

# THE GREENSHEET

## Automotive Week

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### AFFINIA SUING DURA, CRW PARTS OVER ALLEGED 'LIGHT' ROTORS

The Affinia Group (Ann Arbor, MI) and its subsidiary **Brake Parts Inc.** (McHenry, IL) have filed a lawsuit against both **IAP/Dura International** (Rancho Dominguez, CA) and **CRW Parts Inc.** (Baltimore, MD), claiming that Dura and CRW have engaged in false advertising in the commercial promotion of automotive brake rotors in violation of federal and state law.

Affinia argues in its complaint filed July 10 that, because drivers select aftermarket brake parts based on performance and price, false advertising undermines the competitive process by diverting sales from companies that "play by the rules" to those that "cut corners" at competitors' and consumers' expense. **Affinia alleges that Dura and CRW made false and misleading representations that some of Dura's brake rotors meet or exceed OE specs and performance when, according to Affinia, these rotors do not.** [Continued on Page 2]

### NEW O'REILLY HQ ON TAP FOR 2010

Construction has begun on a new HQ for **O'Reilly Automotive** nearby its current corporate facility on Patterson Avenue in Springfield, MO. The new 117,000-square-foot building became necessary, according to the *Springfield Business Journal*, after O'Reilly acquired **CSK** a year ago. The purchase led to additional corporate office staff in Springfield, and O'Reilly has run out of room for all the additional personnel. The *Business Journal* reports that the new HQ will house about 600 people when it's completed next spring, leaving roughly 200 people operating out of O'Reilly's current corporate offices on Patterson Avenue.

### GPC NAMES NEW PRESIDENT FOR ITS U.S. AUTO PARTS GROUP

**Paul Donahue** is the new president of the **Genuine Parts Co.**'s U.S. automotive parts group, replacing **Larry Samuelson**, who retired earlier this year. Donahue steps into the president's role after previously being responsible for several of the Atlanta company's automotive businesses, including the **Rayloc** reman unit; the **Balkamp** repackaging group; **Auto Todo**, its Mexican aftermarket business; and **Altrom**, its import parts distribution operation. He also led GPC's global sourcing initiative. Donahue assumed these responsibilities upon being named executive vice president of GPC in 2007. [Continued on Page 3]

### UP TO \$105,000 IN SCHOLARSHIPS

Because of strong support in tough economic times, the **Global Automotive Aftermarket Symposium (GAAS)** scholarship program has \$80,000 available to fund new GAAS scholarships for 2009. This doesn't take into consideration grants and donations, and doesn't include second payments. An additional \$25,000 could be made available if everyone submits for their scholarships and second payments. The scholarship program is funded from the net proceeds of the Symposium. Since the program began, more than \$1.4 million and 1,400 scholarships have been awarded.

### F-M/CARL ICAHN TO BID ON DELPHI?

According to several published reports, billionaire financier **Carl Icahn** may make another run at acquiring the assets of **Delphi Corp.** Reuters, citing "people with knowledge of the situation," reported this week that **Federal-Mogul Corp.** (Southfield, MI), which is controlled by Icahn, is readying a bid for the bankrupt Troy, MI manufacturer. [Continued on Page 3]

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**Gary Molinaro, Editor & Publisher**  
gary@thegreensheetonline.com  
330-688-4960  
1-866-926-0452 (fax)

**Marc Vincent, Managing Editor**  
marc@thegreensheetonline.com  
216-901-2090

**John Battle, Contributing Editor**  
john@thegreensheetonline.com

## AFFINIA SUES DURA, CRW FOR ALLEGED ‘LIGHT’ ROTORS . . . [Continued from Page 1]

According to Affinia, Dura’s claim that the company ensures “that all drums & rotors meet or exceed OEM specifications” is false as defined by Dual Dynamometer Differential Effectiveness Analysis, or D3EA, testing. Affinia contends that certain of Dura’s brake rotors deviate “significantly” from OE specs and do not match the performance of OE rotors. **According to Affinia’s complaint, testing conducted by (and on the behalf of) Affinia reveals that certain Dura rotors do not meet OE specs and performance, calling the rotors in question “lightweight rotors.”**

As you may recall, on June 15, Affinia issued a press release decrying the sale of what it called “thin plate” or “lightweight” rotors. The company noted that these products — which it claimed have been primarily showing up from offshore sources — create a serious potential for brake performance issues, including brake system failures. Affinia stated in its media advisory that the rotors in question do not conform to OE specs — essentially the same claim Affinia is making against Dura, including that Dura imports the rotors at issue.

As for CRW, Affinia is accusing the company, a distributor of Dura rotors, of using and repeating Dura’s claims in its marketing of Dura rotors. **Dave Willis**, the president and CEO of CRW Parts, told *The Greensheet*: “CRW disagrees with the claims in Affinia’s complaint and intends to defend against them. It is our policy to not otherwise comment on pending litigation.”

**John Kelley**, the president of IAP/Dura International, told *The Greensheet* that the company received Affinia’s complaint on July 8 and is currently reviewing it. “Dura has and always will stand behind its value line of brake drums and rotors,” Kelley said. “It’s important to note that Dura has met Affinia in the marketplace, and we expect equal success against it in court. The complaint, simply, is without merit.”

According to the filing, the goal of Affinia’s suit is to (1) stop these alleged false advertising activities, (2) require Dura and CRW to compete fairly and (3) provide consumers with truthful information so that they can make informed decisions.

Affinia contends that the defendants’ actions are causing irreparable harm by diverting market share away from Affinia, for which “there is no adequate remedy at law.” Also, the company claims that the defendants’ actions undermine consumer confidence in the safety of the aftermarket rotor industry in general, which, it says, will inflict on Affinia “as a market leader” a disproportionate loss of goodwill with customers who abandon the aftermarket altogether and shift their sales to OE manufacturers.

Additionally, the company argues that the defendants’ actions have caused Affinia to lose sales of its rotors as customers have chosen less-expensive Dura rotors in place of Affinia’s rotors, believing that Dura’s rotors “meet or exceed” OE specs and performance.

Until the defendants’ actions are stopped, Affinia contends, Affinia will continue to suffer irreparable harm, lost sales and damages. **Affinia is seeking to recover from the defendants damages in an amount to be determined at trial, as well as attorney’s fees.** It also wants the court to, among other things, stop the defendants from making the alleged false claims, require that Dura’s allegedly lightweight rotors be identified as deviating from OE specs, and require Dura to publish corrective advertising disclosing that its rotors deviate from OE specs and have not been subject to independent engineering validation. — *Marc Vincent*

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## GPC NAMES NEW U.S. AUTO PARTS GROUP PRESIDENT . . . [Continued from Page 1]

Donahue joined the **S.P. Richards Co.**, GPC's office products group, in 2003. Prior to that, he was the president of **Sanford North America**, a division of **Newell Rubbermaid**. After a short stint as the executive vice president of sales and marketing at S.P. Richards, Donahue was promoted to president and chief operating officer of S.P. Richards — a position he held until his election as executive vice president of GPC in 2007.

As president of GPC's U.S. automotive parts group, Donahue is responsible for the entire U.S. automotive network of 58 distribution centers and 1,100 company-owned stores and for developing relationships and growth opportunities with the nearly 4,800 independently-owned **NAPA Auto Parts** stores.

## FEDERAL-MOGUL/CARL ICAHN TO BID ON DELPHI? . . . [Continued from Page 1]

This comes as the judge overseeing Delphi's bankruptcy case has ordered the company to consider other bids than just the government-brokered deal Delphi had reached with the **Platinum** private equity group. According to Reuters, Icahn and Federal-Mogul were in talks to buy Delphi that fell apart this spring when the Platinum deal came along.

The deadline for submitting competitive bids for Delphi is Friday, July 10. Others reportedly considering bids on Delphi include **TRW Automotive Holdings**, billionaire **Wilbur Ross** and the **Appaloosa Management** private equity group. As you may recall, Appaloosa backed out of a deal to support Delphi's emergence from Chapter 11 bankruptcy protection more than a year ago. Delphi filed for bankruptcy back in 2005.

## PLASTICOLOR BUYS AIR FRESHENER OUTFIT STERLING TEAL

Fullerton, CA-based **Plasticolor** has acquired **Sterling Teal** of Laguna Niguel, CA, and its line of air fresheners. Terms of the transaction were not disclosed. **Rob Smith** — president, owner and founder of Sterling Teal — will continue to head up the air freshener efforts at Plasticolor and will work from Plasticolor's corporate offices in Fullerton.

Plasticolor is a distributor of automotive accessories, coordinated with "trend-relevant" designs and licensed logos such as **Harley-Davidson**, **Ford**, **Chevy** and **Dodge**. The company was founded by **Gordon Bagne** and **Robert Klinger** in 1972 in response to a demand for colorful, fashion floor mats. Plasticolor launched a small line of colorful, molded, fashion floor mats. This created a demand for accessories to match the floor mats. Before long, the company was producing a variety of accessories to complement the floor mat line.

The first licensed product opportunity came about through **Warner Brothers**, creating the now-famous "Back Off" **Yosemite Sam** mud flap, which was introduced in 1974. Since then, Plasticolor has continued to expand and now offers more than 20 different accessory categories with more than 30 varieties of licensed properties and logos.

About 10 years ago, Plasticolor, seeking to grow the company further, purchased **Chroma**, a supplier and distributor of such products as automotive decals, body graphics, pinstriping, license tag frames and auto ornaments. Among Chroma's licensed properties are **Elvis Presley Signature Products**, **Hello Kitty**, **NASCAR** and **No Limit**.

Now comes Sterling Teal. Management expects Sterling Teal, as a part of the Plasticolor family, to capitalize on Plasticolor's brands and distribution to become a stronger player in the air freshener category.

## COVERCRAFT TO BUY MOST OF GLOBAL ACCESSORIES' ASSETS

Pauls Valley, OK-based **Covercraft Industries** has entered into an agreement to purchase most of the assets of Logan, UT-based **Global Accessories Inc.** This includes the lines **Wolf** Automotive, Powersports and Marine covers; **LeBra** front-end covers; **DashMat** dashboard covers; **Premier Floor Mats**; and **Spidy Gear** cargo web products. Not included in the deal are the **Downey Products** and LeBra tonneau covers product lines.

Global Accessories has been essentially closed since mid-April, when the company laid off most of its workers after it entered into assignment for the benefit of creditors. This froze the company's assets and shut down manufacturing. **Covercraft intends to resume the production of Global Accessories products at a to-be-determined date.**

## PEP BOYS TO CARRY SPOT LLC'S SATELLITE GPS MESSENGER DEVICE

Philadelphia-based **Pep Boys** has agreed to sell the **Spot Satellite GPS Messenger** tracking and alert system from **Spot LLC**, a wholly-owned subsidiary of **Globalstar Inc.**, in all of its 560-plus locations, as well as online at [www.pepboys.com](http://www.pepboys.com). The product allows users to send their GPS location coordinates and status messages to personal contacts, roadside service providers or emergency response centers regardless of cellular availability. This deal marks Spot's entrance into the automotive market.

The Pep Boys deal comes on the heels of Milpitas, CA-based Spot launching its own on-road tracking and assistance service, called **Spot Assist Roadside**, which operates solely using satellite communications rather than cellular technology. Supported by **Nation Safe Drivers**, the Spot Assist Roadside service includes five tows per year, up to 50 miles per tow, auto-accident assistance, fuel delivery services, tire repair, battery services, and lock key and lockout service.

## PILOT AUTOMOTIVE TO DISTRIBUTE TRIMAX LOCK PRODUCTS

**Pilot Automotive** (City of Industry, CA) is partnering with the **Wyers Products Group** (Englewood, CO) on the distribution of the **Trimax** family of lock products, a division of Wyers. The pact calls for Pilot to be responsible for such retail customers as **AutoZone**, **Advance Auto Parts**, **Pep Boys**, **O'Reilly/CSK** and **Wal-Mart**, along with select traditional and non-traditional distributors. Trimax will continue with its current distribution.

Trimax offers a range of lock products for bicycle, trailer, boat, ATV, motorcycle and receiver hitch applications.

## FEDERATED AUTO PARTS TAPS GCOMMERCE FOR EDI CONNECTIVITY

**Federated Auto Parts** (Staunton, VA) has selected Des Moines, IA-based **GCommerce** for EDI connectivity between its members and vendors to automate purchase orders, acknowledgements, ship notices and invoices. Because Federated members run on a variety of business systems, Federated and GCommerce will be working closely with these system providers to enable integrated document exchange for Federated members. Federated will support established industry standards, including GCommerce's **Super Spec**.

## INDEPENDENT AUTO DEALERS GROUP SUPPORTS RIGHT TO REPAIR

The **National Independent Automobile Dealers Association** (NIADA), a national trade association representing more than 20,000 independent automobile dealers, has declared its support of federal **Right to Repair** legislation (HR 2057). "NIADA shares the belief that specialized equipment, information and materials should be available to all repair facilities who wish to pursue repair opportunities and should not be restricted to just those who are affiliated with a manufacturer," said **Michael Linn**, CEO of NIADA.

## NEDERMAN CANADA IS RELOCATING TO BIGGER SPACE

**Nederman Canada** — a manufacturer of such repair shop equipment as hose and cable reels, fans, vacuum units, and exhaust rail systems — is moving its office, warehouse and assembly facility from 6675 Millcreek Drive in Mississauga, ON, to 5775 McLaughlin Road, also in Mississauga. The move will occur the weekend of July 11-12. Nederman Canada's new facility will have twice the warehouse and assembly space as the previous one.

## ANOTHER NEW SHAREHOLDER FOR NATIONAL PRONTO ASSOCIATION

**Five Star Undercar** (Norcross, GA) has joined the of the **National Pronto Association** of Grapevine, TX. Five Star Undercar has 10 company-owned locations that service metro Atlanta and southeastern Virginia. **Jason Birkel** is the president of Five Star Undercar.

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## 33% GROWTH FORECAST FOR EXHAUST COMPONENTS AFTERMARKET

A new report from **Frost & Sullivan** forecasts that emission regulations requiring the replacement of failed or worn out components will drive growth in the North American components aftermarket. The Mountain View, CA-based firm predicts that the North American exhaust components market will increase 33 percent from \$769.10 million in 2008 to \$1.02 billion in 2015.

While long-lasting OE installed parts impede the growth of the aftermarket, Frost & Sullivan says that the adoption of inspection and maintenance programs in an increasing number of states will drive unit shipments. Further, **the transition toward direct-fit components from universal components should expedite revenue generation for the exhaust aftermarket.**

The North American exhaust components aftermarket has witnessed a shift toward direct-fit components that translates into increased average prices and revenue. "I have seen this trend more in certain product lines like mufflers and catalytic converters. Direct-fit components also adversely impact the unit shipments of exhaust pipes because direct-fit components come with the requisite tubing," explained Frost & Sullivan Research Analyst **Ratika Garg**. "In addition, there is a move toward integrated systems, such as integrated exhaust manifolds, as well as cat-back systems that present new growth opportunities to aftermarket manufacturers."

At the installer level, direct-fit components offer an ease of installation and optimized productivity. This dovetails with a major concern in the aftermarket — the shortage of skilled technicians, which makes direct-fit components an easier alternative. Direct-fit components eliminate the need for cutting and welding, as they can be bolted on to a vehicle. Because of this feature, Frost & Sullivan says that direct-fit components are preferred to universal components despite their higher price.

Although the quality of exhaust components at the OE level has improved a great deal, stringent emission regulations ensure that vehicle owners replace a catalytic converter or pipe when it is damaged. At the same time, a larger number of consumers are now inclined to keep their vehicles longer, which bodes well for the exhaust components aftermarket. Nonetheless, compliance with emissions and noise regulations pose a challenge as variations in regulations at the federal, state and even local levels complicate matters for manufacturers. **"By focusing on performance improvements while meeting emission regulations, manufacturers can offset the impact of declining replacement rates in the standard exhaust segment," Garg said. "Also, the ability to cater to their customers' needs in a short turnaround time, providing direct-fit components, and offering a full line supply will emerge as critical success factors."**

Frost & Sullivan contends that, while brand awareness remains low in the standard exhaust components aftermarket as consumers settle for what is available at a reasonable price, the performance exhaust segment, by contrast, is characterized by high levels of customer involvement and branding plays a key role in determining purchase decisions. "Thus, **the performance segment holds enormous potential," Garg explained, "as the lack of technology standardization in this particular arena gives aftermarket manufacturers the liberty to introduce new features and induce greater product differentiation."**

## RED LINE OIL RETAINS KAHN MEDIA FOR PUBLIC RELATIONS, OUTREACH

**Red Line Synthetic Oil Corp.** (Benicia, CA), which manufactures a line of motor oils, gear oils and additives, has engaged **Kahn Media** of Woodland Hills, CA, to provide Red Line with North American media outreach and P.R. assistance. This includes targeted media outreach, social media marketing, new product debuts, events and special projects.

More specifically, Kahn is working with Red Line's management on strategic planning initiatives, as well as the development and implementation of a social media marketing campaign. Kahn also will promote Red Line's motorsports initiatives, including drag racing, sports car road racing and more.

## BIG R SHOW WILL FEATURE FOUR TRAINING WORKSHOPS FROM R.I.T.

The **Rochester Institute of Technology's National Center for Remanufacturing & Resource Recovery** will be presenting four training workshops during **APRA's International Big R Show** in Las Vegas, which runs Oct. 31 to Nov. 2. The topics are: Surface cleaning and calculating the true costs associated with this process; proper workstation design, including common problems and ways to overcome them; the processes used to analyze, troubleshoot and improve quality; and emerging opportunities in remanufacturing like environmental sustainability and "green economy" jobs. For more information, visit [www.bigrshow.com](http://www.bigrshow.com).

## EPA CONFIRMS AFTERMARKET RIGHT TO SERVICE HEAVY-DUTY VEHICLES

The **Automotive Parts Remanufacturers Association (APRA)** says it has received confirmation from the **U.S. EPA** that nothing in the EPA's rule requiring On-Board-Diagnostics (OBD) systems for heavy-duty applications was intended to prevent aftermarket facilities from servicing heavy-duty vehicles and engines. APRA had questioned the EPA about language in its final heavy-duty OBD rule, which seemed to absolve heavy-duty engine manufacturers from liability for its statutory emissions warranty if work had been performed on the engine by an aftermarket company. In its response, the **EPA stated that "allowing manufacturers to deny warranty claims solely because the service was performed by an independent service provider is not permitted by the Clear Air Act."**

On Feb. 24, the EPA published its final regulation on the OBD requirements for heavy-duty vehicles. This included provisions that require heavy-duty engine manufacturers to provide independent service providers with the service information necessary to service the engine and other parts monitored by the OBD system. As it had done in California previously, APRA worked with the EPA to ensure that the service information provisions provided as much access to information for independent heavy-duty service facilities as possible.

**However, when the final prepublication version of the rule was made available to APRA, it contained a provision that had not previously been discussed.** This provision stated: "Manufacturers will not have any emissions warranty, in-use compliance, defect reporting or recall liability for service on a heavy-duty engine that is not undertaken by the manufacturer, for any damage caused by their own tools in the hands of independent service providers, or for the use and misuse of their party tools."

As written, this language would appear to release a manufacturer from all statutory warranty liability if an independent service provider worked on the engine during the warranty period. If such were the case, heavy-duty vehicle owners might not feel safe taking their heavy-duty vehicles to independent service providers during the warranty period for fear that it might void the warranty.

In a letter to the EPA objecting to the language, APRA's general counsel, **Michael Conlon**, stated that this language was over-broad, violated the Clean Air Act and needed to be removed from the regulation. The EPA advised Conlon that it did not intend for this provision to absolve the manufacturers from their warranty or any other statutory obligations. In conclusion, the EPA stated: "Therefore, we want to clarify that this provision does not allow manufacturers to deny warranty claims or otherwise limit their obligations with respect to a heavy-duty engine (1) because emission-related service and repair of that engine was performed by an independent service provider; (2) because emission-related service and repair of the engine was performed by an independent service provider using the manufacturer's tools; or (3) because emission-related service and repair of that engine was performed by an independent service provider using third-party tools."

## INSTALLERNET TO BUY MOBILE ENHANCEMENT RETAILERS GROUP

**InstallerNet**, a Boston-based company that coordinates the installation of consumer electronics through a network of independently-owned mobile and home electronics installers across the United States, has offered to acquire the **Mobile Enhancement Retailers Association (MERA)**, a non-profit group of auto electronics specialty retailers. Under the plan, InstallerNet's more than 2,000 members will become MERA members, and MERA will expand beyond its current specialty retailer focus and invite all retailers of mobile electronics products, accessories and services to join. MERA's board of trustees has unanimously accepted InstallerNet's proposal term sheet, which will now go to the association's retail members as a ballot for ratification. Results of the vote are expected within two weeks.

## EATON CORP. HAS COMBINED ITS AUTOMOTIVE AND TRUCK GROUPS

Cleveland-based **Eaton Corp.** is consolidating its automotive and truck groups into one operating unit. The combined organization will be known as the vehicle group and will be led by **Joe Palchak**, who currently serves as president of the automotive group. The move was made, in part, to reduce costs and more effectively cross-market the group's products.

## PACCAR IS CUTTING ITS REGULAR QUARTERLY DIVIDEND IN HALF

Bellevue, WA-based **PACCAR** has reduced its regular quarterly dividend from \$0.18 to \$0.09 per share, payable Sept. 8 to stockholders of record at the close of business on Aug. 18. PACCAR has paid a dividend every year since 1941.

**CORRECTION . . .** In the "Thumbs Up/Thumbs Down" section of last week's issue, we mistakenly stated that the upcoming **Virtual Aftermarket eForum** will take place on Sept. 29. However, the date of the live event is actually Wednesday, Sept. 30.

**NEWS BRIEFS . . .** **Advance Auto Parts** (Roanoke, VA) has selected Dayton, NJ-based **GMB North America** as its exclusive supplier of new **Lifetime Water Pumps**. . . **Fidanza**, a Perry, OH-based performance parts designer and manufacturer, has expanded its engineering division to offer product manufacturing services to companies looking to outsource their automotive parts production. . . The **Vipar Heavy Duty** network of truck parts distributors are adding custom-fit bumpers from **Highway Original** to their portfolio. Based in Evansville, IN, Highway Original is sold and distributed by **Accuride Distributing LLC**. . . Fenton, MI-based **Webasto Product North America** has selected the **WheelTime Network** of Philadelphia to promote, distribute and service Webasto's line of idle-reducing technology in North America. This includes engine-off heating and cooling systems designed to reduce idling. There are more than 200 WheelTime service locations across the United States and Canada, specializing in the repair and maintenance of **Detroit Diesel** and **Mercedes-Benz** engines and **Allison** transmissions. . . **Trail Blazers Inc.** has launched a retail website, **UnderCoverFactoryOutlet.com**, that makes **UnderCover** tonneau and truck storage management products directly available to consumers. Trail Blazers also operates the truck accessories website **TruckAddons.com**, as well as a retail location in Lexington, KY. . . **Snap-on** (Kenosha, WI) will be serving as the official tool of the 2009 **Formula Drift Championship** series. This also gives Snap-on a track-side marketing presence that includes signage, commercials and public address announcements, as well as an on-site venue to showcase and sell products. . . **Littelfuse** has revised its second-quarter sales guidance upward. The Chicago-based company now expects to report \$101 million in sales, which represents a 20-percent sequential increase over the first quarter of 2009. The company had previously expected a 10-percent to 15-percent sequential increase. Better-than-expected automotive sales were a factor. . . The **AASA Executive Breakfast** on Tuesday, Nov. 3, during **AAPEX** will feature **Richard Roy**, president and CEO of **Uni-Select Inc.** Following Roy's keynote presentation, he will answer questions from the audience. AASA President and COO **Steve Handschuh** will open the meeting by addressing the state of the industry and AASA initiatives. Participants can earn CEU credits through the **University of the Aftermarket**. . . **The Marx Group** of San Rafael, CA, has added videos on such topics as marketing advice, industry trends and forecasts, and technology updates; archived copies of its *Catalyst* monthly e-newsletter; and case studies to its website, [www.themarxgrp.com](http://www.themarxgrp.com). . . Valley City, OH-based **Schaeffler Group USA** has launched its new automotive aftermarket website, [www.schaeffler-aftermarket.us](http://www.schaeffler-aftermarket.us), which features interactive catalogs, technical data, diagnostic tools and marketing collateral. . . **AutoPartsGOGO.com** (Gardena, CA) has introduced a browsing system that allows consumers to search for auto parts on its site as either "premium" parts, "economy parts" or "popular parts." The idea is to make it easier for car novices to find the parts they are looking for.



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## UNITED COMPONENTS' CFO, DAN JOHNSTON, HAS RESIGNED

On July 9, **Dan Johnston** resigned as the executive vice president and CFO, as well as a member of the board of directors, of **United Components Inc.** (UCI). His resignation is effective as of Sept. 30. Evansville, IN-based UCI has not yet announced a successor. Johnston has been with UCI for two years.

## ADVANCE AUTO PARTS NAMES VP OF COMMERCIAL EFFECTIVENESS

Roanoke, VA-based **Advance Auto Parts** has promoted **Amy Bonder** to vice president of commercial effectiveness. In this capacity, Bonder is responsible for the development and implementation of strategies to maximize the effectiveness of the company's commercial sales force. She will report to **Donna Broome**, Advance's senior vice president – customer and sales development officer – commercial and will be based in Chicago. Bonder joined Advance in 2008 and most recently served as director of sales force effectiveness. Prior to joining Advance, she was a national account sales manager and a divisional sales manager at **Black & Decker**, and a product marketing manager and a corporate sales manager at **W.W. Grainger**.

## DAN MOODY HAS BEEN NAMED THE NEW GM OF MAHLE CLEVITE INC.

The **Mahle Group** (Ann Arbor, MI) has named **Dan Moody** as the new general manager of **Mahle Clevite Inc.** Moody began his career at **Sealed Power Corp.** (now **SPX Service Solutions**). He later served as the president of the **Dana Sealed Power/Perfect Circle** group and became group vice president of the **Dana Engine Products Group** before joining the Mahle Group in 2006. During his three years with Mahle, Moody has served as a key coordinator of several acquisition projects, including the **Dana Engine Parts** business. Most recently, he led the **Mahle Clevite Global Bearing** business. In his new role, Moody assumes the management responsibilities for all North American aftermarket activities, which include Mahle Clevite Inc., **Mahle Clevite Canada**, **ULC** and the aftermarket division of **Mahle Componentes de Motor de Mexico**. Moody reports to **Arnd Franz**, director and general manager for **Mahle Aftermarket**.

## TWO GET NEW RESPONSIBILITIES AT TIMKEN AFTERMARKET

The **Timken Co.** (Canton, OH) has named **Wayne Dyer** to the newly-created position of aftermarket sales program manager. He is responsible for managing key national accounts, as well as automotive program distribution buying groups. Dyer joined Timken in 2000 as a regional manager and will continue to be based in the Columbus, OH area. Meanwhile, **Sam George** has assumed the position of central region zone manager for the automotive aftermarket. In this assignment, he will work with Timken's independent representatives and automotive warehouse distributor market segment. George joined Timken in 2004 as a sales engineer and has since served as an account manager. While he is currently based in Timken's sales office in Novi, MI, George will relocate to Canton. Both Dyer and George report to **Mike Peace**, Timken's national sales manager for the automotive aftermarket.

## BEARING TECHNOLOGIES ADDS TO ITS PRESSUREGUARD TEAM

Three heavy-duty trucking veterans with 55 years of combined experience have been appointed by **Bearing Technologies** (Avon, OH) to head up the **PressureGuard** product line. The new team includes PressureGuard's inventor, **Clyde Stech**, along with **Bill Lease** as marketing manager and **Corey George** as sales manager, who join PressureGuard from Bearing Technologies' subsidiary, **North Coast Bearings**. Acquired by Bearing Technologies in 2007, PressureGuard is an automatic tire inflation system that uses a heavy-duty trailer's existing air supply to automatically inflate and maintain tires at a constant pressure.

## A NEW GENERAL MANAGER FOR AMERICAN FORGE & FOUNDRY

Albany, NY-based **American Forge & Foundry** (AFF) has announced the appointment of **John Iliff** as its new general manager. Iliff comes to AFF with more than 20 years of tool and equipment industry experience, specializing in the automotive and industrial markets. This includes time on the management teams at both **Waterloo Industries** and **International Tool Boxes**. Iliff will be relocating from Florida to AFF's headquarters in Albany. AFF is a distributor of heavy-duty and automotive service equipment, specializing in lifting, shop equipment, shop maintenance, lubrication and material handling products for service facilities and repair shops.

**PEOPLE WATCHING . . .** The **Melling Tool Co.** (Jackson, MI) has added **Marc Goulet** as a fluid systems design specialist. He worked at **Nichols-Portland** for 38 years prior to joining Melling. . . **Bill Wade's** "Distribution Matters" blog postings are now being included on **INDDIST.com**, the *Industrial Distribution* magazine website. Wade is the managing partner at Elgin, IL-based **Wade & Partners**, a business consulting, marketing and advertising services agency that specializes in the aftermarket.

# THUMBS UP/THUMBS DOWN

## BEEP ENHANCEMENT SHOWS INDUSTRY'S SAFETY, QUALITY COMMITMENT



The **Brake Manufacturers Council's** recent announcement of improvements in the industry-approved, peer-reviewed brake lining certification program — the **Brake Effective Evaluation Procedure (BEEP)** — is certainly encouraging in a product area where quality and safety are key. According to the BMC, the core of the enhancement is the use of the new SAE J2784-FMVSS 135 inertia dynamometer test procedure. In simple terms, the BEEP testing procedures are improved significantly. This is a great example of the kind of self-regulation of which this industry can and should be proud.

## GAAS CONTINUES TO RAISE SCHOLARSHIP FUNDS IN TOUGH TIMES



The industry as a whole, and specifically those involved in the planning and execution of the **Global Automotive Aftermarket Symposium**, have to be extremely proud to report that, despite an economic environment where many companies have drastically curtailed travel and attendance at industry events, attendance and support was such at this year's Symposium to raise money \$80,000 in additional scholarship money. All net proceeds from the annual event go toward scholarships to benefit students preparing for automotive aftermarket careers. And, against the economic backdrop, many volunteers worked hard to put bodies in the seats this year to not only support this worthwhile program financially, but to take part in one of the industry's most informative meetings. Kudos to all the trade associations involved, their staff representatives, and the countless volunteers who carry off the program, as well as to those who help administer the scholarship program. This may be the single-best thing our industry does.

## RULING IN HEAVY-DUTY SCENARIO SEEMINGLY APPLICABLE TO ALL OF US



We received good news from our friends at **Automotive Parts Remanufacturers Association** this week that stated that the **U.S. Environmental Protection Agency** said that nothing in its rule requiring OBD systems for heavy-duty applications was intended to prevent aftermarket facilities from servicing those vehicles and engines. APRA had questioned some language in the final rule, which, "if taken literally, seemed to absolve the heavy-duty engine manufacturers from liability for its statutory emissions warranty if work was performed on the engine by an aftermarket company." The EPA said no way, stating that the rule was "allowing manufacturers to deny warranty claims solely because the service was performed by an independent service provider is not permitted by the Clear Air Act." Though specific to the HD market, it should also define the EPA rules as applied to any aftermarket enterprise. And, that's only common sense.

## OUR AAPEX SUPPORT ITEM RAISED THE IRE OF AT LEAST ONE READER



At least one reader took us to task for last week's item on this page "*that offered an optimistic preview of this year's [AAPEX] show.*" Under the headline, "Despite Tough Times, Many Look To Las Vegas With Promise," we summarized word from **AWDA** that 62 distributors have committed to this year's show-related conference, as well as an item from the AAPEX folks that noted the group's positive spin on an exhibitor survey of plans for this year's show. This reader offered that, "*Over the last five years though, this show has become a forum for mostly Asian manufacturers to sell to their customer's customer. Also during this time, I have observed a dramatic drop in attendance, culminating in last year's disastrous turnout.*" That's certainly true with last year's show that saw a 4-percent drop in exhibitor sales — 85 fewer exhibitors in 2008. Buyer attendance — kept for both AAPEX and **SEMA** together — was down 11 percent, as reported here back in late 2008. "*I have often questioned why your publication constantly frames AAPEX in such a positive light when anyone who has attended has witnessed a dramatic decline in both attendance and effectiveness of the show,*" the reader went on to say. "*I have to question the editorial integrity of a publication that refuses to acknowledge, for whatever reason, the demise of AAPEX's impact in the industry.*" And the reader made a final challenge: "*I realize that AAPEX is a cash cow for the promoters, but I truly feel that they would be better served by spending time figuring out why the show has lost much of its effectiveness, instead of continually putting out specious fact and figures through publications such as yours.*" One would hope those milking the cash cow would already be exploring those fundamental questions while also continuing to promote the upcoming event. If not, someday, the milk will certainly dry up.

*Thumbs Up, Thumbs Down* is a look at industry news, events and issues with a comment or two to put them into some context. We hope we can at least stimulate your thoughts and, possibly, on occasion, make you see things from different perspective.

## “Adapting to a Changing Aftermarket”

# LEADERSHIP 2.0 Executive Development Program

Registration is now open for the 2009-10 class of the University of the Aftermarket Leadership 2.0 experience, which will take place Sept. 20-25 on the campus of Northwood University in Midland, MI., and April 11-16, 2010, at the West Palm Beach, FL., campus. The price to participate in the 2009-10 Leadership 2.0 program is \$5,895, and includes tuition, lodging and meals.

Participants receive 6.0 CEUs to be applied toward their Automotive Aftermarket Professional and/or Master Automotive Aftermarket Professional certificates.

**For more information and to reserve a spot in the 2009-10 Leadership 2.0 class, visit [www.universityoftheaftermarket.com](http://www.universityoftheaftermarket.com) or call 1-800-551-2882.**



## GOING DIGITAL



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