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AAAA Membership Renewals 2015/2016

Membership renewals have now been sent for the 2015/2016 financial year.

The Australian automotive aftermarket is a dynamic and exciting marketplace and a strong association is essential if our industry is to effectively seize opportunities, meet threats and grow into the future. As such, your continuing support of the AAAA and our activities is highly valued.

If you have not as yet received your renewal invoice, please contact the National Office on 03 9545 3333 or email admin@aaaa.com.au.

The Truth About “Capped Price” Service Plans

On Thursday 25th June, ABC TV Program ‘The Checkout’ featured a segment on the “Capped Price” service offers of Subaru and Holden.

This segment can be viewed by entering the following link into your web browser:

<https://www.youtube.com/watch?v=Ei76S3oNI2s>

Over the past 12 months the AAAA has raised a range of concerns with the ACCC and Federal Small Business Minister Bruce Billson regarding many of the marketing claims being made by car companies relating to their “lifetime capped price” offers including the fact that the price of many of the plans are subject variation and often exclude parts and labour specified in the manufacturers own service schedule.

While our representations have recently resulted in the ACCC launching an investigation into the “capped price” offers of all car companies operating in Australia and a ruling against KIA Motors in February this year, it is frustrating to see the marketing of these many of these programs continue unabated in the interim.

Our campaign for truth in advertising and fair competition in our industry will increase over the next few weeks - in addition to our ACCC representations we are commencing further action in other areas and we will keep you informed of our progress. In the meantime, our industry needs to work collaboratively to fight back against these tactics and to educate consumers to look at the detail of these programs. The Checkout segment covers the core issues in a concise and humorous format and we encourage all of you to share this video far and wide through your networks.

Bull Bars – Critical Safety Equipment not “Fashion Accessories”

The Australian 4 Wheel Drive Industry Council is concerned following a recent RACQ media release surrounding the fitment of bull bars, referencing Toyota Australia President David Buttner’s remarks that their bull bars are “fashion accessories” for vehicles.

Mr Buttner was quoted at the opening of the new Abcor Pty Ltd Melbourne plant that will produce about 12,000 steel bull bars a year for Toyota’s HiLux range.

Extensive research conducted by the 4WD Industry Council confirms that bull bars are predominately fitted on vehicles driven in regional and rural areas for occupant protection in the event of an animal strike.

A second and equally important rationale for bull bar fitment is to provide a platform to mount vital accessories for remote travel including electric winches, auxiliary lighting, communication equipment, recovery points and under vehicle protection panels.

The 4WD Drive Industry Council is a specialist section of the Australian Automotive Aftermarket Association.

Bull Bars Save Lives in Rural and Regional Australia

Bull bars serve a vital occupant protection role in vehicles operating in regional, rural and semi-rural environments.

4WD Industry Council research conducted in 2011 among 42,600 motorists showed a conservative estimate of the number of annual animal strike incidents experienced by respondents to be between 25,000 and 30,000 a year.

Animal strike risk was found to be highest in poor light conditions at dusk or at night, and kangaroos are estimated to account for between 70% and 85% of these incidents. The study also found that the likelihood of occupant injury following an animal strike injury to be about 30 times higher in a non-bull bar equipped vehicle.

"In addition to providing physical safety for vehicle occupants in a collision with an animal, the bull bar plays a critical role in reducing the likelihood of vehicle immobilisation in remote locations, which can also have adverse safety implications," said AAAA Executive Director Stuart Charity.

"The Council research also revealed that up to 74% of people who have encountered an animal strike collision believed that if they had no bull bar fitted, they would have had to swerve or take other evasive action, which could have resulted in a far worse accident due to impact with other vehicles, trees or road side infrastructure.

"While manufacturers may offer opinion on their customer motivations in relation to the fitment of bull bars, vehicle aesthetics did not rate a mention as a motivating factor in our extensive research of Australian 4WD vehicle owners.

"The 4WD Industry Council encourages people who use their vehicles for travel in rural and regional Australia, to fit a bull bar that meets the Australian Standard. In addition to increasing occupant safety, this will ensure that the bull bar conforms to the integrated safety features of the vehicle and mitigate risks to other road users," said Stuart Charity.

A copy of the 2011 4WD Industry Council bull bar survey report is available from Stuart Charity at execdir@aaaa.com.au.

Building Australia's Automotive Aftermarket Exports

With the pending shutdown of local car manufacturing in Australia, the Australian Automotive Aftermarket Association (AAAA) is taking the lead to build automotive products exports.

The AAAA is taking action to help Australia's healthy auto aftermarket segment further expand to usefully redeploy some of the thousands of skilled people who face unemployment and the sophisticated manufacturing equipment they operate.

AAAA Executive Director Stuart Charity said the innovative Australian auto aftermarket is increasing its export focus and taking its products to the world. "The AAAA is mounting a comprehensive campaign to stimulate exports of Australian technology and manufactured products," he said.

"We believe the need to grow manufactured exports is urgent to maintain the health of Australia's diverse automotive manufacturing industry," said Stuart Charity.

Working with Austrade offices, in recent months the AAAA has organised visiting trade delegations from Thailand and

Indonesia, and the international reception hosted at its Australian Auto Aftermarket Expo in April welcomed buyers from over 20 countries. In August the AAAA will lead a trade delegation of members back to Thailand and Indonesia to capitalise on these export opportunities.

In June, the AAAA led a mission of 15 Australian companies to exhibit their products in a special pavilion at Automechanika Dubai. This huge event attracts 28,000 visitors from 130 countries and most of the 2015 Australian participants have exhibited in past years.

TJM Products International Business Development Manager Michael Everett thanked AAAA for its support and professionalism in organising the 2015 Pavilion at this event. "Every year the Australia Pavilion at Automechanika Dubai proves to play a key strategic role in business development for the Middle East," he said.

"The Pavilion was well positioned for TJM this year. It was a great opportunity to launch new products, and at the same time, secure new business contracts from the Middle East region," said Michael Everett.

Another major export mission on the AAAA calendar is the specialist Performance Racing Industry (PRI) Show to be held at Indianapolis from 10 to 12 December 2015. Billed as the world's largest motorsports exhibition, the AAAA has hosted an Australia Pavilion at this show for 7 years with great success.

"Our 2015 PRI Australia Pavilion will feature eight local manufacturers and two VIP networking events to reach out to buyers from all 50 US states and visitors from more than 70 countries," said Stuart Charity.

Whole of Industry Policy Required

"Australia is internationally recognised for expertise in 4X4 and performance aftermarket components. These and other AAAA member companies work hard to ensure that automotive continues to have a place in Australian manufacturing.

"The AAAA does as much as it can using the limited support available to promote exports by these innovative companies. We are concerned that the Federal Government has no strategy to develop those segments of the Australian automotive manufacturing industry that will remain after the three car companies cease local production.

"The current Senate Inquiry into The Future of Australia's Automotive Industry was initiated by Labor and Independent Senators. The AAAA submission to that inquiry calls on the Federal Government to develop a whole of industry strategy covering automotive sectors that will remain after 2017, including the accessories, parts, truck, bus and special vehicles manufacturing segments.

"The Federal Government must recognise that Australia plays an important role in these and provides other significant auto industry capabilities. We need a whole of industry strategy embracing all of these segments to

ensure we continue to provide highly skilled manufacturing jobs.

“Such policy will also ensure that Australia continues to develop high technology supply chains in key industrial areas such as design, tooling, 3D printing, electronics, IT and production engineering.

“The skills in this automotive supply chain are critical to growing Australian manufacturing through innovation and exports,” said Stuart Charity.

Read the AAAA submission to the Senate Inquiry into The Future of Australia’s Automotive Industry by going to http://www.aph.gov.au/Parliamentary_Business/Committees/Senate/Economics/Automotive_industry_2014/Submissions

The Premier of Queensland's Export Awards 2015

The Premier of Queensland’s Export Awards acknowledge the important contribution that Queensland exporting businesses make to our state’s economy through job creation and increased prosperity in the community.

The awards are open to all exporters that meet the eligibility criteria, regardless of sector. Below are the industry award categories:

- Agribusiness
- Business Services
- Creative Industries
- Education and Training
- Environmental Solutions
- Health and Biotechnology
- Information and Communication Technology
- Manufacturing
- Minerals, Energy & Related Services
- Online Sales
- Regional Exporter
- Small Business

Receiving an Export Award is the highest recognition of exporting achievement and is well regarded amongst your export industry peers. All winners of The Premier of Queensland's Export Awards automatically progress as national finalists to the 53rd Australian Export Awards.

Please go to <http://www.tiq.qld.gov.au/awards/how-to-apply/> to apply. Please note applications close Friday 31st July.

If you are after Export Awards for another states please go to <http://www.exportawards.gov.au/Apply> to see when your deadline is.

July Australian Automotive Aftermarket e-Zine Now Available!

The July **Australian Automotive Aftermarket e-Zine**, sponsored by Motospecs, includes feature stories on Gulf Western Oil and Gates Australia.

This edition will also keep you up-to-date with all the latest news, product information and a special focus on Oils & Lubricants, Batteries & Charging and Exhaust.

The July edition is now available for viewing from www.aftermarket.com.au. Happy reading!

Editorial Deadline for the September Australian Automotive Aftermarket Magazine

The **September** Australian Automotive Aftermarket Magazine will focus on Cooling, Driveline and Accessories & Car Care making this an excellent opportunity to promote your business to a highly targeted audience!

The ability to supply editorial to the Magazine for consideration is a free member benefit. Please go to http://www.aftermarket.com.au/aftermarket/AAAA_editorial_web.pdf for further information. If you have any relevant new products, product updates, services, events or industry news please send 200-300 words in a Word or Text file, including an image by the **7th August** to editor@aaaa.com.au.

For all editorial and advertising deadlines please download a copy of the 2015-2016 Media Guide by going to www.aftermarket.com.au.

Australian National Pavilion at the Performance Racing Industry Show 2015

Following the success of the 2014 mission, the AAAA is offering you the chance to book space in the Australian National Pavilion at the 2015 PRI Show. This year’s show will again be held in Indianapolis, USA, **10 - 12 December 2015**. This show is very popular and with a completely NEW Australian Pavilion Design, a reduced price, a return back to 2 networking events and a new payment program, **NOW** is the time to jump on board with this mission.

Performance Racing Industry (PRI) has an established position as the pre-eminent forum for the Performance Industry in the United States. It combines a focused trade show with supplementary industry networking and conference opportunities. It is the largest motor racing trade show in the world and attracts over 40,000 trade-only attendees from 72 countries. In addition to the US domestic market, buyers from emerging performance markets such as the Middle East, Russia and Asia are on site.

For a copy of the Invitation to Exhibit at PRI 2015 please email admin@aaaa.com.au. Space is offered on a first in, first served basis.

PRTC Networking Event New South Wales 2015

On behalf of the Performance, Racing & Tuning Council, you are invited to join fellow PRTC & AAAA members for an industry networking event on Saturday morning 25 July 2015 at Meguiars Motorex.

Robert Johnson, National Membership Development Manager, will update you on a range of industry wide initiatives including Electronic Stability Control, as well as key activities and services undertaken by the PRTC and association.

Bruce Morrison, Founder and Managing Director of MotorActive – a company representing a collection of premium specialist automotive brands. Bruce Morrison successfully launched Meguiar's Australia 25 years ago, before transforming the company into MotorActive in 2005 to accommodate an ever expanding portfolio of products. With his hands on approach, Bruce has guided MotorActive's evolution into a respected, key supplier to some of Australia's biggest retailers and a leading company in the automotive aftermarket segment.

One of Australia's most successful motor racing personalities, **John Bowe** is revered as a racer's racer. In a career spanning 45 years, John has amassed an astounding seven national championships across four different categories, including touring cars, open wheelers and sports cars. With two Bathurst 1000 and three Bathurst 12-Hour victories to his credit, John is far from slowing down. He's as fired up and as determined as ever to continue building his already impressive portfolio.

To register your attendance please download a copy of the invitation by going to from the AAAA website, <http://www.aaaa.com.au>.

Time Travel to Workshop 2025

Workshop 2025 - what will it look like, who will it employ, what business model will it use? *Paint & Panel*, in association with the Australian Motor Industry Federation (AMIF) has devised a half day seminar on Friday 14 August at Randwick Racecourse, Sydney from 1pm-5pm to fast forward you 10 years into the future.

Mechanical workshops and bodyshops are facing many common threats. The explosion of new technology in vehicles demands an ever increasing investment in new technology and training to be able to repair today's vehicles, let alone tomorrows. All this against a backdrop of shrinking profit margins, a dwindling skilled workforce pool and rampaging consolidation.

Using computer aided drawings a vision of the workshop of 2025 will be presented and future trends expert Michael McQueen will look at ways your business can stay ahead of the curve while many of your competitors will have fallen by the wayside. Dynamic presented business coach Sarah-Beth Cleaves will be encouraging delegates to consider diversification and partnership strategies to ensure a strong, lasting business model, Jeff Smit from TAT (The Automotive Technician) will look at the future role of diagnostics for both body and mechanical repairers.

A panel from all sides of industry will round off the afternoon before networking drinks. Don't miss the opportunity to attend the inaugural national seminar for

body and mechanical repair. Secure your tickets to the future by going to

<https://secure.twodeforce.com.au/paint-panel/register>.

Complimentary Registration for AAPEX & SEMA Shows 2015

The AAAA will again be offering members **complimentary registration** for both the Automotive Aftermarket Products Expo (AAPEX) held 2nd – 5th November, and Specialty Equipment Market Association Show (SEMA) held 3rd – 6th November 2015 in Las Vegas, USA.

SEMA is one of the premier automotive specialty products trade events in the world. It draws the industry's brightest minds and hottest products to one place. In 2013, SEMA drew more than 60,000 domestic and international buyers.

AAPEX represents the \$395 billion global motor vehicle aftermarket, more than 130,000 professionals from around the globe participate in Automotive Aftermarket Industry Week in Las Vegas, Nevada. AAPEX is where you can reach all of the key decision makers in your target market all in one place!

Members can now complete their complimentary registration online. To register please go to <https://www.research.net/s/AAAAAPEXSEMA2015>

Upcoming Events - Save the Dates!!

4WD Council & AAAA Members are asked to mark Friday morning 21st August 2015 into your calendars for a **4WD Networking Event** to be held at the National 4x4 Show in Melbourne.

A **SA Networking event** is also scheduled for Monday evening 17th August, to be held at the Oaks Plaza Pier Hotel 18 Holdfast Promenade Glenelg.

Last but not least, a **WA Networking event** will be held on Monday evening 24th August, to be held at the Empire Bar, 220 Great Eastern Highway, Burswood.

Details relating to speakers are still being finalised however, stay tuned for further information and a registration form!