



Member Benefits & Services

With more than 100 years of experience and recognized as one of the nation's strongest and most prominent trade organizations, AASA's sole mission is to help our members, the aftermarket suppliers, to be more profitable, innovative and competitive on a global scale.

Government Affairs

- Washington Office – full-time staff that lobbies Congress and agencies, as well as state and international bodies, on behalf of members
- Government Affairs Committee – addresses legislative issues
- Regulatory Affairs Committee – addresses regulation issues
- Brand Protection Council – addresses issues related to counterfeiting, intellectual property rights, and gray market or /diversion
- Legislative Summit – annual fly-in to congressional offices to educate House and Senate members on issues critical to the aftermarket
- *Washington Insider* e-newsletter – twice weekly e-newsletter highlighting federal legislative, regulatory, and state issues
- *Contact – Ann Wilson, awilson@mema.org*

Know Your Parts® (KYP)

- AASA's supplier-driven campaign highlights the importance of quality parts backed by full-service suppliers
- Use of KYP branding exclusive to full-service, quality suppliers of AASA
- *Contact – Jack Cameron, jcameron@mema.org*

Market Research

- Exclusive, free data available to members
- Periodic surveys enable members to benchmark against other suppliers
- Annual *AASA Status Report* and *World Motor Vehicle Automotive Report*
- Aftermarket Outlook 2020 produced in conjunction with Booz & Co.
- Annual Top 100 Automotive Aftermarket Suppliers list
- *Contact – Paul McCarthy, pmccarthy@mema.org*

International

- China Aftermarket Forum – enables AASA members with operations in China to meet quarterly to discuss best practices and fight counterfeiting
- Overseas Automotive Council – provides networking and exporting opportunities
- PAACE Automechanika – AASA members receive 15-18% off the exhibitor booth fee at the largest automotive trade show in Mexico and Central America
- Europe – close working relationship with CLEPA keeps AASA members in touch with European trends
- *Contact – Jeremy Denton, jdenton@mema.org*

Communications

- Association e-newsletters keeps members informed – *MEMA Industry News*; daily industry news *News @ AASA*; weekly association news *AASA Supplier Insight*; monthly e-zine including commentaries, reports, and analysis *OAC Global Report*; monthly newsletter informing AASA OAC members about events, initiatives, and industry trade shows *OptiCat News*; monthly update on the latest OptiCat news and announcements



Contact AASA to become a member today.

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www.aftermarketsuppliers.org

Communications (*continued*)

- *Focus on the Automotive Aftermarket: An Annual Report* – annual publication highlighting industry and association achievements
- Members-only content on the AASA Web site – www.aftermarketsuppliers.org
- Social media initiatives
- *Contact – Margaret Beck, mbeck@mema.org*

Events

- AAPEX – AASA is 50% owner of AAPEX and provides members with 40% discount off exhibitor booth fee
- AASA Executive Breakfast – annual AAPEX kick-off event
- AASA Member Center at AAPEX – complimentary meeting space, refreshments, use of computers/printer/internet, use of lounge
- VisCon – AASA's annual conference and member meeting
- MEMA Technology Council Fall Conference – industry's only e-commerce/data technology event that focuses on the needs of suppliers
- Registration discount for Global Automotive Aftermarket Symposium
- *Contact – Chris Gardner, cgardner@mema.org*

Technology/Data

- OptiCat – new industry data cooperative for application and product data. AASA owns equity position. AASA members receive a 10% discount on all OptiCat services
- VIO data – Experian Vehicles in Operation (VIO) data available at substantial discounts to members
- POS data – Activant POS data available at substantial discounts to members
- MEMA Financial Services Group/Experian – discounted programs enable AASA members to monitor financial status and payment trends of customers
- MEMA Technology Council – peer council for IT/e-commerce/data/business process professionals
- *Contact – Chris Gardner, cgardner@mema.org*

Councils/Committees

- AASA AAPEX Show Committee (*Contact – Chris Gardner, cgardner@mema.org*)
- Brake Manufacturers Council (*Contact – Jack Cameron, jcameron@mema.org*)
- Brand Protection Council (*Contact – Catherine Boland, cboland@mema.org*)
- China Aftermarket Forum (*Contact – Jeremy Denton, jdenton@mema.org*)
- Filter Manufacturers Council (*Contact – Jeremy Denton, jdenton@mema.org*)
- Fuel Pump Manufacturers Council (*Contact – Chris Gardner, cgardner@mema.org*)
- Government Affairs Committee (*Contact – Ann McCulloch, amcculloch@mema.org*)
- Marketing Executives Council (*Contact – Jack Cameron, jcameron@mema.org*)
- MEMA Technology Council (*Contact – Chris Gardner, cgardner@mema.org*)
- Overseas Automotive Council (*Contact – Jeremy Denton, jdenton@mema.org*)
- Regulatory Affairs Committee (*Contact – Leigh Merino, lmerino@mema.org*)