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Aftermarket Data Research Study Published
Better Product Information Distribution Needed

BETHESDA, MD – Nov. 8, 2006 – Findings of a year-long research study by The Aftermarket Data Vision group released today concludes that while data management is a serious concern to the aftermarket, the industry lacks consensus on the solution. The study was commissioned by the Automotive Aftermarket Industry Association (AAIA); the Automotive Aftermarket Suppliers Association (AASA) and the Specialty Equipment Market Association (SEMA) in a cooperative effort to study the feasibility and industry requirements for improved methods of data management in the aftermarket.

A key finding of the research revealed that better methods of distributing timely, complete, accurate and standardized product information that is synchronized between trading partners, are needed to address rising costs and inefficiencies in the aftermarket. However, there was no clear consensus on the form of the solution and obstacles such as inadequate standards adoption and a lack of trust and collaboration in the supply chain must be addressed before any industry-wide data solution could be successful.

In a joint statement, AAIA, AASA and SEMA commented, “this report offers valuable insights into the challenges that aftermarket suppliers and their customers face in managing the vast amounts of data required to conduct business. In addition to better understanding the industry requirements for addressing the data question, this study was a successful collaboration between the leading aftermarket trade associations. AAIA, AASA and SEMA will certainly need to work cooperatively in the future if the industry-wide demand for synchronized product data will be satisfied.”

Nearly 1,000 individuals participated in either focus group sessions, telephone interviews or an online survey as part of the study conducted between August 2005 and July 2006. Supply chain research specialists The Catevo Group were retained to conduct the research and write the report.

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