



It's What's Inside That Counts!

The Situation:

- The automotive aftermarket has a long tradition of providing reliable replacement parts – but all parts are not created equal.
- Market research shows that the majority of shop owners and professional technicians prefer quality over price when making buying decisions.
- The Automotive Aftermarket Suppliers Association launched the **Know Your Parts**® campaign to promote quality replacement parts.

It's What's Inside That Counts:

- Quality replacement parts provide the best value in the long run.
- Essential services such as cataloging, technical support and training are provided by full service manufacturers.
- Full service manufacturers invest in research and new product development.
- Vehicle owners rely on the professional technician to install quality parts and do the job right, the first time.
- The best assurance of customer satisfaction and minimum comebacks is to install quality parts from a full service manufacturer.

Call to Action:

With attacks on aftermarket quality, it has never been more important for the automotive aftermarket industry to stand united and support the **Know Your Parts** campaign:

- **Full Service Manufacturers** by producing quality parts and promoting essential services;
- **Channel Partners** by utilizing the “Supplier Evaluation Standards” when making buying decisions and by promoting quality products from trusted full service manufacturers;
- **Repair Professionals** by installing only the highest quality replacement parts from trusted full service manufacturers.

In short, everyone throughout the aftermarket distribution channel should **Know Your Parts!**

To learn more about the **Know Your Parts** campaign, visit www.KnowYourParts.com. To download a free, fillable PDF copy of the “Supplier Evaluation Standards,” scan the QR code here or visit the Web site.



AASA Marketing Executives Council

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