



AUSTRALIAN AUTOMOTIVE AFTERMARKET ASSOCIATION

A FRESH NEW LOOK FOR A MODERN AAAA

You may have noticed a fresh front cover for the Australian Automotive Aftermarket Magazine this month

We'd like to introduce you to the new AAAA logo and branding colours. We hope you like them!

The previous logo was an updated version of AAAA's original logo created in 1980. It was a smart design for its time, incorporating the four As into a circular wheel design, with the Australia outline representing our national footprint. It became synonymous with our industry role and values.

As time has marched on, the AAAA has grown and evolved as an organisation.

The world today is more complex, nuanced and fast paced, and as an organisation we have to continually adapt to ensure we have the strength, knowledge and resources to effectively represent our members and the broader industry.

The AAAA has a proud history, and our new logo becomes a proud new representation

of who we are today; a modern, agile, representative organisation, strengthened by our integrity, capability and reputation.

Be assured, our branding update changes nothing in relation to our structure or role as the only independent, national, member-owned organisation representing the Australian automotive industry.

Over the coming months you will continue to see additional changes to our publications and our digital platforms as we further tweak and improve member value and services.

We look forward to proudly displaying our new logo around Australia and overseas and continuing to provide the Australian automotive industry the support you deserve.

As your industry body, we are here for you, so if you need assistance, want to offer feedback or would like to see us improve in any area, please contact us on 03 9545 3333 or by email at info@aaaa.com.au



**AUSTRALIAN AUTOMOTIVE
AFTERMARKET ASSOCIATION**



YOUR INDUSTRY VOICE



GRAHAM SCUDAMORE-SMITH
Chairman

STUART CHARITY
Chief Executive Officer