



# Update



Divisions of Independent Warehouse Distributors (IWD, LLC)

OCTOBER 2004

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## FROM THE CEO

### Moving Forward...

By Bruce Tavik, C.E.O.

At the end of the third quarter, the entire IWD group is doing well. The majority of both Auto and Truck Pride vendors report that Group purchases are up from 2003. IWD is the sum of its membership and when sales volume is up, it presents more opportunities for the Group to enhance vendor programs.

With one small step, we took a gigantic leap forward on our web site. In early September, the vendor program section was cleansed and can now be reached by just two clicks, upon signing in. Now you click "Program Bulletins" and then "All Current Programs." All vendors are then listed alphabetically. This has made the web site far easier to navigate. The full potential of this web site will be realized over the next two years as other enhancements are added.

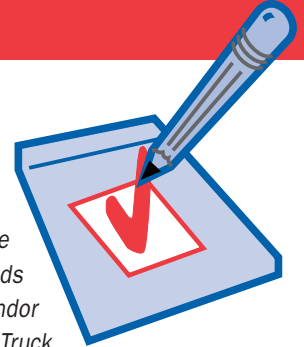
The initial notice for the 2005 Membership Meeting has gone out. We are actually meeting one month earlier this coming year in Las Vegas from March 28th to April 2nd. Our marketing committees have already begun preparations to assure that the next meeting will continue our trend of being "the best yet."

Have you seen the Auto Pride and Truck Pride ads in trade magazines? In conjunction with several of our

key vendors, we have run cooperative ads featuring both vendor and Auto Pride / Truck

Pride in Counterman, Commercial Carrier Journal, Truck Parts & Service, and the installer magazines: Brake and Front End, Import Cars, Tire Review and Under Hood Service. Our purpose is to advertise to the wholesale trade on your behalf, using major vendors as the lead-in. These ads will continue in 2005.

Lastly, I would like to continue to thank all of our committee members for their on-going hard work and diligence on behalf of all members. The Auto Pride and Truck Pride Product Committees, the Auto Pride and new Truck Pride Marketing Committees and a special note of thanks to Nick Guiliano for all of his efforts overseeing the web site. Constructing our increasingly important web site has not been easy, as everyone has seen. But Nick is making sure that in the end, it will function beyond everyone's highest expectations. So, on behalf of all IWD members, our most appreciative thanks to all members who give their time and talent for the greater benefit of the Group.



## MEMBER NEWS

### Welcome New Members

IWD would like to welcome our newest Auto Pride members, Patty and Jack Witt of Precision Brake and Wheel in Porterville, CA, Tony Nasrallah of Discount Auto Parts in Pacoima, CA and Byron Knight of Knight's Auto Parts in Raton, NM.

Precision Brake and Wheel was founded in 1955 and serves the southern San Joaquin valley with automotive and heavy-duty

product lines.

Discount Auto Parts was founded in 1981 and serves the San Fernando (CA) valley from their new warehouse in Pacoima and operate 4 jobber stores, as satellites, throughout their trading area.

Knight's Auto Parts was founded in 1989. Their business serves automotive, heavy-duty and industrial accounts in northeast New Mexico and Southern Colorado.

### Truck Pride Member Holds Annual TPSE Training Seminar

By Mark Willis

Superior Industrial Frictions (SIF) of Edmonton, Alberta, Canada held its annual Truck Pride Service Expert (TPSE) training seminar October 2, 2004. There were 10 TPSE members in attendance traveling from as far as 8 hours away. The training





Cordell Allers of SIF speaking to TPSE's



Left to right: Mark Willis of Truck Pride and Richard Woo of SIF

consisted of product and technical training in the morning on Brake Linings, ABS Braking Systems, LED lighting, and SIF Remanufacturing Clutches, Compressors and Dryers.

The afternoon session was dedicated to business training and offering the TPSE tools to help them grow their business. SIF has a program with the Truck Trader for their TPSE members and Truck Trader explained the differences between marketing and advertising to the group. Mark Willis covered the TPSE program complete with a recap of the 2004 efforts and the plan and goals for 2005. Rifco offered a program for the Canadian TPSE members to offer a payment plan to their customers in an effort to reduce their accounts receivables. Yusuf Karbani presented the TPSE members ways to improve their profitability, net profit per hour, collection policies, shop rates, and gross profit margins.

After the presenters had completed their presentations the group broke out into small roundtable groups and applied the lessons learned through the day to their specific business units. The groups discussed topics on employee retention, advertising marketing, shop rates,

collections, and parts mark up. Everyone shared their group's input at the end and felt that they all took something valuable away from this exercise.

Before everyone left for the day, Stephen Parks presented every TPSE a plaque for attending the Truck Pride Service Experts Annual training seminar. They then awarded the Superior Industrial Frictions Truck Pride Service Expert of the Year award to Stephane's Mobil Repair.

Cordell Allers and Stephen Parks agreed the event was a success and with some minor adjustments they plan to continue this event for years to come.

## Canadian Truck Pride Member Acknowledges their Truck Pride Service Expert of the Year

By Mark Willis

Superior Industrial Frictions (SIF) of Edmonton, Alberta, Canada names their Truck Pride Service Expert of the year at their annual meeting. Stephane's Mobil Repair in Lac La Biche, Alberta, Canada exemplifies what a Truck Pride Service Expert should be. Stephane's shop is clean, he employs eight ASE Certified Technicians, two welders and two parts men, he proudly displays the Truck Pride Service Experts signs on the building, and he has added a Truck Pride Service Expert logo on his truck and all of his business forms. He promotes the Truck Pride Service Expert program through local advertising and mailings. he supports all aspects of the Truck Pride Service Experts Program.

Stephane Jobin says, "The Truck Pride Service Expert program has given us the professional image necessary to grow our business. We are not just another independent repair facility anymore. We have the right people behind us and our business is growing as a result of the Truck Pride Program." Stephane works closely with SIF on all facets of his business and attributes his growth to the training and superior service he receives from SIF.



Left to right: Steven Parks of SIF, Mark Willis of Truck Pride, Stephane Jobin of Stephane's Mobil, Cordell Allers of SIF

## TruckPrideServiceExperts®

### Truck Pride Marketing Committee Is Up and Running

By Melissa Jolls

To enhance our heavy-duty program, the Truck Pride marketing Committee has been established. We are excited to introduce the

## AutoServiceExperts®

members who serve on this committee. Our goal is to get as many members as possible using the marketing programs and continue to add value to the Truck Pride Service Experts program. We have monthly conference calls and our first meeting is in Baltimore on November 18th, 2004. We will communicate to our members throughout the year on our

activities and new programs. Please e-mail us your input and ideas so we can be an effective committee and produce programs that work for you.

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## Truck Pride Service Expert - What's in it for you?

*By Mark Willis*

In my travels I have had the opportunity to meet with many of our Truck Pride Members and present the Truck Price Service Expert (TPSE) program to them. Together we go to their TPSE prospects and present the program to them. We have had many successes in the past quarter. I will explain what is in it for you, but first it is important to understand what's in it for your customer.

Your customer will be part of the largest and best truck repair marking program offered in the aftermarket. They will enjoy the feeling of a franchise without the costs associated with one. Below are the many benefits they will receive:

- Signage programs so they can identify themselves as a TPSE
- Offer National Product Warranty on every repair performed using parts that you have sold them
- Offer a nationwide Toll Free Locator Service to find parts or repairs while on the road
- Offer their customer a preferred customer card which gets them preferential treatment when purchasing parts and repairs from other TPSE's nationwide
- Their own website
- Access to a Leasing Program to make improvements to their shop or make a computer or equipment purchases
- \$40.00 reimbursement toward ASE certification
- Attract repeat business by using CustomerLink a direct mail flyer
- List the services they perform on our new Menu Sign
- Advertise services and specials while customers are on hold by using our On-Hold CD Message Program
- Quarterly HOT PACKS, which keep new Truck Pride and manufacturer's information in front of the TPSE four times a year
- They will be rewarded on the brands they purchase from you with the Box Top Program

What's in it for you? The TPSE program enhances your relationship with your customer. You offer your customers effective marketing as well as parts. These tools add value to their business. You will see the benefits of the relationship through increased sales. Your customer will look to

you for advice on how to be more profitable and successful. Your competitor will be less likely to call on your TPSE customer when he is flying the Truck Pride flag. You will sell parts through your TPSE customer to small or medium fleets that were previously not available to you because they farmed out their repairs.

I had some members that were a little skeptical about the benefits of the TPSE program. I have heard back from them with the following quotes. "I am having a 20% increase with my TPSE accounts"; "I am now selling parts to a new segment of business through the TPSE program"; "I didn't see how I could grow with my largest account, but we did several line changeovers and we did grow"; "I wouldn't have believed it - a 75% increase in purchases since we signed the account as a TPSE. We took this account away from another major group and it was all new business for us. Thanks, Truck Pride."

We have added 30 TPSE members since June and we expect that growth to continue throughout the balance of the year. We also met with several national fleet accounts showing them the value that you the Truck Pride member can offer them as their parts supplier. We expect to make an announcement by the end of the year regarding the outcome of those meetings. Every member can benefit from the Truck Pride Service Experts Program.

## Auto Pride Marketing Sets 2005 Priorities

*By Jim Donohue*

**The OE dealership is the largest threat to the independent repair shop. We can raise the level of competitiveness of our Auto Service Experts.**

These themes will be the focus of Auto Pride marketing in 2005. They were developed during the September 22-23 Auto Pride Marketing Roundtable meeting, the gathering of seven manufacturers, four leading Auto Service Experts, three Auto Pride members and the marketing committee.

This annual Roundtable meeting serves as a critique of our Auto Service Expert program and evolves into better, more focused goals for the next year. The presence of the three levels of distribution: manufacturer, distributor and shop owner opens up an incredible wealth of ideas. All parties have the same objective, a healthier, stronger independent aftermarket. The flow of ideas and the quality of our participants results in a far more formidable marketing program.

It was determined that even the best shop owners do not appreciate the magnitude of the threat of the car dealership to the aftermarket. The level of consciousness must be raised throughout the industry. It is the obligation every parts distributor to convey this message.

In discussing the quality of independent repair shops, the Roundtable categorized them into three classifications: Tier I, Tier II and Tier III. This is not a reflection of the amount of business they provide to a distributor, but rather the overall appearance and professionalism of the shop. There is a regrettably small number of Tier I shops, a lot of Tier II and too many Tier III's. Our goal is to elevate the number of Tier II and Tier III into the next higher group. We feel this is achievable, but the owners need to be lead by their peers. So we are going to introduce the concept of shop-owner councils to Auto Pride. Briefly, these will consist of about 10 shops, some from each tier. Auto Pride will provide detailed

instructions of how to assemble such a council and hold meetings, as well as assistance in holding a first meeting. Members already doing so report that the input is amazing, as shop owners will discuss items that they would never discuss with a distributor. Most importantly, as with all marketing efforts, the shops become our best customers!

As a means to this end, we will offer a "Seven Habits of High Successful Shops." This will be a simple, bullet-point brochure of seven simple steps to enhance the appearance and professionalism of a shop. We intend to include "before" and "after" photos of shops that went from Tier II to Tier I following these best business practices.

At the 2005 Membership Meeting, the why and how-to of the council will be presented in detail. Tier I Auto Service Experts who practice the "Seven Habits" and assist Auto Pride in the development of our program will speak of the results to them as well as the enhancement of their relationship to their Auto Pride distributor.

We want to especially thank all of our participants at this years Roundtable: IWD Members Stan Goldman, Standard Auto Parts, Bob Gosnell, Mid-State Products, and Ed Schroeter, Antietam Automotive.

Auto Service Experts: George Panchigov (Baltimore), Frank Reluzco (Frederick, MD), Dick Leach (Harrisburg, PA) and Jeff Walter (Harrisburg, PA).

Manufacturers: Don Walker (Standard Motor Products), Kenny Bridges (Gates), Artie Sraus (A-1 Cardone), Bill Schmidt and Mark Wilkinson (Bosch), Kim Tingley (Raybestos), Rich Fanelli (Federal-Mogul) and Richard Crotzer (Dayco).

### **IWD Marketing Committee**

Ron Brody, All Parts Distributors, Linden, NJ  
Mike Kaplan, Neptune Auto Warehouse, E. Boston, MA  
Ron Sutton, Standard Auto Parts, Baltimore, MD  
Vic Chapman, Mid-State Products, Harrisburg, PA  
Melissa Jolls, Marketing Director  
Jim Donohue, Auto Pride Sales Manager

## **Looking for Outstanding Trainers and Technical Classes?**

*By Jim Donohue*

If you can't find the exact technical training needed for your customers' technicians, take advantage of CAAT, The College of Advanced Automotive Technicians. They offer qualified, experienced, talented instructors for a wide variety of classes, especially for ASE test preparation. Courses can be customized to fit the needs of specific classes. If you require a class in Spanish, CAAT can provide that as well.

CAAT is a proponent of pre-training assessment testing, They make available a paper or online test that ranks technicians on a scale of 1 through 10 in 8 major categories. (Remember, a tech doing only brake work does not have to score well on engine management or air conditioning, but he'd better do well on brakes)! By offering the test to the majority of your customers and their technicians, you can then determine what training is truly needed for your market - both in technical category and ability level. It leads to the ideal training class: the instructor knows the precise level of ability of the students and can focus on bringing them to a higher level. A most common result is to take a brake class of rank 3 (on a scale of 1-10) and in two four-hour

sessions, bring them all up to a 7! Everyone's time and money is well spent, with the net result, more profitable and grateful customer-owners for you. Later, when they hassle you over \$.25 on a set of pads, you can remind them of how much more they earn because of your training!

Additionally, CAAT offers on-line training, via their web site. While not as effective as hands-on, it can provide a meaningful learning experience, especially in advance of the ASE exam. In rural areas where large training groups are not easily assembled, on-line can be a huge help.

Visit CAAT at their web site: [www.caat.org](http://www.caat.org). There is a wealth of information there. You can contact them through the site or call Tom Mettner at CAAT in Chicago, IL at 800-922-2895.

## **Taking Be Car Care Aware on the Road**

The Be Car Care Aware consumer education campaign is taking its show on the road in a new booth with visits to a number of hot industry events across the country. The Congress of Automotive Repair and Service (CARS), held during Industry Week in Las Vegas, will be the next stop.

"The CARS exhibit is an important opportunity for service providers to see campaign materials and visit with staff who can answer their questions," said Rich White, Car Care Council Executive Director. "However, it's also an important time for our staff to listen to shop owners and discover what additional tools the campaign can provide to help educate customers. We plan to be on site at several other shows and conventions in 2005."

For more information or to order your campaign starter kit, visit [www.carcare.org](http://www.carcare.org), click on *Industry* then *POS Starter Kit*. With this kit, you'll receive a free listing on the shop/store finder; 100,000+ people click on the BCCA site monthly.

## **Auto/Truck Pride Credit Card News**

Cardholders are now able to view their statements and even make payments on their CareCareONE accounts on-line. Simply direct them to <http://www.onlinecreditcenter5.com>

Cardholders will be able to make payments on-line by check or electronically from their bank account without any fees. Payments made Monday through Friday will post on the same day when made by 6 PM EST.

Messages are currently being published in the cardholder statements to make them aware of this recent benefit.

## **Forms Discount**

Moore Wallace, an RR Donnelley Company, the largest printing company in the United States is also your complete source for tax filing essentials and checks. All of our tax form products are IRS approved and guaranteed compatible with your software and printers. Auto and Truck Pride members will receive a 25% discount on all tax form orders placed by November 30, 2004.

For checks we offer laser, continuous and manual styles, and as a special offer to the Auto and Truck Pride members we are offering a 20% discount off your first order, the order must be placed by November 30, 2004.

Please call Tim Curtiss, your dedicated sales representative to place your order today and receive your special pricing. Toll Free 1-800-280-4520 Ext. 214.

# IWD IWDLINK.COM

Independent Warehouse Distributors E-LINK®

By Venita Lambert

It gives us great pleasure to welcome so many new members to the IWDLink family.

AA Wheel & Truck Supply

Action Automotive Group

All Parts Distributors

Al's Distributing, Inc.

Auto Accessories, Inc.

Auto Supply Company

Baltimore Auto Supply

Bartlett-Provincial Brake

Brake & Equipment Warehouse

Burlington Foreign Car parts

C.J. Parts

Cal's Auto Service, Inc.

Circle Auto Parts, Inc

Davis Fleet Parts

E.H. Burrell Co., Inc.

F-A Auto Parts Warehouse

Fleet Truck Parts, Inc.

Franklin Engine & Parts

Hi-Ho Automotive Warehouse

Industrial Engine & Supply

Jobbers Only Warehouse

Keystone Spring Service

William S. Archer, Inc.

Marfield Management Corp

Mellen Parts Warehouse

Mid Valley Industrial Warehouse

Mid West Truck Parts

National Auto Parts Whse. Inc.

Neptune Warehouse Dist., Inc.

Northwest Distributors, Inc.

Ram Auto Parts Inc.

Regional Automotive Warehouse

Reliable Distributors, Inc.

Reville Wholesale Distributors

South End Warehouse

Standard Auto Parts Corp

State Car & Truck Parts

State Warehouse

Syracuse Motor Parts, Inc.

Tri-Cities Truck Parts

Tri-State Warehouse

Vermont Automotive Whse., Inc.

We would like to thank the following IWDLink manufacturers for testing with us.

**Firestone**

**Grote**

**Haldex**

**Raybestos**

**WIX**

The IWDLink system is very efficient and cost effective. We are able to accept electronic purchase orders from Autopower, Karmak, CCI/Triad, Loadstar, Telecom, the AS 400 and a host of proprietary systems via modem, FTP and/or HDX. Please call the Group Office and find out what it's going to take for your business to get started. A special thanks to all our members who are supporting IWDLink.

## EPA Proposal Harmonized Test Procedures for Heavy-Duty Engines

The U.S. Environmental Protection Agency (EPA) has proposed a single set of test procedures for heavy-duty highway engine programs in order to harmonize testing. The proposal amends the regulations, which contain laboratory specifications for equipment and test fuels, instructions for preparing engines and running tests, calculations for determining final emission levels from measured values and instructions for running emission tests using portable measurement devices outside the laboratory. It will not address emission standards.

Essentially, the proposal will take the test methods currently used for nonroad engines and apply them to a spectrum of heavy-duty highway engines for which EPA has developed regulations. According to EPA, previously all engine types and sectors had their own test procedure. In addition, EPA may consider proposing application of the test procedures to other types of engines and whether to apply them to light-duty trucks and other vehicles.

To review a copy of EPA's proposal Test Procedures for Testing Highway and Nonroad Engines and Omnibus Technical Amendments (OAR-2004-0017), visit [www.regulations.gov/fredpdfs/04-19223.pdf](http://www.regulations.gov/fredpdfs/04-19223.pdf). Comments on EPA's proposal must be submitted by Oct. 29 to [testamendments@epa.gov](mailto:testamendments@epa.gov) or [www.epa.gov.edocket](http://www.epa.gov.edocket).

## Don't Forget To Take All Of Your Depreciation

The House voted unanimously 424 to zero on July 21 to pass a bill (H.R. 4840) that extends a tax break for small businesses another two years through 2007. The bill allows small businesses to deduct \$100,000 in investments, up from the previous \$25,000, which gives small businesses the opportunity to make purchases for and improvements to their business. The Tax Simplification for America's Job Creators Act of 2004 would also double the expensing phase-out threshold amount for allowable capital purchases from the current \$200,000 to \$400,000. The House also passed another bill, H.R. 4841, aimed at simplifying tax provisions for individuals on July 21.

## Quality #1 Factor For Repair Shops When Purchasing Shop Equipment

Did you know that motor vehicle repair shops value quality more than any other factor when purchasing shop equipment? The next most important factor influencing their decisions was service, followed by warranty. On the other hand, price was only the fifth most important reason.

These findings are some of the results from the recently released "2004/2005 Equipment Purchasing Trends" report. Prepared by the Automotive Aftermarket Industry Association (AAIA), the study provides insight into current and future purchasing behavior of professionals who utilize shop equipment for motor vehicle service repair.

The "2004/2005 Equipment Purchasing Trends" report contains information on a number of topics, including:

- Specific types of equipment that repair shops plan to purchase in the next year
- Primary factors influencing current and future equipment purchasing decisions
- Breakdown between personal and repair shop spending patterns
- The effect of "Made in USA" on equipment purchases
- The importance of brand names in equipment purchasing decisions

The "2004/2005 Equipment Purchasing Trends" report is available to AAIA members for \$95 and to nonmembers for \$195. Order your copy today by calling AAIA at 301-654-6664. You can also order online at <http://www.aftermarket.org/esh/op/product.asp?item=639>.

## Repair Shops' Online Parts Purchasing Expected to Increase, Says AAIA

Bethesda, MD - Roughly 72.7 percent of repair shops expect their level of online parts purchasing to increase this year, according to "Trends in Online Parts Purchasing," a new market research report published by the Automotive Aftermarket Industry Association (AAIA).

"Trends in Online Parts Purchasing" surveys U.S. repair shops in order to determine the current state of online automotive replacement parts purchasing. The study was developed and conducted by AAIA at the request of the Vehicle

Manufacturers Parts Group (VMPG), a member constituency of the Auto International Association (AIA) segment of AAIA. Study results were reviewed at a peer group meeting of its members. In-depth analysis of aftermarket trends has been the focus of a growing number of peer groups sponsored by AIA for its various member groups.

While growing, the overall level of online parts purchasing accounts for less than 20 percent, compared with 80 percent through traditional channels, according to the report. Foreign vehicle-focused shops generally purchased larger percentages of their parts online than domestic vehicle-focused shops. Typically, domestic vehicle-focused shops purchase between one and 10 percent of their parts online. Foreign vehicle-focused shops purchase approximately 21 to 30 percent of their parts online.

The study is available to AAIA members for \$195 and to nonmembers for \$395.

For more information or to order a copy, contact AAIA at 301-654-6664 or visit: [www.aftermarket.org](http://www.aftermarket.org).

## Congress Seeks Answers From Car Companies on Right to Repair Act

Despite strong efforts by the car companies and their coalition to halt consideration of Right to Repair legislation (H.R. 2735), a hearing on the bill was held by the House Energy and Commerce Committee on Wednesday, Sept. 22. Entitled "Repairing the 21st Century Car: Is Technology Locking the Consumer Out?" the hearing featured testimony of the vehicle manufacturers and the Automotive Service Association

(ASA) against passage of H.R. 2735, and the National Federation of Independent Businesses (NFIB), AAA, Coalition for Automotive Repair Equality (CARE) and AAIA in support of the legislation. H.R. 2735 would require that car companies share all service information and tools with the independent aftermarket in order to ensure competition in the vehicle repair industry.

Citing testimony at the hearing that there were significant gaps in the information made available to independents by the car companies, Rep. Joe Barton, R-Texas, chairman of the House Energy and Commerce Committee, expressed concern that some of the car companies are "dragging their feet" in fully complying with their promise to make all service information available. Ranking minority member Rep. Janice Schakowsky, D-IL, also took serious issue with the ASA and car company assertion that the National Automotive Service Task Force (NASTF) was capable of resolving aftermarket service information concerns. Rep. Schakowsky pointed to the testimony of ASA's Bill Haas that the average time for NASTF to respond to aftermarket complaints was 15 days and wondered whether the motoring public would want to wait that long to have their vehicle repaired.

Lynne Cardwell, an AAIA and Automotive Service Councils of California member, also testified at the hearing regarding the need for information to be affordably available to independent shops

such as hers.

"We lose our customers' confidence every time we have to admit we don't have repair information for their vehicles and we need to send them to the new car dealer," Cardwell said.

## National Survey Finds Overwhelming Support for Right to Repair Act

Findings of a recent survey of aftermarket businesses by The Tarrance Group, demonstrate overwhelming support for the Motor Vehicle Owners' Right to Repair legislation, especially among members of the Automotive Service Association (ASA).

Support for H.R. 2735 is consistent among the Alliance of Automotive Service Providers members (98 percent), ASA members (93 percent), AAIA members (94 percent) and members of state level automotive aftermarket trade groups (92 percent). The study also found that support for the legislation was driven by the problems a majority (59 percent) of service facilities were experiencing in getting access to repair information and diagnostic tools necessary for repairs. Further, six in 10 aftermarket service facilities report that they have been forced to send at least one vehicle to a new car dealer for repairs due to the absence of access to information and tools from the manufacturer.

**If any member has something they want to make available to our membership through this newsletter, e-mail the following information to... [meljolls@earthlink.net](mailto:meljolls@earthlink.net).**

The next newsletter will be in January 2005 so I will need your information by December, 15, 2004.

Description of Merchandise, Cost of Merchandise, Contact Information