

The Aftermarket:

Green
Before
Green
Was Cool

Environmental awareness and global warming have reached a new level of interest and social consciousness, and have spawned many new products, policies and procedures in the corporate world, including the automotive aftermarket industry. The need to be green has created a consumer demand for products that help protect the environment. Businesses are heartily embracing the green movement to help consumers satisfy their desire to make individual contributions to protect the environment by purchasing green products and altering their behavior.

The automotive aftermarket industry was green before green was cool, and has always been one of the most environmentally friendly industries. The core purpose of businesses in the aftermarket is to provide the parts, products and services to keep America's vehicles operating properly, efficiently, safely and clean. Whether it's a tune up, proper tire inflation, wheel alignment, an oil and filter change, proper recycling of lubricants and chemicals or remanufactured parts, they all contribute to better gas mileage, less energy consumption and cleaner air.

To demonstrate examples of the eco-aftermarket efforts, the following is a small sampling of what's being done at AAPEX, at AAIA and in the industry.

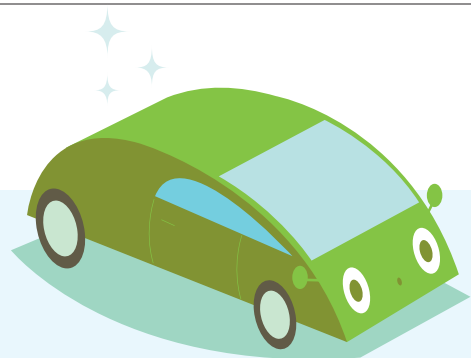


The Green Zone

The Automotive Aftermarket Products Expo (AAPEX) will have its first-ever "Green Zone" at this year's event to highlight environmentally-friendly products, tools and services. The "Green Zone" will be located in the Venetian Hotel Ballroom that adjoins the Sands Expo Center. It will showcase products that repair shops and retailers can sell to consumers to help make their vehicles more efficient and environmentally friendly. Tools and diagnostic equipment used to repair alternative fuel vehicles, suppliers that recycle waste or remanufacture parts and suppliers of environmentally-friendly aftermarket parts will be featured.

"In the few weeks since we've announced the 'Green Zone,' we've had more than 50 inquiries from companies about being a part of it," said Arlene Davis, AAIA senior director, trade shows. "We are getting more calls every day from exhibitors who seek the opportunity to promote their company's green practices at the show."

AAPEX also will identify exhibitors on the show floor that have green products and the AAPEX Web site, www.aapexshow.com, will include a "Buy Green" area where buyers can find products that are environmentally friendly. AAPEX will be held Tuesday, Oct. 30 through Thursday, Nov. 1, at the Sands Expo Center in Las Vegas, Nev. To participate in the AAPEX "Green Zone," contact Judy Novak, W.T. Glasgow, Inc., AAPEX Show Management, at 708-226-1300, fax 708-226-1310 or e-mail info@aapexshow.com.



Consumer Awareness

The Car Care Council is doing its part to promote environmentally responsible practices by educating consumers on “greening” their vehicles. Below are excerpts from a press release that was distributed this summer, first of several planned for this year.

Five Steps to a “Greener” Car

It doesn't matter if the car you're driving is new or old, big or small. There are preventive maintenance steps every vehicle owner can take to make sure their car is as “green” or environmentally friendly as possible, according to the Car Care Council.

By following five simple preventive maintenance steps, you can help protect the environment by improving gas mileage, which in turn saves money at the pump.

- 1. Keep your car properly tuned for optimum performance.** A well-tuned engine delivers the best balance of power and fuel economy and produces the lowest level of emissions. A 21st Century tune-up can improve gas mileage by an average of 4 percent. Fixing a serious maintenance problem, such as a faulty oxygen sensor, can improve gas mileage by as much as 40 percent.
- 2. Regularly check and replace dirty air filters.** An air filter that is clogged with dirt, dust and bugs chokes off the air and creates a “rich” mixture — too much gas being burned for the amount of air — that wastes gas and causes the engine to lose power. Replacing a clogged air filter can improve gas mileage by as much as 10 percent, saving about 15 cents a gallon.
- 3. Have spark plugs checked and replaced if necessary.** A vehicle can have four, six or eight spark plugs, which fire as many as three million times every 1,000 miles. This results in a lot of heat, electrical and chemical erosion. A dirty spark plug also causes misfiring, which wastes fuel.
- 4. Maintain the cooling system.** A cooling system thermostat that causes the engine to run too cold will lower the fuel efficiency of a car by as much as one or two mpg. There also are improved radiator caps on the market today that allow the cooling system to operate at a higher temperature before boiling over, increasing the system's efficiency and reducing emissions.
- 5. Maintain and repair your car as outlined in the council's Car Care Guide.** The guide helps drivers understand their car, the care it needs and when it needs it and why. Single copies of the free guide may be ordered on the Car Care Council Web site, www.carcare.org.

In addition to proper vehicle maintenance, vehicles can be more fuel-efficient if tires are properly inflated and if drivers observe the speed limit, avoid aggressive driving and excessive idling, and adhere to an errand list to eliminate extra trips to the store for forgotten items.



Pump ‘Em Up!

Pump ‘Em Up! is a fuel conservation call to spread the word to drivers that the power to conserve fuel is in their own tires. Pump ‘Em Up! was born in 2001 when nine-year old Savannah Walters, concerned by proposals to drill for oil in the Arctic, learned that the U.S. could save as much oil as would be produced by the new drilling if drivers simply pumped up their car tires to proper inflation levels. In 1995, the U.S. Department of Energy said that under-inflated tires waste an estimated four million gallons of gas daily in America. For more information, visit www.pumpemup.org.



Practicing What We Preach

AAIA is proud to be doing its part to protect the environment by “greening” *Aftermarket Insider*. Beginning with this issue, *Insider* will be printed exclusively on Forestry Stewardship Council (FSC) certified paper. FSC is a non-profit organization devoted to encouraging the responsible management of the world's forests. FSC sets high standards that ensure forestry is practiced in an environmentally responsible, socially beneficial and economically viable way. Landowners and companies that sell forest products seek certification to verify that they have practiced forestry consistent with FSC standards. Trusted environmental organizations including Greenpeace, National Wildlife Federation, The Nature Conservancy, Sierra Club and World Wildlife Fund all support and encourage FSC certification. Consumers wishing to support healthy forests and communities should look and ask for the FSC label when purchasing wood or paper products. The Car Care Council will print all future Car Care Guides on FSC-certified paper as well. For more information about FSC, please visit www.fscus.org.



Call to Action

We want to know what your company is doing to protect the environment. Send information on your company's products, services and programs that are forwarding the “greening” effort, and you could be featured in a future *Aftermarket Insider* article.

Coming Soon!

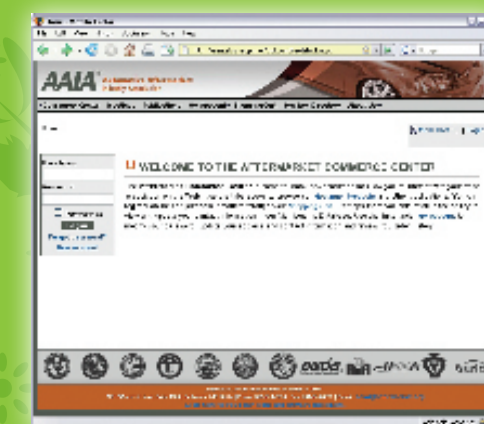
The Toolbox in the October/November 2007 issue of *Aftermarket Insider* will feature tips on furthering your company's corporate social responsibility.



The Green Scene

Below are useful sources that provide more information on going green and environmental responsibility.

- The Green Car Journal, www.greencar.com
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- *Green to Gold: How Smart Companies Use Environmental Strategy to Innovate, Create Value, and Build Competitive Advantage* (2006) by Daniel C. Esty and Andrew S. Winston
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