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CORRECTION

In last week's story concerning **Strauss Auto** and its bankruptcy situation, our story may have been correct but our headline was not! Our headline indicated that "Strauss Auto Is Edging Closer To Emerging From Chapter 11" when we should have made it clear in that headline that the recent plan put forth to the bankruptcy court was approved and went into effect in early October, as indicated in the story. Therefore, the appropriate headline should have read: "Strauss Auto Has Emerged From Chapter 11 Bankruptcy." We apologize to both Strauss Auto and our readers for this error, and hope this correction sets the record straight.

MEYER ADDS CROSS-DOCKS ACROSS SOUTHERN GREAT LAKES REGION

Meyer Distributing, an automotive specialty products marketing and distribution company, has added a cross-dock in Detroit. This location supplies accessories available for next-day route truck delivery. Meyer provides route delivery to the Detroit metro area, as well as Ann Arbor, Lansing and Flint, MI, and Toledo, OH. The facility also handles provision shipments to customers in Toronto, which is a new market for Meyer.

"The new Detroit cross-dock, coupled with our existing Elkhart, IN, and Dayton and Youngstown, OH, locations, bring service in the region to an unmatched level," said **Jason Braun**, executive vice president. *[Continued on Page 3]*

PERSONNEL CHANGES AT AFFINIA

Rod Nineham, vice president of global sales for the Ann Arbor, MI-based **Affinia Group**, has announced his retirement, effective Dec. 31, following 27 years of service with **Dana Corp.** and Affinia. Assuming the vice president's position is **Robert Beltran**, who will work with Nineham throughout the remainder of the year to aid in the transition. *[Continued on Page 3]*

GPC AUTOMOTIVE SALES UP 7%; OPERATING PROFIT UP 15% IN Q3

Continued improvement was the name of the game, at least on the automotive side of the business, for the **Genuine Parts Co.** (GPC) in the third quarter. The Atlanta-based company reported net sales increased 13 percent to \$2.95 billion, while net income rose 22 percent to \$131.79 million. GPC's two industrial-related businesses posted the largest sales increases of the quarter, with **Motion Industries**, the industrial distribution unit, up 29 percent and **EIS**, the electrical distribution business, up 31 percent.

The company's automotive business — which represented roughly 50 percent of GPC's total sales in the quarter — saw its sales increase 7 percent to \$1.48 billion and operating profit rise 15 percent to \$124.06 million. *[Continued on Page 2]*

OP. COMFORT SPECIAL TO AIR 11/22

A one-hour special on the **Operation Comfort** program will air Nov. 22 on the **Speed** cable network. Operation Comfort is a non-profit organization in San Antonio that offers recreational support programs for military burn trauma survivors. It is at the **Brooke Army Medical Center** facility, where soldiers are being treated for wounds suffered in Iraq and Afghanistan. The most popular program, called **Automotivation Garage**, allows wounded warriors to participate in a variety of automotive projects in a professional garage located on the outskirts of San Antonio. *[Continued on Page 4]*

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GPC AUTOMOTIVE SALES UP 7%; PROFIT UP 15% IN Q3 . . . [Continued from Page 1]

The 7-percent increase in automotive sales followed a 7-percent increase in the second quarter and a 6-percent increase in the first quarter of 2010 as well as the fourth quarter of 2009. Chairman, President and CEO **Tom Gallagher** told analysts on an Oct. 15 conference call that management is pleased with the trend of consistency and stability that has been established over the past four quarters by GPC's automotive team. The expectation, he added, is for more of the same in the quarters ahead.

"Continuing a pattern we reported in the second quarter, we're pleased to see our company-owned store group and independently owned **NAPA** stores each grew at comparable rates in the quarter, indicating a good balance in overall sales," Gallagher said. **"Within our company store group, our commercial and wholesale business was up 9 percent in the quarter. This follows a 9-percent increase in the second quarter, so we continue to make good progress in this important segment."**

"Retail business was up 5 percent in the quarter for our company store group, and we are showing steady improvement in growing our retail business. **Within the commercial segment, our NAPA Auto Care and major account businesses were each up double digits, continuing a similar pattern from the second quarter. They were up double digits year-to-date as well, so we are seeing nice growth in these two important segments of our commercial business."**

Meanwhile, the fleet category — which ranges from smaller independent contractors up to large over-the-road trucking companies — was up mid-single digits. "We're encouraged by the gradual sequential improvement we have seen with these customers over the first three quarters of the year," Gallagher told analysts. "Based on the increase in truck tonnage over the past few quarters, we think this is sustainable in the months ahead."

Tony Cristello and Allen Hatzimanolis of BB&T Capital Markets state in an Oct. 18 report that GPC's auto business appears fixed. "After an apparent loss of market share and an aggressive plan to fix the business, we think the NAPA segment is now back on track," the analysts wrote.

Gallagher told analysts on the call: "We feel the automotive team has performed well through the first nine months of the year, and, with the encouraging trends we see in many parts of the business, we would expect this to continue on into the fourth quarter." **For the fourth quarter, Gallagher expects the automotive business to grow between 6 percent and 8 percent.** He told analysts that, through the first half of October, the automotive business has been "pretty much in line with what we saw through the third quarter on a monthly basis." It's important to note that comparisons get tougher from here on out because GPC begins to run up against the aforementioned 6-percent increase from the fourth quarter of 2009, which is when business began to turn upward.

Fourth-quarter guidance for the entire company goes as follows: Revenue to increase between 9 percent and 11 percent, which would put GPC up 10 percent to 11 percent for the year; earnings per share to come in between \$2.90 and \$2.95, which would put GPC up 16 percent to 18 percent for the year. The revenue and EPS expectations are both increases from prior guidance. — *Marc Vincent*

APC GROUP ANNOUNCES EXCLUSIVE FIVE-YEAR DEAL WITH NAPA

The **APC Group** (Scottsdale, AZ) has landed an exclusive five-year agreement with the **Genuine Parts Co.** of Atlanta to exclusively market its products throughout Alaska. APC manufactures and distributes the **Arctic Leash** watertight retractable extension cord reel and a proprietary line of all-weather, indoor/outdoor extension cords for home and industrial use. GPC has placed an initial order for \$50,000 of APC's products through the **NAPA** distribution center in Anchorage, which has 11 outside sales representatives servicing 32 stores throughout the state.



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CARLISLE IN DEAL TO ACQUIRE HAWK VIA ALL-CASH TRANSACTION

The **Carlisle Co.** and **Hawk Corp.** has signed a definitive agreement calling for Charlotte-based Carlisle to acquire Hawk — a Cleveland-based supplier of friction products for brakes, clutches and transmissions — for \$50 a share in an all-cash transaction. This represents an equity value of roughly \$413 million and an enterprise value of approximately \$410 million. The transaction has been unanimously approved by both companies' boards.

This transaction will allow Carlisle to provide a broader line of products, improve its aftermarket product portfolio and distribution network, and increase its exposure to such emerging markets as China, Brazil and India. Hawk will become part of **Carlisle Industrial Brake & Friction**, a global provider of braking technology to the mining, construction, agricultural, wind energy, military and industrial markets.

This move, for Hawk, is the culmination of a strategic review begun earlier this year. "On July 1, 2010, we announced the commencement of a process to explore possible strategic alternatives to enhance Hawk's shareholder value. Our board appointed a special committee of independent directors to run the process, and I am pleased this transaction is the result," explained **Ronald Weinberg**, Hawk's chairman and CEO. "The strategic combination of Hawk with Carlisle builds an exciting combination in the marketplace and is a favorable outcome for all. Our shareholders will receive all-cash for their shares, at a price we believe represents an attractive valuation; our customers will benefit from broader product and service offerings; and our employees will benefit from being part of a larger, more diversified company with career growth opportunities."

The transaction is structured as a cash tender offer to be followed, as soon as possible, by a merger. The offer is expected to commence later this month and is subject to customary terms and conditions, including the tender of at least a majority of Hawk's shares on a fully diluted basis and regulatory clearance. Weinberg, along with directors **Norman Harbert** and **Byron Krantz** — who collectively hold roughly 34 percent of Hawk's outstanding common stock — have entered into agreements with Carlisle to tender their shares.

The transaction will be funded with Carlisle's cash on hand and existing revolving credit facility. The transaction is not subject to a financing condition. Carlisle and Hawk expect closing to occur by year-end.

It should be noted that the Washington, DC-based law firm **Finkelstein Thompson** is investigating potential claims on behalf of Hawk shareholders concerning the sale. The probe is focused on the "potential unfairness" of the consideration to Hawk shareholders, the process by which the board of directors considered the transaction, and potential conflicts of interests among Hawk board members.

MEYER ADDS CROSS-DOCKS IN SOUTHERN GREAT LAKES . . . *[Continued from Page 1]*

"This expansion marks another milestone for Meyer, and we will continue to add facilities throughout the U.S. to improve logistics, customer service and supplier coverage." **The Dayton and Youngstown locations are relatively new.** They supply accessories available for same-day shipment, next-day route truck delivery and warehouse pickup. From here, Meyer provides route delivery to all Ohio metro areas, as well as the Pittsburgh metro area in Pennsylvania, and Buffalo, Rochester and Syracuse in New York. It also handles provision shipments to customers in Toronto.

In related news, Jasper, IN-based Meyer will host its next **eMeyer Mega Show** (a virtual event) Feb. 21 to March 18. The event provides manufacturers with a channel to communicate, educate and sell products in a real-time virtual format to retailers nationwide.

PERSONNEL CHANGES AT THE AFFINIA GROUP . . . *[Continued from Page 1]*

Beltran joined Dana in 1998 as a territory sales manager for brake and chassis and became involved in export sales in 2001. In 2005, he was promoted to director of Affinia global sales, which included restructuring Affinia's sales operation in Mexico. Beltran is based in Miami, which serves as the Affinia global sales headquarters.

Meanwhile, Scott Howat, formerly director of corporate communications, has been named director of global communications. In his new position, Howat manages all avenues of communication throughout global Affinia. He joined the company in 2004 upon its formation, developing Affinia's first corporate communications program. Prior to Affinia, he served in management roles in brand marketing, product management and sales for **Echlin** and Dana.

SKF IS BUYING LINCOLN INDUSTRIAL FROM THE HARBOUR GROUP

SKF has agreed to acquire the lubrication systems provider **Lincoln Industrial** for \$1 billion on a cash and debt-free basis from the **Harbour Group**, a privately-owned investment group based in St Louis. The transaction is subject to regulatory approvals. The acquisition of Lincoln Industrial, also based in St. Louis, includes all **Lincoln**, **Alemite**, and **Reelcraft** entities and brands.

Lincoln Industrial is a supplier of lubrication systems, tools and equipment. Its main product lines are automated lubrication systems, hose reels and grease guns, with a focus on grease-based systems. SKF views the company as highly complementary to its own lubrication systems business with limited overlap when it comes to geographical sales coverage, technology and manufacturing footprint — in particular in North America and Asia. SKF also contends that Lincoln Industrial provides it with improved access to the lubrication tools and equipment aftermarket in North America.

POLK REVAMPS COMMERCIAL VEHICLE AFTERMARKET DEMAND MODULES

In an attempt to better meet the needs of its commercial aftermarket customers, **Polk** has incorporated new resources and additional functionality in its commercial aftermarket parts demand modules. The modules previously included demand forecasting for filters, brake components, lubricants and tires, and were focused on the commercial vehicle (GVW 3-8) aftermarket. The enhanced modules now include capability for customers to see potential demand for a variety of engine parts and have been designed to serve as a resource for the light, medium and heavy commercial vehicle aftermarket. The online modules are updated quarterly and allow users to segment information based on a number of factors, including manufacturer, geography, customer, age of the vehicle and vehicle part.

OPERATION COMFORT ONE-HOUR SPECIAL TO AIR 11/22 . . . [Continued from Page 1]

Earlier this year, Speed's weekly series, *Truck U*, featured this unique program in a half-hour episode. It was so well-received that the one-hour special has been planned. The special, to be hosted by *Truck U*'s **Bruno Massel**, will report on the entire Operation Comfort program, which includes sports and other recreational projects. [Editor's Note: For more about Automotivation and Operation Comfort, see the July 23 issue of *The Greensheet*.]



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GREEN EARTH IS REPOSITIONING ITS FLAGSHIP G-OIL BRAND

White Plains, NY-based **Green Earth Technologies** is repositioning its **G-Oil** motor oil and outdoor performance equipment engine oil. The flagship product will showcase a new look focusing on the performance aspect of the brand, while maintaining its heritage “green” messaging. The idea is to emphasize that, even though G-Oil references “green motor oil” as a biodegradable environment-safe product, it is actually a full-synthetic motor oil whose base oil is a bio-based natural synthetic with a blend of fatty acids derived from animal fat and plant oil.

“Marketing yourselves as ‘green’ has taken on several meanings over the years within the motor oil and engine lubrication categories, and, whereas others define it as either re-refined or recycled base oils, we tend to focus on the natural aspects of the ‘goop’ and its zero toxicity MSDS hazard rating,” said **Jeffrey Loch**, president and chief marketing officer. “Although we use natural domestic sources, we can stand behind superior performance claims similar to other high-end synthetics because we are actually a full-synthetic motor oil.”

The repositioning of the brand also will include a new look that features an image of the **Green Earth Team Gunnar G-Oil** car that had a run during the 2010 **American Le Mans Series Season**. The bio-based full synthetic motor oil, along with the full line of “G” branded bio-synthetic engine oil and their new packaging, will debut at the **AAPEX** show in November. The new packaging will then be rolled out to shelves in early 2011.

HURST PERFORMANCE EXPANDS DEALER NETWORK INTO CANADA

Irvine, CA-based **Hurst Performance Vehicles** is expanding its authorized dealer network to include Canada, with the addition of **Howes & Reeves Limited**, a Chrysler/Jeep/Dodge dealership in Fergus, ON. The announcement is part of an effort by Hurst to expand its reach and make its authorized parts, accessories and vehicles available to more enthusiasts. Initially, Howes & Reeves will offer a variety of Hurst-branded accessories and performance parts for **Mopar** applications, as well as completed **Hurst Series 1** Challengers. Later, the Canadian dealer will sell turn-key versions of the Hurst Camaro and Hurst Mustang. Howes & Reeves also will facilitate the shipment of customer vehicles directly to Hurst’s headquarters for modification.

AN AGENCY CHANGE FOR ROTARY LIFT AND REVOLUTION LIFT

The **Dover Vehicle Service Group** (Madison, IN) has announced that, effective Nov. 1, it will make a change in its agency relationship for the **Rotary Lift** and **Revolution Lift** brands. **Badertscher Communications** (Marion, OH) will no longer serve as the group’s agency, as **Ervin & Smith Advertising** (Omaha, NE) will become agency of record. All of the public and media relations for the group’s lifting and collision repair brands in North and South America will continue to be handled by **Kristen Simpson** of **Simpson Communications** (Shaker Heights, OH).

MARINE CLEANING PRODUCTS OUTFIT LAUNCHES CAR CARE LINE

Shurhold Industries (Palm City, FL), a manufacturer of professional-grade cleaning products and tools for the marine market, has introduced a line of chemicals and hand-held tools for automotive use. The “Shurhold system” is designed to provide all the chemicals for exterior detailing and interior cleaning, complemented with specially designed tools to accomplish each task. This includes **Brite Wash** and **SMC** cleaners, **Pro Polish** and **Buff Magic** polish and **Serious Shine** shine agents.

MAM SOFTWARE GROUP REPORTS RIGHTS OFFERING’S CLOSING

The **MAM Software Group** — a provider of business automation, data and e-commerce technology for the automotive aftermarket — has successfully closed its \$3.3-million rights offering. Based on a preliminary report from the English company’s transfer agent, as of Oct. 15, the \$3.3-million rights offering was over-subscribed. “We are pleased to have achieved our objective in the offering,” said CEO **Mike Jamieson**. “The participation of large and small shareholders alike represents an important validation of our long-term plan for the future of this company.”

GAAS 2011 SPONSORSHIP OPPORTUNITIES ARE NOW AVAILABLE

Sponsorship opportunities are now available for the **Global Automotive Aftermarket Symposium (GAAS)** to be held May 18-19 in Rosemont, IL. Two companies have already renewed for 2011, including **R.L. Polk & Co.** as corporate sponsor and **The Greensheet** as sponsor of interactive audience participation. A brochure outlining sponsorship opportunities is available at www.globalsymposium.org under the “sponsorship” tab or by contacting Barbara Clark at (703) 727-7505 or barbara.clark@aftermarket.org.

WELLS NAMES TONY WALLERICH AS NATIONAL SALES MANAGER

Tony Wallerich has been appointed the national sales manager for traditional accounts at **Wells Manufacturing**, where he oversees Wells' portfolio of business with two- and three-step distributors. He joins Fond du Lac, WI-based Wells following a four-year stint as an area sales manager for **UCI International**. (Wells is a subsidiary of UCI).

Wallerich has more than 30 years of experience in the aftermarket, beginning his career as a counterman at a **NAPA Auto Parts** store in Covington, IN. He has worked in a series of sales positions over a 17-year period with **BWD Automotive Corp.** Wallerich then operated an aftermarket sales agency, the **CAN-AM Automotive Marketing Co.**, for three years before joining UCI. It's also worth noting that he holds a bachelor's degree in business administration from **Northwood University**.

STEVE HORN JOINS ATP-INC. AS VICE PRESIDENT OF SALES

ATP-Inc. of Elk Grove Village, IL, has hired **Steve Horn** as its vice president of sales. His responsibilities include the development and training of ATP's sales force and the expansion of sales in all primary market channels. Horn most recently was the vice president of sales at **Champion Laboratories**. His background includes executive-level sales positions with **Perfection Clutch** and **Dana Corp.** Horn is a member of various **AWDA** committees as well.

It should be added that **Mark Pritt** will continue to be involved in marketing group and customer relations activities and will focus more of his efforts on new business opportunities.

FRAS-LE HIRES N.A. AFTERMARKET SALES, MARKETING DIRECTOR

Fras-le, a friction material manufacturer headquartered in Brazil, has hired **Randy Mordue** as its director of sales and marketing for the North American light vehicle aftermarket. This is a new position at Fras-le. In this capacity, Mordue will oversee the growth of Fras-le's line of disc brake pads, launched in 2009, in the North American aftermarket. He comes to Fras-le with more than 25 years of experience in sales, marketing, national account and new business development within the aftermarket. In his previous role, Mordue was **Akebono Brake Corp.**'s general manager of sales and marketing.

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NORTHWOOD EDUCATION AWARD WINNERS HAVE BEEN ANNOUNCED

Northwood University will honor eight industry leaders with its annual "Automotive Aftermarket Management Education Awards" on Tuesday, Nov. 2, at AAPEX. The awards are given to individuals who have made noteworthy contributions to education, on any level, inside or outside of the industry. Those being honored are:

- **Stephen Crowley**, president and CEO of **Vipar Heavy Duty**;
- **James Franco**, president and CEO of **Autologue Computer Systems**;
- **Martin Gold**, president of **S-G Imported Car Parts**;
- **John Grote**, vice president of sales and marketing at **Grote Industries**;
- **Mike Lambert**, president of the **Automotive Distribution Network**;
- **Bill Rhodes**, chairman, president and CEO of **AutoZone**;
- **Ronald Rossi**, director of market research at **AAIA**; and
- **Susan Ulrey**, executive director of customer sales operations and e-commerce at **Tenneco**.

ACCURIDE CORP. ANNOUNCES SALES STAFF APPOINTMENTS

Mike Short, who previously served as a district sales manager with **Accuride Corp.**, has been appointed as the Evansville, IN-based company's sales manager for national fleets. Short is ASE Heavy Duty Parts certified.

Additionally, **Mike Buggy**, **Mike Carroll** and **Ray Fanti** have joined Accuride as district sales managers located, respectively, in Wisconsin, Georgia and Massachusetts.

Buggy brings with him more than 25 years of heavy duty aftermarket experience. He most recently was a parts manager with **Alliance Trailer**. Also bringing more than 25 years of heavy duty aftermarket experience, Carroll most recently served as a national fleet manager at **Webasto**. Fanti, who has served in the heavy duty aftermarket for more than 15 years, most recently was a parts sales manager with **Navistar**.

KINEDYNE NAMES BUZZ WILLIAMS SOUTHEAST ACCOUNT EXECUTIVE

Branchburg, NJ-based **Kinedyne Corp.**, a cargo control products company, has announced that **Gene "Buzz" Williams Jr.** will assume the open account executive position created by the promotion of **Terry O'Connor** to national accounts manager. In his role, Williams is responsible for providing product and sales support to Kinedyne distributors in the Southeast region. Before joining the company, he was an account executive at **USF Holland**.

PEOPLE WATCHING . . . The Grapevine, TX-based **National Pronto Association** has honored **Jack Malloy** as the "Pronto Executive of the Year" for 2010. Malloy is the business development director for **APW Knox-Seeman Warehouse** of Carson, CA, a long-time member of the Pronto group. Malloy has served multiple terms as a Pronto board member and has volunteered on product committees and on numerous product task force groups. . . . **Shawn Raines** has been named the sales and viral marketing manager for **Fidanza Engineering Corp.** Raines has been with Perry, OH-based Fidanza for more than four years. . . . **Mitch Fogle**, who has been employed with **Lund International** since 2003, was recently appointed president of the Buford, GA-based company. While at Lund, he has served as operations manager of its Howe, IN plant, general manager of its Lawrenceville, GA operation, and director of retail sales and director of product development. Prior to joining Lund, a supplier of styling and functional vehicle accessories, Fogle was with **Parker Hannifin** and **Guardian Automotive**. . . . **Hahn Automotive Warehouse** co-presidents and CEOs **Eli Futerman** and **Daniel Chessin** have been honored by the **Small Business Council** of Rochester, NY, as its "Business Person(s) of the Year," according to the *Rochester Business Journal*.



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REPORT SAYS AUTO SUPPLIER M&A ACTIVITY IS HEATING UP

With the worst of the global auto industry crisis over, auto supplier bankruptcies continue to slow while acquisitions are approaching record levels, according to a new study from **PRTM**, a global management consulting firm. Far fewer U.S. suppliers will declare bankruptcy in 2010 than in 2009, while European supplier failures will continue into 2011, PRTM forecasts. Merger and acquisition activity is accelerating in traditional markets like Europe and the United States, and suppliers in China and India are becoming strong enough to actively participate. “Over the next 10 years, the rapid rise of China’s auto sectors will force today’s industry leaders to rethink their definitions of ‘global’ and to understand the importance of localization as part of the new global view,” said **Dietmar Ostermann**, PRTM partner and one of the authors of the study. “Auto executives must take a harder look at how the industry will change, and the winning suppliers must be able to support global OEM platforms. Additionally, now that liquidity is returning for some suppliers, strong suppliers have an unprecedented opportunity to optimize their product portfolios and geographically expand their customer base.”

Private equity activity also is increasing, according to PRTM. A few new private equity players, together with several established firms, are snapping up undervalued assets and evaluating suppliers in still-fragmented areas of the industry. PRTM’s study — “Bankruptcy & Consolidation in the Global Automotive Supply Industry 2010” — analyzes which suppliers are likely to accelerate out of the post-recession era by making acquisitions or divesting non-core assets and which suppliers may still require financial assistance or restructuring.

NEWS BRIEFS . . . Purolator Filters plans to launch a line of oil, air, and cabin air and fuel filters under the name **Group 7 by Purolator**. The line will first be available to automotive service professionals in the United States and Mexico. It will be available “at competitive pricing” to independent repair shops and be distributed through WDs and jobbers. . . . The **General Automotive Co.** (Orlando, FL) has launched a complete cabin air filter product line. This is related to General Automotive’s new partnership with **Taichi** in Asia, which is designed to specifically focus on the development and sourcing of auto parts. . . . Akron, OH-based **Babcox Publications** has changed its name to **Babcox Media** in an attempt to better reflect its range of offerings. Along with the name change, the company has introduced a new tagline, “The Aftermarket Media Network,” as part of a recent corporate branding campaign. . . . According to event organizers, nearly 100 aftermarket supplier technology professionals participated in the **MEMA Technology Council (MTC) Fall Conference** held Oct. 10-12 in Marco Island, FL. The agenda included a suppliers-only session, where aftermarket manufacturers discussed strategies for the customer matrix, special ordering, the e-commerce directory, **OptiCat** and the online member profile, as well as customer roundtables featuring representatives from **Auto-Wares, National Pronto, O’Reilly Auto Parts** and **Uni-Select**. . . . The **Northwood University 47th Annual International Auto Show** drew a record 59,000 attendees over the three-day show held Oct. 15-17 in Midland, MI. The entire event is planned and executed by students and is free to the public. . . . **Illumaware** is reporting, via Twitter, that the **Tri Star Engine Supply Co.** has signed an **Evokat ACES** and **PIES** subscription agreement with the Wake Forest, NC-based company. Additionally, **PIAA Corp.** has signed contracts to extend its Evokat ACES and PIES service. . . . **Hitachi Ltd.** of Tokyo and Milwaukee-based **Johnson Controls** have signed a memorandum of understanding to work together on several fronts in the field of advanced energy storage. The agreement calls for the companies to study opportunities for collaboration in the fields of motive and non-motive advanced energy storage, including lithium-ion batteries, exploring potential cooperation across a range of initiatives, including R&D, marketing and sales.

INDUSTRY WEEK BRIEFS . . . “Know Your Parts,” the industry awareness campaign spearheaded by **AASA**, will devote its exhibit at **AAPEX** to demonstrating the differences between low-quality parts and brand name parts backed by full-service aftermarket suppliers. This will include cutaways and diagrams of parts showing the difference low-cost manufacturing and material can make, as well as videos detailing quality comparisons and more. At **AAPEX**, the campaign also will introduce other tools to assist in spreading the word about this issue. . . . For the second consecutive year, the **University of the Aftermarket** will offer continuing education units (CEUs) to attendees of the **SEMA Online Marketing Conference**, which will be held Nov. 1 at the Las Vegas Convention Center. Industry professionals will be able to earn 0.8 CEUs that can be applied to their **AAP** (Automotive Aftermarket Professional) or **MAAP** (Master Automotive Aftermarket Professional) certificates. For more information about the conference, visit www.semashow.com/omc. . . . **AAPEX** information is now available via mobile application at <http://m.marketart.com/aapec10>. Users can access such event information as exhibiting companies, categories, the **Learning Forum** schedule and a floor plan. The application also works in tandem with the “You Are Here” touch-screen kiosks on the exhibition floor. . . . **Tim Rogers**, president of the **Polk** business unit at **R.L. Polk & Co.**, will discuss new vehicle trends and their impact on the aftermarket before the **AAIA Town Hall** panel discussion commences on Wednesday, Nov. 3. **Polk** is a contributing sponsor of the event. . . . **Shawn Zwicker**, the leader of new business development at **Cummins**, will speak on “Embracing the Future” at the opening session of the **International Big R Show** at the Las Vegas Hilton on Oct. 31.

PERSPECTIVE . . .

KNOWING SOMETHING AND REPORTING IT ARE TWO SEPARATE ISSUES

From time to time, we get an e-mail like the one I found in my inbox Monday. The sender did identify himself with his name and e-mail address on the message, though that could be a misdirect, and, in this case, the sender was not a subscriber but might be reading someone else's issue. The editor of one other aftermarket publication was listed in the "to" list, as well as several non-editorial staffers at the same publication.

I won't share all the details here nor share company names referred to in the e-mail, but the overall thrust was the usual complaint — one we in the media often hear.

"You speak of the industry news and industry events however we do not address the real problems. Your news is all one sided we do not see any negative or conflicting news," it says. The compliant goes on to give examples of companies guilty of one offense or another ... a bearing company "using value line bearings and passing them on to its customers as premium bearings" ... or a reference to a major retailer that "is currently in a legal battle with one if its suppliers due to data issues" ... and then there is the "large icon manufacture [that] was taken to the cleaners by their director of marketing for one million dollars" ... as well as wondering why we weren't reporting "how much problems and issues" one company is causing in the industry, with little in the way of specifics.

First of all, I have to wonder how familiar this person is with what we at this publication do. **Obviously, we don't shy away from so-called negative stories, and, when substantiated and confirmed, we have no reluctance toward reporting any story.** And, that is the crux of the dilemma.

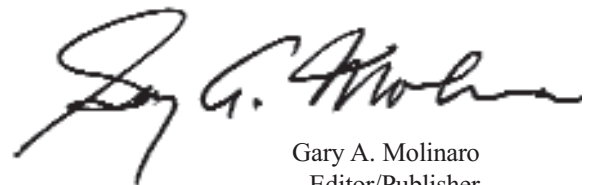
Everybody hears rumors, and we hear many of the same stories many of you hear. But, **knowing something and reporting something are two separate issues. Any good journalist knows that accurate and fair reporting requires multiple sources confirming the information to be reported.** And, many internal matters are just not verifiable. The old journalistic saw that says "if your mother says she loves you, check your sources" is illustrative of a responsible reporting standard we hold to strongly. So, just because we may believe we know something, it doesn't mean it is responsible to report on that speculation.

You have to also keep in mind that, except for this publication, almost all the other trade publications in this industry — print or electronic — are publications provided free-of-charge to their readers, with advertisers paying the freight that allows those readers to receive those publications. Advertisers seeking to communicate with certain groups of readers pay for that privilege, while the media companies gather together those qualified readers and charge a certain rate for advertisers to reach that specific segment of the market.

So, under that system, it would be less than advantageous for those publications to become so-called watchdogs for the industry. That is not to say that they don't positively represent the best interest of the industry of which they are a part and confront negative issues facing the industry segments they cover. In fact, rather than the term trade journalism, the more correct title is service journalism with these publications serving the industries they write about.

What the e-mail writer needs to remember is that he is seeking redress of legitimate concerns in the wrong place — and certainly in the wrong way. **If you have specific information relating to wrongdoing, send that information along and we'll do the legwork.** Also, you should work with the various associations in our industry — both at the national level as well as at the state and regional level — to address issues that need attention.

Like it or not, the media is not your tool for resolving those things you don't like about the industry or specific entities with which you may have a problem.



Gary A. Molinaro
Editor/Publisher

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THREE REGIONAL SALES MANAGER POSITIONS

Northern California, Central U.S. & Greater New York
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Delphi is a leading global supplier of electronics and technologies for automotive, commercial vehicle and other market segments. Operating major technical centers, manufacturing sites, and customer support facilities in 30 countries, Delphi delivers real-world innovations that make products smarter and safer as well as more powerful and efficient.

- 70% of time will be spent selling Delphi's value proposition at the independent service provider level within assigned markets.
- Focus will be to increase demand and market share for Delphi parts, service, and training products.
- Identify and target key service providers that will purchase Delphi products through existing and new distribution.
- Work with distributor, agency, and regional manager sales personnel to identify potential customers that fit the value proposition.
- Participate in regional customer shows and events and assist in scheduling technician training clinics.
- Write customer proposals and the internal business cases to close and meet sales and marketing objectives.
- Work with regional sales managers and distributors on targeted sales blitz's.
- Meet all assigned, sales, marketing, and expense objectives.
- Must have at least 2 years' aftermarket sales or comparable work; 4 year college degree (preferred)
- Individual must have excellent selling, writing, verbal, presentation, and time management skills.
- Individual needs to be capable of working with customers, peers, and personnel to accomplish both long and short range goals.
- Understanding of basic business principles to include: sales, margin, profit, return on investment, inventory turns and control.
- Must have ability to communicate effectively with executive level personnel, small business owners as well as technicians in a customer environment.
- Willingness to work extended hours when necessary to include evening, weekends, and holidays.
- Must be willing to travel up to 25% of the time.
- Individual must be willing and capable of working in an independent environment with little or no guidance.
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Global auto components manufacturer seeks a highly organized, detail-oriented professional for a Tech Support / Catalog Specialist in its North America headquarters in Dayton, NJ. Key responsibilities include:

- Maintain photo gallery for PIES and Catalogs.
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- Distribute electronic catalogs to appropriate customers.
- Maintain of Product Information Master.
- Update and provide Product Information Lists for customers,

Qualified candidate must have BA with 2-3 years experience in automotive technology, excellent communication skills, working knowledge of Electronic Catalog Solutions, thorough knowledge of automobiles and their engineering.

Send resume and salary history/requirements to hr@gmb.net

REGIONAL SALES MANAGER

BedRug, Inc., a division of THI Corp. and a leading aftermarket and OEM truck bed liner manufacturer is seeking an individual to develop new business as well as oversee and grow current aftermarket and FAD/ADI accounts. Our strength of products, brand reputation and focus on high customer satisfaction makes this an ideal opportunity for someone who is self-motivated, task oriented, an excellent communicator, and has a strong desire to succeed. This position requires travel up to 50-75% of the time within the assigned territory. Strong experience in the automotive performance or accessory aftermarket and a proven sales record is a minimum requirement for consideration. Manufacturer experience and a college degree a plus. We believe our employees are our greatest asset and make that clear by providing competitive salary, excellent benefits and opportunities.

Interested candidates please email resume with cover letter to jobs@bedrug.com or stop by SEMA Booth #31083 and ask for a BedRug Representative.

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BRAKE PAD AND MOTOR MOUNT SPECIALIST/ INDEPENDENT SALES REP.

Parts World Corporation is looking for experts on all technical aspects of Brake Pads and Motor Mounts. Must be able to implement sales guide. Also looking for individuals across USA and Mexico border area to represent Omni 5 Products. (Drums & Rotors, Pads, Shoes & Mounts) Minimum 5 years experience in Automotive Aftermarket.

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Please submit resume with salary history to marketingdirector@thicorp.com, or visit us at SEMA booth #31083

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