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**Auto Repair  
Journal**

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## The Auto Repair Journal

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**On the Cover**

Photo taken at Car Craft Summer Nationals 2012, July 2012  
By Ryan McClellan



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Issue	Due Date
July/Aug 2013	May 23, 2013
Sept/Oct 2013	July 24, 2013
Nov/Dec 2013	Sept. 24, 2013
Jan/Feb 2014	Nov. 23, 2013
Mar/Apr 2014	Jan. 23, 2014
May/June 2013	Mar. 24, 2014

## From the Editor



In this issue of The Auto Repair Journal we are featuring automotive recyclers and recycled parts. Automotive recycling and recycled parts have been around for years but today the call for recycled parts use in repairs is more than ever before. We hope that you will find the content within this issue a useful tool in determining where you will find and qualify the option of recycled parts.

### Featured Articles:

- We have two automotive recyclers as advertisers on a regular basis in The Auto Repair Journal and they are showcased in this issue as featured advertisers with us. The first is aaa Auto Parts and you will find their story on page 4, *aaa Auto Parts Turns 30 This Year!* By Patrick McKinney. The second featured advertiser you can read about is PAM's Auto in *PAM's Auto 2013* by Wes Bradford on page 13.
- Just like making any purchase, it's important to buy from the right source so when looking for recycled parts where do you start. Automotive Recycling Associations can help take some of the guess work out of the process. Learn more in *Pre-Qualifying an Automotive Recycler* on page 7.
- In *The Automotive Recycling Industry, An Overview* by D. A. Freedlund, on page 9 you can get an overview of the industry and dispel some of the preconceived notions of what automotive recycling is today.

### In Industry Press and Product News:

- We have press releases on two car shows in this issue. The first is ***Back to the 50's*** coming the weekend of June 21, 22, & 23 to the Minnesota State Fair Grounds in St. Paul. This show is always a favorite of ours. We will be there Friday so say stop us and say "Hello" if you see us out there. The second is a new car show that will take place along the shores of Lake Minnetonka in Excelsior, MN. This event is a benefit for the Courage Center Foundation.
- The NPD, a global information company, has issued a press release on their findings on car service providers and the opportunities to cross-sell services to consumers while in their shop.
- SEMA seems like a long ways from now but hotels are now accepting reservation.

We will be back in two months with another issue of The Auto Repair Journal where we will be featuring OEM parts dealer groups as well as more articles, association news, industry press and product news. Until then, thank you for reading *The Auto Repair Journal*.

*Sheila Cain*

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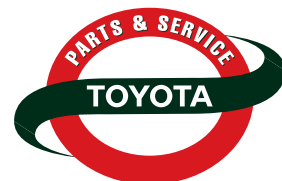


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# aaa Auto Parts Turns 30 this Year!

**Often imitated, Never Duplicated!**

**By Patrick McKinney**

In October of 1983 Jerry Anderson founded aaa Auto Salvage with two employees. It was located on family-owned land that was shared with a body shop, towing service and impound lot for city and county police tows. In 1989 aaa moved to a twenty-acre site and constructed a 22,000 square foot building. Several years later expansion was needed. In 1998 aaa purchased an additional ten acres next to their existing location and built a 33,000 square foot recycling center employing over 25 people.

Over the last 15 years, aaa spun off the self-service yard, U-Pull-R-Parts, created a second location in East Bethel, MN and has created 2 new complimentary businesses, Better Bumper Company and A-Condition Wheel Company. The companies combined employ over 150 local residents. The company has grown through the years and kept grounded by the company mission statement, "aaa Auto Parts is an automotive recycler that provides quality parts in a timely manner with no surprises on delivery. The aaa family utilizes our knowledge and commitment to help our customers be completely satisfied with their buying experience."

Many people don't realize the impact that aaa has had on Minnesota for the past 30 years. Auto Recyclers by definition are "environmentally friendly," but have been so before it became chic "to be green." The automobile is the most recycled product in the world and aaa Auto Parts has been at the forefront of auto recycling on both a Nationwide level through the national association ARA (Automotive Recyclers Association), the state level, ARM (Automotive Recyclers of Minnesota). They support I-CAR (Inter-Industry Conference on Auto Collision Repair) by hosting classes at no charge in a state of the art conference center at the Rosemount location, are members of AASP MN (The Association of Automotive Service Providers of MN) and donate \$1000's to those associations, local businesses and schools.

The Better Bumper Company (BBC) has built a reputation as the Upper Midwest's highest quality manufacturer of reconditioned Bumper Fascia. The technicians are highly skilled to produce the best quality reconditioned product in the market. The attention to detail at BBC means the customers have fewer returns and the highest satisfaction rate in the industry.

The A-Condition Wheel Company (ACW) began manufacturing reconditioned wheels in October of 2012. The state of the art equipment, the high quality powder coating, along with a highly experienced crew of technicians has showed the market ACW has quickly followed BBC's footsteps for quality product. ACW offers aluminum wheel reconditioning, straightening of steel wheels, mounting, balancing, even Nitrogen fills for tires.



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The recycled parts business continues to evolve and change, and aaa Auto Parts inventory has changed along with our customer's requests and market demands. We have been able to supplement our recycled parts inventory with several other alternative parts. We stock 1,000's of aftermarket and OEM surplus replacement part options. If we are unable to offer a recycled part option from our inventory we can most cer-

tainly find an aftermarket or OEM Surplus part option for you.

The landscape of recyclers and reconditioning manufacturing plants continues to

change through acquisitions and closures. aaa Auto Parts will continue to strive to live up to our mission statement and provide the best service to the Upper Midwest. We are proud to be locally owned and operated for the past 30 years and plan to be for the next 30 years.

Many of you who are reading this are current customers of aaa. We want to say "Thank you for your business over the past 30 years." Our customers have made the last three decades possible. If you have not done business with aaa, we would appreciate the opportunity to earn your business

*Patrick McKinney is the General Manager of aaa Auto Parts with locations in Rosemount and East Bethel, MN. For 30 years aaa Auto Parts has been providing Quality Recycled Auto Parts with "No Surprises upon Delivery." aaa Auto Parts is the exclusive distributor of Reconditioned Bumper Fascias from the Better Bumper Company and is very proud to announce the addition of the A-Condition Wheel Company for reconditioned wheels!*



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# Pre-Qualifying an Automotive Recycler: Recycling Associations and the Role They Play

By Sheila Cain

- ✓ Customer Service
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- ✓ Environmental Responsible
- ✓ Community Responsibility

So how do you know if the yard nearby is a qualified automotive recycler? One of the first things you look for is membership in state and national associations. Whether it is on a state or national level there are associations that require the yards to adhere to the highest of standards as part of their membership obligation.

## The Automotive Recyclers Association (ARA)

Automotive Recyclers Association (ARA) is an international trade association that has represented the automotive recycling industry since 1943. Their mission is the efficient removal and reuse of automotive parts and the safe disposal of inoperable motor vehicles. The ARA has Parts Grading Standards, a Code of Ethics & Protocols that member recyclers adhere to in their yard operations.

- **Parts Grading Guidelines** – ARA has established a parts grading guideline with the purpose of improving “communication between automotive recyclers and their collision repairer, mechanical repairer and insurer customers.” The guide

“identifies common parts and terms used to describe part conditions and part options. By standardizing part descriptions, the recycling industry can more easily set customers expectations and increase sales of recycled parts to companies in the repair process.”<sup>1</sup> A pamphlet, ARA Recycled Parts Standards & Codes as well as the ARA Damage Locator Quality Assurance Grid are available at [www.a-r-a.org/content.asp?pl=453&contentid=453](http://www.a-r-a.org/content.asp?pl=453&contentid=453)

- **ARA Members Code of Ethics** - As a condition of membership in ARA members agree to be good stewards of the environment, be good neighbors to their communities, maintain the highest of business ethics, and operate within statutes and laws. They also agree to “determine, within all practical limits, the quality and condition of each automotive part offered for direct recycling and to represent the same accurately.” Also in the code of ethics is the agreement that the member yard will “use every opportunity to promote and improve the public understanding” of their industry. Agreeing to

“treat the customer in a fair and professional manner, clearly identifying any and all warranties or conditions of sale.”<sup>2</sup>

- **Additional Protocols** – ARA Wheel Grading Protocol and Airbag Protocol are additional protocols that ARA has in place.
- **Additional Membership Achievements** – Members can also achieve high membership standards by participating in additional membership programs. Certified Automotive Recycler (CAR) is a set of standards for general business practices, environmental, and safety issues. The Gold Seal Program is available for members who have completed CAR and ensures excellence in customer satisfaction.
- **Educational Resources** – ECAR is an online resource for Federal and state-specific environmental compliance assistance for automotive dismantling and recycling operations. ARA University is the online training resource of the automotive recycling industry.

You can learn more about ARA on their website at [www.a-r-a.org](http://www.a-r-a.org).

### State Associations

Similar to ARA, state associations employ their own code of ethics, environmental, and membership standards and programs. The state association provides for a more intimate, crucial part with being a member. There is interaction with other recyclers in your state, through meetings, outings and state conventions with members working towards the betterment of the industry in their state. The state association also keeps membership more up to date on the what's happening right within the state.

State associations have their own environmental programs where

membership has access to assistance with compliance to state and federal regulations. Inspections, audits and adherence to program guidelines are all part of state environmental programs.

Visit the website for the recycling association in your state to learn more about the association, their programs and members.

- Automotive Recyclers of Minnesota, [www.autorecyclersmn.net](http://www.autorecyclersmn.net)
- Concerned Automotive Recyclers of Wisconsin, [www.carsofwi.com](http://www.carsofwi.com)
- North Dakota Auto Recyclers Association, [www.northdakotaautorecyclers.com](http://www.northdakotaautorecyclers.com)
- Iowa Automotive Recycling Association, [www.iowaautorecyclers.com](http://www.iowaautorecyclers.com)
- Auto & Truck Recyclers of Illinois,

[www.illinoisautorecyclers.com](http://www.illinoisautorecyclers.com)

- Automotive Recyclers of Michigan, [www.automotiverecyclers.org](http://www.automotiverecyclers.org)

With the call from insurance companies for more recycled parts in repairs it is essential to work with an experienced, highly trained, qualified recycler that employs the highest standards in their parts business. Check for membership the next time you are shopping.

### Sources:

<sup>1</sup> ARA Recycled Parts Standards & Codes and <sup>2</sup> ARA Code of Ethics both available at [www.a-r-a.org/content.asp?pl=453&contentid=453contentasp?pl=453&contentid=453](http://www.a-r-a.org/content.asp?pl=453&contentid=453contentasp?pl=453&contentid=453)

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# THE AUTOMOTIVE RECYCLING INDUSTRY AN OVERVIEW

**By: D. A. Freedlund**



Talk to me a few months ago and I wouldn't have been able to tell you the difference between a control arm and a radiator support, luckily I learn quickly. I am one of those people that know how to change their own oil and rotate their own tires but often opt to pay someone else to do it for me. Heck, I drove around with a window that refused to roll up any farther, leaving a twelve inch gap. If I'd known all I needed to do was change the motor I would have saved myself the embarrassment of driving around with bright yellow duct tape contrasting with my reliable maroon colored car. It should be obvious that I didn't come to this industry with a history in the auto industry. I grew up with a belief that vehicles are simply a way to get from point "a" to point "b". And as I've found out from my short time in the industry so far, there are many likeminded folks out there. We've all known people;

perhaps you're one yourself, who start looking for a new car as soon as the one they're driving starts making a funny noise. But there are many people out there that will drive their car until it falls apart around them. These people often turn to the car recycling industry, but anyone that drives a car and has car insurance benefits from the car recycling industry, not just those that are looking to get a few more miles out of "ol' Bess". The auto recycling industry is very complex and has far reaching impact, more than you'd likely imagine. This seldom thought of "green" industry is only going to become all the more important in the coming decades.

Being educated as an economist I've been gifted, and cursed, with the inability to look at the world other than through the eyes of an economist. Having been a victim of the economy twice I found myself looking for an industry

that will always be in high demand. With more vehicles on the road than any other country the demand for car parts is high here in the U.S. And with the recent economic situation, like the Great Depression, it has spawned an entire generation of pennywise people. A people who want to make what they have last longer. But talk to anyone that works in the car recycling industry and they will quickly correct you if you errantly call their place of work a "junk yard." There is a distinct difference. A "junk yard" is a place where things go to rust away to dust and blow away with the wind. A car recycling yard is an intricate business using complex computer algorithms, experience, and a little guess work to determine what goes in the yard. Strategic decisions are directed by computer programs that tell buyers what vehicles are in demand based off information gathered locally and at a national level. But even

buying vehicles is no easy task. Paying \$2,000 for a vehicle because you have a customer looking for a \$500 engine doesn't make sense unless you can factor in everything that is recyclable on that \$2,000 car. Then the equation changes and that \$2,000 vehicle may now have \$4,000 worth of parts. It is a complex game of numbers that will make most people's heads spin. But this buying and selling of car parts is just scratching the surface.

In order to better understand the car recycling industry and how far spread its impact is we should start at the very beginning. Deer are a fact of life in Wisconsin. And many a driver has had the unpleasant experience of colliding with a deer. If the insurance company deems the damage bad enough they will total out the vehicle, instead of



paying for the repairs to the damaged vehicle. And this is when the car recycling industry steps into the picture. Insurance companies don't send a totaled vehicle to the scrap metal yard. They send them to the auction yard.

This is where the vast majority of recycled vehicles come from.

After being bought and delivered to the recycling facility a complete inventory is done to determine what can be recycled off the vehicle. This ranges from switches to the entire body of the car. At this point the vehicle isn't sent out to the yard to wait for sales to come rolling in; instead, it is sent to be dismantled. While in dismantling a number of things happen to the vehicle. All fluids are removed. A vehicle contains a lot of fluids that are toxic and can do great environmental damage. In the state of Wisconsin the Department of Natural Resources oversees recycling facilities to ensure the practices that keep our environment clean are followed and has harsh penalties for those that don't. In some cases there are parts on a vehicle that can be sold immediately to buyers offering a flat price per piece. What these buyers look for varies greatly from vehicle to vehicle, from alternators to entire engines and transmissions. Why store on an engine for an unspecified amount of time trying to sell it for \$500 when you can sell



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it immediately for \$300? By the time the vehicle is ready to go to the yard it is empty of all fluids and essentially everything under the hood has been removed, banded to a pallet, and placed securely in an enclosed storage area. Very little inside the vehicle is touched. For a recycling company it is a waste of resources. If the vehicle still has its doors and windows it becomes a miniature warehouse. Everything inside is protected from the elements and parts can be removed as demand dictates saving hundreds of labor hours per month.

The life of a recycled vehicle just begins once it reaches the yard. The big difference between a "junk yard" and a professional auto recycling yard is a recycling yard is constantly bringing in new vehicles and getting rid of old vehicles. In the case of Kadinger's Inc. a vehicle has a two year life in the yard. After two years any parts that will sell have likely been sold and all that remains is a shell of a vehicle. It is then crushed, loaded on a trailer and sold to the metal recycling industry. This creates room for another vehicle to take its spot. With over 2,600 vehicles in inventory this allows for constant rotation of aging inventory to new inventory. At the end of the two years the vehicle will cease to exist, but parts will have been sold all over the country to repair other vehicles.

Not only is the vehicle itself recycled but so are all of the fluids. During the cold winter months in the upper Midwest heating costs can get pretty high. To offset this Kadinger's installed furnaces that use the oil extracted from vehicles to heat the various buildings during the cold winter months. During the summer months when heating buildings isn't necessary this oil is sold back to the oil industry to be refined. Any gasoline left in the tanks



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is extracted and stored to be used in company vehicles. Antifreeze is sold to be reused. The chemicals that are used in vehicle's air conditioning systems are also collected and sold to be reused. Vehicles are incredibly dirty machines. That's why in many washing bays car recycling facilities may utilize water reclamation systems that filter contaminants out of the runoff and leaves water that is clean and can be reused.

The car recycling industry has far reaching impact into our lives. If you own a vehicle and carry insurance coverage on your vehicle you benefit from the car recycling industry. By giving insurance companies an outlet to sell wrecked vehicles the auto recycling industry helps them recoup their losses, help keeping insurance premiums low-

er. By offering the option of recycled OEM parts at a cost that is significantly lower than brand new OEM parts the car recycling industry saves consumers billions every year in car repairs. Car recyclers take great pride in their products and are willing to go the extra mile to stand behind their product.

With the evolution of modern technology the auto recycling industry has embraced the benefits this technology provides from letting us know what we have in inventory, what we need more inventory of, and what inventory we need to get rid of. Not only can we see what we have at our yard, but we can see what we have at any of our locations. And with software such as Pinnacle Pro the auto recycling industry has been able to establish trading partners and part exchange programs, allowing

companies to broker parts from one another when necessary. These partnerships allow auto recycling yards to be a one stop shop. If we don't have it in stock we'll certainly do everything we can to find it for you.

*D. A. Freedlund heads up the Internet Department at Kadinger's Inc. Kadinger's Inc. is a family owned business that has been operating for over 40 years. By investing in technology, employees, and facilities we have transformed from a one location salvage yard to become one of the region's largest suppliers as a modern auto recycling company. With four auto recycling facilities, one heavy truck recycling facility, and three metal recycling facilities we provide primary service to customers from La Crosse, WI to International Falls, MN.*

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# PAM's Auto 2013: All That Really Matters Now

By Wes Bradford



Take a look at these young guys standing next to a 1985 Civic in 1991.....Out of High School they started building Honda's in a small garage in St. Cloud, moved to a farm in St. Joseph a year later when space was an issue, and when space was an issue again, eventually had to buy a commercial piece of land back in St. Cloud to expand again (where they are located now). Who ever thought 21 years later that Pat and Mike would be one of the largest late model auto recyclers in the Midwest? I think they call that the American Dream...

## Current Business Stats

Since we don't have enough time to discuss in detail all the years of hard work, sweat equity, and growth between 1991 and 2012, let's shoot ahead to 2013, that's all that really matters now anyway, right?

PAM's Auto currently sits on 56 acres of land in St. Cloud, MN, has over 80,000 sq. ft. of operating facility under roof, clocks in 65 full time employees daily, and is a full service auto recycler with same or next day delivery service to most repair shops in the 5 state area.

- 56 Acres of late model insurance salvage right in Central MN.
- 80,000 square feet under roof operation, state of the art facility.
- 65 full time employees, competitive pay, health benefits, 401k options, dental.
- Processes over 35 late model insurance salvage vehicles a week.
- PAM's is a FULL DISCLOSURE

recycling facility, providing picture and video documentation of all vehicles processes for your viewing pleasure at [pamsauto.com](http://pamsauto.com)

- Lifetime warranties on over 55 common parts including rust through on sheet metal.
- Extended parts and labor warranty options on large mechanical parts like engines, transmissions, differentials, and transfer cases – Unlimited mileage.

## Salvage Strength and Product Lines

**LATE MODEL INSURANCE SALVAGE** - PAM's Auto has always prided themselves in having a reputation for late model salvage (12 years and newer), as soon as vehicles can be wrecked they are on the radar. Right now, PAM's Auto processes approximately 35 vehicles a week, all insurance salvage, no clunkers, end of life vehicles, or flood vehicles...just low mileage clean inventory!

**OE SURPLUS PARTS** – With all the additional warehouse space added to PAM's in 2012, Pat and Mike dedicated over 20,000 sq. ft. to OE surplus parts. These are the big 3 and a few select imports, this product line fits well with recycled parts because that's what our customers are calling us for first, OE. "We have worked very hard on finding ways to say yes to our customers and solve all their auto repair needs" says Mike Meyer – CEO of PAM's Auto.

**NEW AFTERMARKET CAPA** – With a "yes we have it" mentality it has been important to PAM's to expand on the aftermarket parts as well. CAPA certified is the main push for aftermarket, these parts fit a niche well and allow us to service our regular customers better. The majority of CAPA certified aftermarket parts are fast moving sheet metal, radiators, coolers, fan assemblies, and wheels..."The key is to have it in stock and to be able to ship the same day" says Pat Huesers PAM's CFO.

**REMANUFACTURED ENGINES & TRANSMISSIONS** – PAM's Auto has also expanded on the remanufactured product lines for heavy driveline, companies like Tri-Star need solid distribution and they have a great product to fill the need. "Our customers are looking for the best ONE stop shopping experience they can find" says Wes Bradford – Sales & Marketing professional at PAM's Auto.

**RECERTIFIED OE CATALYTIC CONVERTERS** – The newest venture at PAM's Auto is recertified used catalytic converters. Repair shops have only had a few choices here, aftermarket universal, direct fit aftermarket, or new OE. This EPA approved process tests late model OE converter assemblies on a performance dyno, captures the data on gas conversion of the converter to specific vehicle specs, and allows us to sell the converters certified with a warranty...it's hard to beat that option!



## Company Awards

How many salvage yards can say they have accomplished these awards?

- A Star Tribune Top 100 Workplace in Minnesota for 2 years running (2011-2012)
- St. Cloud Chamber small business of the year – 2012
- Twin Cities Business Magazine 2011 Honors – Small Business Success Stories.
- PAM's Auto custom calendar wins Gold and Silver printing awards.



## Sales Team

There are many departments at PAM's that make it happen, but the front line when you call is the PAM's Auto sales team...Currently 16 of the friendliest and most knowledgeable folks in the recycling business, here is a recap of our people, we love having a face to the name!

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*Inside Sales - (Picture Left to Right)  
Rob, Jim, John, Flip, Shane, Josh Middle  
Row -Randy, Jason, Crystal, Calvin,  
Rocky, Orin, Andrew, Jaime  
and Outside sales – Mark & Wes*

## PAM's Auto Calendar Wins Gold and Silver Awards!

Do you have one of PAM's Auto's calendars up in your shop already? Maybe... PAM's Auto has been designing an original PAM's Auto yearly calendar for 6 years now, and has sent out over 20,000 across the Midwest!

PAM's Auto's calendar is printed locally in St. Cloud, and when it was taken to the Central Minnesota Printing Professionals show, it received a top Gold award for design and concept -- in the automotive group.

Because of the Central Minnesota Gold award, the PAM's Auto calendar was inducted into the International Gallery (iaphc), where it received a Silver award in the automotive category for design and concept.



So if you like old ratty American automotive steel, mixed in contrast with mother nature, appreciate a diamond in the rough, and like to save \$\$ on recycled auto parts... hook yourself up with a PAM's Auto calendar!

Contact Wes Bradford at [wes@pams-auto.com](mailto:wes@pams-auto.com) to make sure you are on next year's mailing list.

*Wes Bradford is a marketing professional for PAM's Auto in St. Cloud, MN. PAM's Auto is celebrating over 21 years of automotive recycling excellence. Visit their website at [www.pamsauto.com](http://www.pamsauto.com).*

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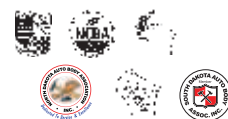


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## Industry Press and Product News

### Minnesota Street Rod Association's 40th Annual Back To The 50'S Weekend

**WHAT:** The Minnesota Street Rod Association's Back to the 50's Weekend presented by O'Reilly Auto Parts will celebrate 40 years of show with more than 11,000 street rods, customs, classics and

restored vehicles, all dating from 1964 and earlier.

For three days, the State Fairgrounds will be blanketed with shiny automobiles, fun, music and more, including:

- More than 350 vendors and automotive exhibits throughout the Fairgrounds
- The Great Race – 140 vehicles will start The Great Race from the Fairgrounds Saturday
- MSRA Kid's World - Saturday: 10 a.m. – 5 p.m. (tractor pull at 11 a.m., kids games at 1 p.m.)
- Ladies Showcase - fashion, pampering and food demos in the Dairy Bldg: Friday and Saturday: 9 a.m. - 6 p.m., Sunday: 9 a.m. - 2 p.m.
- Cruise-N-Arts Craft Fair – Huge variety of handmade items in the Education Bldg: Friday and Saturday: 9 a.m. - 6:30 p.m., Sunday: 9 a.m. - 3 p.m.
- "Ignitors" Youth Rodders Show
- Daily Outdoor Music Concerts
- Gigantic Swap Meet in the Midway on Sunday
- O'Reilly Auto Parts Manufacturer's Midway – All weekend

**WHEN:** June 21, 22 & 23, 2013. Friday and Saturday - 8 a.m. - 10 p.m. Sunday - 6 a.m. - 3 p.m.

**WHERE:** Minnesota State Fair grounds – St. Paul

**INFO:** [www.msra.com](http://www.msra.com)

**ADMISSION:** Adults - \$10; Kids 12 and under are FREE with each paid adult \$2 advance adult discount tickets are available at participating O'Reilly Auto Parts

**FREE PARKING SHUTTLES:**

Saturday ONLY from 8 a.m. – 10 p.m. – location list at [www.msra.com](http://www.msra.com)

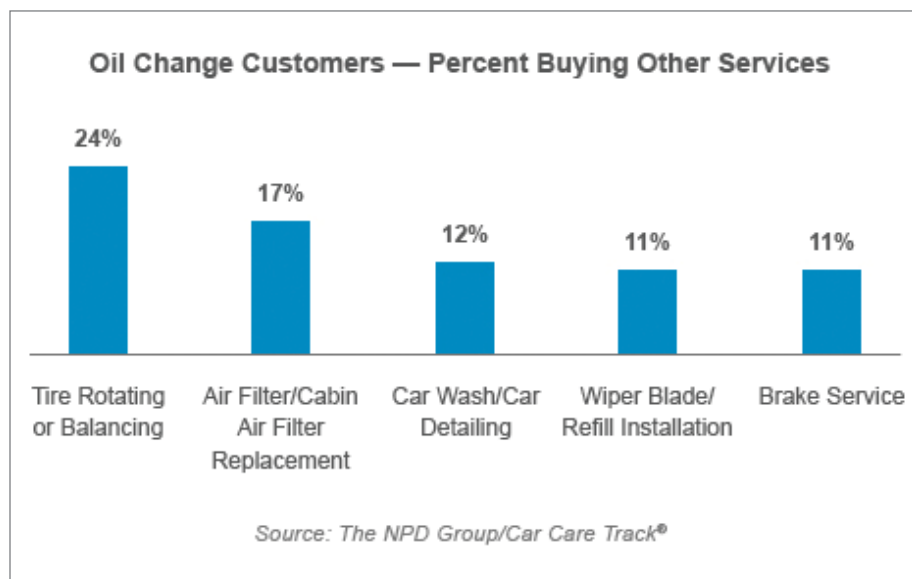
### Oil Change Service Visits Offer Greatest Opportunity to Cross-Sell, Reports NPD

Houston, Texas, March 26, 2013 – Oil change service is the leading driver of traffic through service bays and represents the greatest opportunity for cross-selling other services, according to car care research by The NPD Group <<http://www.npd.com/>>, a leading global information company. NPD's car care consumer tracking research finds that tire rotations, air filter replacements, and car washes are among the top services purchased at the same time as an oil change.

"With consumers driving less and softer demand for automotive maintenance and repair, automotive service

outlets need to maximize each service

occasion," says David Portalatin, NPD executive director and aftermarket industry analyst. "Service providers who are providing just the oil and filter ser-



vice are missing out on significant revenue opportunities."

NPD's **Car Care Track®**, which monitors purchase behavior details of the "do-it-yourself" and "do-it-for-me" auto aftermarket and repair consumer, finds that 24 percent of customers are purchasing tire rotations with their oil change, 17 percent buy an air filter or cabin air filter replacement, 12 percent of oil change customers purchase a car wash or car detailing, and 11 percent purchase wiper blades or brake service.

Car dealers and tire shops are much more effective at cross-selling tire rotating or balancing, according to NPD's **Car Care Track**. Repair shops are getting a higher percentage of brake service and a variety

of repair and replacement-oriented occasions, such as steering and suspension, fuel system, electrical, and engine work. Quick lubes are more likely to cross-sell air filter replacements in conjunction with the oil change, but lag behind other service channels in all other categories.

"Each car that enters a service bay represents a finite opportunity for revenue growth. Once that car exits the bay, unperformed maintenance and repair represent lost sales that may prove difficult to capture on some future occasion," says Portaltatin. "Suppliers and service providers, working together, can evaluate the service mix and find opportunities for growth, while also offering consumers complete car care service."



#### About The NPD Group

*The NPD Group provides global information and advisory services to drive better business decisions. By combining unique data assets with unmatched industry expertise, we help our clients track their markets, understand consumers, and drive profitable growth. Sectors covered include automotive, beauty, entertainment, fashion, food / foodservice, home, office supplies, sports, technology, toys, video games, and wireless. For more information, visit [www.npd.com](http://www.npd.com) and [npdgroupblog.com](http://npdgroupblog.com). Follow us on Twitter: @npdgroup.*



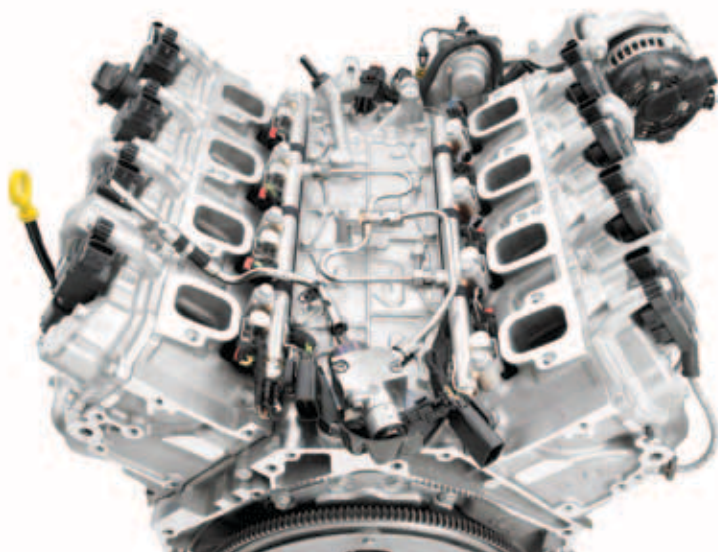
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## 10,000 Lakes Concours d'Elegance

The inaugural 10,000 Lakes Concours d'Elegance will feature historical and superbly-conditioned cars displayed along the shores of Lake Minnetonka in the historic City of Excelsior, Minnesota on Sunday, June 2, 2013. This event will benefit the Courage Center Foundation, a Minnesota-based charitable organization supporting rehabilitation programs and resources.

The 10,000 Lakes Concours is intended to be a true "Minnesota experience," namely, lakeside on a summer afternoon. The weekend will include activities such as a private Friday night social reception, a Saturday car cruise and an optional benefit

event Saturday evening as well as free time to take in the distinctive shops of Excelsior. On Sunday, guests of the public event will enjoy a leisurely afternoon talking with the auto owners, enjoying delicious local cuisine, listening to live classical entertainment and much more.

BMW of Minnetonka, Classical MPR, Total Luxury Limousine other area

businesses are helping to support this unique celebration of automobiles.

**WHEN:** Sunday, June 2, 2013

10 a.m. to 4 p.m.

**WHERE:** Excelsior Commons in Excelsior, Minnesota

**PARKING:** Shuttle service and area street/lot parking

**TICKETS:** Tickets are available May 1st at [10000lakesconcours.com](http://10000lakesconcours.com)

**INFO:** [10000lakesconcours.com](http://10000lakesconcours.com)



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## SEMA Show Hotels Now Accepting Reservations

*Rooms Booked Through Official SEMA Housing Services Guarantees Lowest Rates*



Diamond Bar, CA (March 13, 2013)

– SEMA Showgoers may now secure hotel rooms from the official SEMA Housing Services at [www.SEMAShow.com](http://www.SEMAShow.com). Available through Travel Planners, the reservations come with guaranteed low rates and perks such as no resort fees.

“We know that Showgoers are busy, and securing a hotel room shouldn’t be a time-intensive job,” said Peter MacGillivray, SEMA VP of events and communications. “By using the official SEMA Housing Services, attendees and exhibitors can rest assured that they are working with a legitimate company and paying the lowest rates.”

SEMA began partnering with Travel Planners in 2011 to provide Showgoers with guaranteed low rates on dozens of hotel rooms in Las Vegas during the week of the SEMA Show. The 33-year-old company works with SEMA to make it easy and affordable for industry professionals to attend the Show. Among the benefits of using Travel Planners are:

- Guaranteed low rate: The housing bureau actively monitors to ensure that they are offering the low-

est possible rates. If guests do find a lower rate, Travel Planners will match or beat the lower rate.

- No hidden fees: Many hotels in Las Vegas advertise lower rates and charge a “resort fee” on top of that rate. SEMA and Travel Planners have worked with hotels to waive such fees. The price quoted through Travel Planners is all-inclusive and will not have other fees added to it.
- Exclusive room blocks: SEMA and Travel Planners lock in prime blocks of rooms at host hotels. As a result, rooms may appear to be sold out to the rest of the world when in reality they are being held for SEMA Showgoers who go through the SEMA Housing Services.
- Extra level of service: Because reservations made through Travel Planners identify guests as SEMA Showgoers, the hotel staff provides a higher level of service and helps direct guests to Show-related programs such as free shuttles. Guests also receive confirmation numbers in advance of the Show and can get hotel help from Travel Planners staff at the SEMA Show.

To secure rooms through the official SEMA Housing Services, reservations should be made from the SEMA Show site [www.SEMAShow.com](http://www.SEMAShow.com) and include the official housing seal. Travel Planners can also be reached directly at 800-221-3531 or 212-532-1660.

*SEMA Show registration opens in May and will also be available from [www.SEMAShow.com](http://www.SEMAShow.com).*

## 2013 Calendar of Events

### May

#### June

- 2 10000 Lakes Concours d'Elegance  
Excelsior Commons  
Excelsior, MN
- 18 AASP-MN Golf Outing  
Tartan Park  
Lake Elmo, MN  
612-623-1110
- 21-23 Back to the 50's  
MN State Fair Grounds  
St. Paul, MN

#### July

- 5-7 Goodguys 22nd Heartland  
Nationals  
Iowa State Fairgrounds  
Des Moines, IA
- 11-14 Iola Old Car Show & Swap  
Meet - Showdown in  
I-Town: Ford vs. Chevy  
Iola, WI

#### August

- 13 Pro Paint 6<sup>th</sup> Annual Trade  
Show  
Orchard Banquet Center  
Baldwin, WI  
800-234-6898

#### October

- 17-19 ASRW (Automotive  
Service & Repair Week)  
NACE (International  
Autobody Congress &  
Expo.)  
CARS (Congress of  
Automotive Repair)  
Mandalay Bay Convention  
Center,  
Las Vegas, NV

#### November

- 5-8 SEMA Show  
Las Vegas Convention  
Center  
Las Vegas, NV



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