue business. A lot of them did positive pioneering work, but the problem that we are suffering from is that it can take as long, and in

some cases longer, to get electronic data into the market as it does to get the paper catalogues out.

"It can take three to six months to get a new part number out and it shouldn't take that long."

In fact the stated mandate of the Free-Cat organization is that "Free-Cat is a manufacturer-led, not-for-profit industry association that is dedicated to bringing the most complete and up-to-date product and application data to aftermarket resellers and service dealers, free of charge."

Moore says that there are a lot of reasons the current ways of creating catalogues exist, but suggests that technology now available allows manufacturers who create the application data to, in essence, turn the clock back.

"This was an attempt to have the manufacturers go back to the way we used to do it," he says—to, in a phrase, take control of delivering the application data to the marketplace in the way that they used to, and still do, deliver paper catalogues.

However, Moore is also quick to point out that it is not a lock-stock-and-barrel replacement for the fully functional e-catalogues that populate the computer systems of the aftermarket. And, he says, it's not designed as a direct competitor to what Activant or Wrenthead have to offer. (Neither Activant nor Wrenthead chose to comment on Free-Cat for this article.)

Instead, it is a tool that the market can use in tandem with these other systems. "This becomes a research tool for the mechanic or counterperson who gets frustrated because he can't find the application in his system."

What Free-Cat does do is provide as up-to-date data as possible. It does this by providing participating manufacturers with a simple upload interface to a central database that is updated daily.

Continued on page 28



# When your customers ask if you are “Be Car Care Aware”

## ...what will your answer be?

### A GREAT WAY TO REACH CONSUMERS

#### JOIN THE BE CAR CARE AWARE PROGRAM TODAY!

The Be Car Care Aware program helps you to better communicate with consumers about proper vehicle maintenance. Help inform your customers about the benefits of regular vehicle care, maintenance and repair and increase your business credibility.

Join the program today and order Be Car Care Aware marketing materials promoting vehicle maintenance as well as a listing on the online Shop Finder.

Visit the Industry section at [www.carcarecanada.ca](http://www.carcarecanada.ca) to learn more.

**Order your Be Car Care Aware  
Starter Kit now!  
Visit the estore at  
[www.carcarecanada.ca](http://www.carcarecanada.ca) today!**



This message is brought to you by Car Care Canada  
with EcoEnergy funding provided by Natural Resources Canada.

**Canada**

**Be Car Care Aware™**  
[www.carcarecanada.ca](http://www.carcarecanada.ca)



"Right now the position is that this is a research utility that enables parts counterpeople, buyers, warehouse distributors, and mechanics in the bay to get the most recent, most up-to-date information on a timely basis."

What counterperson has not at least occasionally been frustrated at the difficulty of finding application data for a late-model vehicle, only to find later that the correct parts were sitting on the shelf, or having to scour several websites to find what part number a new application might need.

The point of Free-Cat is to provide an up-to-date parts lookup utility to the market that should reduce both the time required to locate those parts, and improve the success ratio of that inquiry.

According to Ed Rammel, a vice-president at Dayco Products, Inc. and the chairman of Free-Cat, "The founders of Free-Cat believe that electronic catalogues should be like their paper cousins: available to everyone in the aftermarket, free of any charges or fees. That is best accomplished when the data creators (the manufacturers) assume the responsibility and the expense for creating accurate electronic catalogues as they do with their paper books, then go a step farther and aggregate everything into a single electronic catalogue." Rammel suggests that no one is in a better position or has more of a vested interest in the quality and timeliness of the data than its originator.

He explained that Free-Cat represents a simple solution to a very complex problem. Today, manufacturers can get parts into the channel faster than the information needed to look them up and sell them. Technicians need that information more quickly to avoid missing a sale or having to resort to the OE dealer as a source. "Regardless of the role you play in our independent aftermarket supply chain, Free-Cat will increase sales of new

numbers and existing numbers that carry forward to new applications," Rammel says.

Beyond its primary use by the market, the lookup utility is also being made available to developers for a fee. This allows it to be used as the "engine" to drive a more fully functional electronic catalogue and point-of-sale system. And the work is continuing to recruit more manufacturers.

"We are making an effort to use the standards to get as much data out to the marketplace as quickly and accurately as we can," says Moore.

"This is not a competitive threat. Nobody is trying to put any established data provider out of business. What we are trying to do is go back to the way it used to be.

"Now, we have a proliferation of catalogues, and everyone of those wants the data in a [slightly] different format.

"Wouldn't it make more sense if there was just one format that the manufacturers funded and that everyone could use for free?"

## Tell us what you think.

Check out Free-Cat at [www.free-cat.com](http://www.free-cat.com) and let us know

where you think this fits into the marketplace.

Send your feedback to [aross@jobbernews.com](mailto:aross@jobbernews.com).

Or, respond using our online poll at

[www.autoserviceworld.com](http://www.autoserviceworld.com).

# Sign Up Today!

Fax us at **(416) 510-6875** in Canada

In Toronto area, please phone (416) 510-6829 • Others 1-800-268-7742 • U.S.A. 1-800-387-0273

On-line at [www.autoserviceworld.com](http://www.autoserviceworld.com)



*Yes I want to subscribe/renew to*

Name \_\_\_\_\_ Title \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Province \_\_\_\_\_ Postal Code \_\_\_\_\_

Telephone #: ( ) \_\_\_\_\_ Fax #: ( ) \_\_\_\_\_

# of employees at this location: ☐ 1-9 ☐ 10-19 ☐ 20-49 ☐ 50-99 ☐ 100-249

☐ 250-499 ☐ 500-999 ☐ 1000+

☐ FREE Trial Subscription

☐ 1 Year Canada \$51.95 (+GST/QST/HST)

☐ Annual Marketing Guide \$84.95(+GST/QST/HST)

☐ 1 Year US \$80.95 (US\$)

☐ 1 Year Foreign \$80.95 (US\$)

☐ Cheque Enclosed

☐ Bill Me

# Jobber News

Do you wish to receive (continue to receive) Jobber News?

☐ Yes ☐ No

PLEASE SEND ME THE WEEKLY E-NEWSLETTER

E-Mail \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

PLEASE PROVIDE THE FOLLOWING INFORMATION TO  
QUALIFY THIS CARD FOR PROCESSING

What is your primary business?

- |   |   |
|---|---|
| <input type="checkbox"/> Automotive Jobbers or Wholesalers<br>WITH machine shop operations    | <input type="checkbox"/> Manufacturer of parts, accessories,<br>tools & equipment                                 |
| <input type="checkbox"/> Automotive Jobbers or Wholesalers<br>WITHOUT machine shop operations | <input type="checkbox"/> Automotive Parts & Accessories<br>Chains   |
| <input type="checkbox"/> Automotive Warehouse Distributor                                     | <input type="checkbox"/> Tire Stores (Chains & Independent)   |
| <input type="checkbox"/> Rebuilders — Engine  | <input type="checkbox"/> Specialized Service Chains: Muffler<br>Shops, Tune-up Shops, Brakes &<br>Front-end shops |
| <input type="checkbox"/> Automotive Sales Agents/<br>National Distributor                     | <input type="checkbox"/> Other (please specify) _____   |
| <input type="checkbox"/> Independent Automotive Retail Parts<br>& Accessories Stores          |   |

Indicate your store affiliation: ☐ Associate ☐ Corporate ☐ Independent

- |                                     |   |                                     |
|-------------------------------------|---|-------------------------------------|
| <input type="checkbox"/> Uni-select | <input type="checkbox"/> Bumper to Bumper | <input type="checkbox"/> Carquest   |
| <input type="checkbox"/> NAPA       | <input type="checkbox"/> Bestbuy          | <input type="checkbox"/> Autosense  |
| <input type="checkbox"/> E.R.I.     | <input type="checkbox"/> Lordco           | <input type="checkbox"/> Auto Value |
| <input type="checkbox"/> Other      |   |                                     |



Visit these companies directly at their web addresses or check out the growing list of Hot Links at [www.autoserviceworld.com](http://www.autoserviceworld.com). To find out how your organization can be included in this directory and on the web, contact Brayden J C Ford 416-510-5206

## AUTOMOTIVE PARTS & ACCESSORIES

### Goodyear Engineered Products



[www.goodyear.com/aftermarket](http://www.goodyear.com/aftermarket)  
[www.goodyearbeltsandhose.com](http://www.goodyearbeltsandhose.com)  
 The officially licensed belt of NASCAR. Gatorback, the quiet belt. You can never replace Goodyear quality.

### NGK Spark Plugs Canada Limited



[www.ngksparkplugs.ca](http://www.ngksparkplugs.ca)  
 The World Leader in Spark Plugs, Oxygen Sensors and Ignition Wire Sets. Used by 87% of the World's OE Manufacturers

### S.B International Inc.



[www.sbintl.com](http://www.sbintl.com)  
 "We keep engines humming"

### ZEX AC Compressors Division of Mister Starter



[www.misterstarter.com](http://www.misterstarter.com)  
 Remanufactured/New A/C compressors and Turbochargers/Superchargers for complete line of cars and trucks, DOMESTIC & IMPORTS. Custom Rebuilds also available for your needs.

## COLLISION REPAIR

### Masters School of Autobody Management



[www.masters-school.com](http://www.masters-school.com)  
 Masters offers a number of education programs and implementation follow-up programs designed to take bodyshops to the next level of success.

## ADVERTISERS INDEX

Company	Page #
AAPEX ( <a href="http://www.aapexshow.com">www.aapexshow.com</a> )	13
Activant Solutions Inc.	
( <a href="http://www.activantstrikezone.com/amb">www.activantstrikezone.com/amb</a> )	21
Altrom Canada Inc. ( <a href="http://www.altrom.com">www.altrom.com</a> )	25
Arkema Canada Inc. ( <a href="http://www.arkema-inc.com">www.arkema-inc.com</a> )	9
Be Car Care Aware ( <a href="http://www.carcarecanada.ca">www.carcarecanada.ca</a> )	27
Cardone Industries Inc.	
( <a href="http://www.cardone.com/gps">www.cardone.com/gps</a> )	OBC
CBK International Inc. ( <a href="http://www.dnaautoparts.com">www.dnaautoparts.com</a> )	10
Goodyear Canada Inc.	
( <a href="http://www.goodyear.com/aftermarket">www.goodyear.com/aftermarket</a> )	7
Honeywell CPG ( <a href="http://www.prestone.com">www.prestone.com</a> )	IFC
NAPA Canada	
( <a href="http://www.napaonlinecanada.com">www.napaonlinecanada.com</a> )	10
Peterson Manufacturing	
( <a href="http://www.pmlights.com">www.pmlights.com</a> )	14, 15
Promax Auto Parts Depot	
( <a href="http://www.autopartsdepot.ca">www.autopartsdepot.ca</a> )	5
Quaker State ( <a href="http://www.quakerstate.com">www.quakerstate.com</a> )	17
Thermofluid Technologies	
( <a href="http://www.redtekstore.com">www.redtekstore.com</a> )	IBC
Wakefield Canada Inc.	
( <a href="http://www.wakefieldcanada.ca">www.wakefieldcanada.ca</a> )	23

## HAND CLEANERS

### GOJO Industries, Inc.



[www.automotive.gojo.com](http://www.automotive.gojo.com)  
 GOJO is a leading manufacturer of skin care products and services for many marketing including automotive and manufacturing. GOJO continues to pursue a commitment of creating well-being through hand hygiene and healthy skin.

## LUBRICANTS & ADDITIVES

### Empack/emzone Automotive Care & Maintenance



[www.emzone.ca](http://www.emzone.ca)  
 The high performance emzone product line is specially formulated for your detailing and maintenance needs. For maintenance: Lubricants, Brake Cleaners, Degreasers, and Coatings. For detailing: Glass Cleaners, Carpet Foams, Tire Shines and Auto Fresh.

## REFRIGERANT

### Duracool Refrigerants Inc.



[www.duracool.com](http://www.duracool.com)  
 Nationally Distributed by: Deepfreeze Refrigerants Inc. The Leaders in Hydrocarbon Refrigerant Technology Guaranteed In writing not to harm any Mobile A/C System You can feel the Difference that Quality Makes "Our Formula Never Changes".

### Empack / emzone Refrigerants



[www.emzone.ca](http://www.emzone.ca)  
 Eco-friendly, non-ozone depleting and system safe. The emzone quality A/C Refrigerant product line includes stop leak, system conditioner, oil charge, UV dye leak detection, and dryer offering colder vent temperatures, improved system efficiency, lower head pressure and greater gas mileage. Ideal for cars, trucks, SUVs and tractors.

## Marketplace

### \$899 Parts Store Software

- Reliable. Users have run daily for 8 years without calling us for help.
- Fast. Make invoices in seconds. 1000s of charge statements in an hour.
- Automatic. Updates inventory, charge accounts & core tracking.
- Recall & reprint invoices from earlier today or any time up to 5 years ago.
- Use locally available hardware.
- Up to 37 user stations.
- There is nothing else you must buy.
- Optional Wrenchhead cataloging.
- No contract to sign.
- Get our free video & demo disk.

### Mib

Box 3367, Espanola, NM 87533 USA  
 505-293-8640

Serving you since 1977 with honesty & integrity.

## EDUCATION AND TRAINING

### CARS COUNCIL



[www.cars-council.ca](http://www.cars-council.ca)  
 Smarter hiring, better personnel assessment, and training accessible 24/7. We are the CARS Council, a not-for-profit organization, delivering tools developed by industry for industry. [www.cars-council.ca](http://www.cars-council.ca)

## TOOLS & EQUIPMENT

### AIR LIQUIDE CANADA INC.



[www.airliquide.ca](http://www.airliquide.ca)  
 Your one-stop shop for all your industrial gases and welding supplies.

### Genius Tools



[www.geniustools.net](http://www.geniustools.net)  
 Genius Tools provides a complete line of hand tools, as well as power tools, tool storage, and other solutions for the toughest jobs in automotive and industrial markets. Premium quality at competitive prices.

### Rotary Lift



[www.rotarylif.com](http://www.rotarylif.com)  
 World Leader in Lift Productivity

## WAREHOUSE DISTRIBUTORS & BUYING GROUPS

### Automont Distributions Inc.



[www.automont.com](http://www.automont.com)  
 Importer & Wholesale Distributor of German, Swedish and Asian Auto Parts.

### Bestbuy Distributors Limited



[www.bestbuyautoparts.ca](http://www.bestbuyautoparts.ca)  
 Independent buying group and warehouse distributor that allocates its profits to member shareholders and provides unbeatable value for independent jobbers.

### The E.R.I. Group



[www.theerigroup.com](http://www.theerigroup.com)  
 Canada's Premier Machine Shop Buying Group

### Kerr Machine Shop Group Inc.



[www.kerrmachineshopgroup.com](http://www.kerrmachineshopgroup.com)  
 Buying group for machine shops and performance shops.



# Editorial

## Comment

## DOES YOUR TECHNOLOGY ROCK?

**T**here is a musical instrument store in Toronto that is to the would-be guitar heroes of tomorrow what Canadian Tire used to be for the kids playing shinny yesterday: it's where you go to get the stuff you need, dreams of grandeur no extra charge.

Though the business was founded in Montreal in 1965, it is a Saturday tradition that Steve's Music Store on Queen St. West will be filled to the rafters with the hopes and dreams of every ilk of player, from the idle riffs of virtuoso players who you swear should be world-famous, to the rock-star junior who shows up with mom and dad in tow to pick up the \$219.95 "My First Electric Guitar" package.

Despite retail evolution and fragmentation that has gone on in virtually every sector—the world of music isn't that much different from ours—Steve's is still the place to go, just as it has been for decades. In kind, the store appears unchanged, too. From the rack of Telecasters and the Flying-V mainstay of glam rockers to the stacks of, well, Marshall stacks, nostalgia sells in the guitar world.

Unfortunately, that nostalgic atmosphere extends to the checkout counter, where you are likely to be greeted by a 20-something in a black Zeppelin T-shirt punching your order into a nicotine-stained, green-screen computer, circa I-don't-know-what. (You haven't been able to smoke indoors in Ontario for nearly 20 years, so that should be a clue.) The computer is a museum piece.

And that's where it belongs. Not that I've ever seen it "go down" or had any trouble whatsoever on checking out. Nor is Steve's totally technophobic; a fully functional website provides a good list of offerings with an e-commerce option.

I am sure that there were some decisions to make about where they were to spend their technology investment, but what they have now on the ground must be hampering their ability to compete.

The store is still caught in a very old-school invoice and cash-cage world, no doubt the result of the lack of cash function on the current system (sound familiar?)—and, as a customer, I find it no less annoying to have to bring the invoice for my eight-buck strings to the "girls in the cage" to pay.

And I have never received a single follow-up card, promo mailer, e-mail—nothing. It is a failing that used to be the way of doing business for everyone, but falls distinctly short in the harsh light of an increasingly competitive environment.

I suspect that it would be hard for Steve's to justify an in-store upgrade, considering how busy it continues to be. When you boil it down to its elements, the store is trading on its name. And it's a good one. Steve's people are, to a person, fantastically helpful and knowledgeable.

But I have to wonder how long it might be before someone else comes along with a cleaner, brighter, maybe less expensive shopping experience, even if they don't know as much about guitars; how long might it be before the junior rock star's parents take him somewhere else?

For the automotive aftermarket, many jobbers have long lamented the lack of loyalty among their customers. To me, that indicates a lack of relationship. And, with staffing resources becoming tighter and tighter and competition going farther afield for customers, reaching out with technology to keep reminding customers of what you have to offer is one important way to keep building that relationship.

Ask yourself: is your current technology hitting sour notes with customers, or does it free your business to really rock?

— Andrew Ross, Publisher and Editor  
aross@jobbernews.com

### NEXT MONTH

Our 6th Annual  
Retail Intelligence  
Issue arrives in June  
with tips for  
Showroom Profits.



# It's easier than ever to get your A/C going!

## Why are RED TEK Refrigerants Environmentally Safe?

RED TEK refrigerants are all natural refrigerants designed without ozone depleting chlorinated compounds or global warming fluorocarbons.



## A/C Recharge Kit

Includes: Refrigerant, charging hose with gauge, oil analyzer, retrofit fitting, installation guide, and system decal.

#14-6129-8 (#300)



Detects Leaks in Air Conditioning System

#14-6122-2 (#405)

Repairs Evaporator and Condenser Leaks

#14-6118-4 (#402)



Replaces R-134a and R-12 Substitutes

#14-6116-8 (#301)

## Why is RED TEK12a Refrigerant Unique?

RED TEK12a is an ultra high efficient, environmentally safe refrigerant designed as a direct replacement and retrofit option for both R134a and R12 refrigerants in automotive air conditioning systems. RED TEK® is compatible with all automotive a/c lubricants, hoses, components and seals.

## CANADA Sets World Standards

Canada is on track to become the world-wide leader in the reduction of Ozone Depleting and Green House gases through its support of eco-safe refrigerants such as RED TEK 12a.



## RED TEK 12a Advantage

- Environmentally safe
- No retrofitting required
- No license required



Repairs & Conditions O-Rings and Seals

#14-6121-4 (#401)

Air Conditioning Tune-Up Treatment

#14-6119-2 (#404)

[www.redtek.com](http://www.redtek.com)

888-676-9380





# Wherever you want to go, **CARDONE** will take you there.

**Never lose a sale with all-encompassing coverage & service.**

- New & remanufactured options
- A1 CARDONE First Source: Early & late-model coverage through 2009
- Online catalog covering over 30,000 SKUs
- High-tech parts usually only found at the O.E. dealer
- Priority Plus overnight delivery service
- 48-hour Rebuild & Return service
- ASE-certified technical support

**CARDONE**<sup>®</sup>  
[www.cardone.com/gps](http://www.cardone.com/gps)

Visit CARDONE WebCat to view our all-encompassing coverage



brakes



drivetrain



electronics



engine



fuel systems



motors



pumps



steering