

### AAAMS, Inc.

DBA New York State Automotive Aftermarket Association

Serving the Automotive Aftermarket in North Carolina, South Carolina, Tennessee, Virginia, and New York



P.O. Box 97993, Raleigh, NC 27624 • Phone: 800-849-8037 / 919-821-1314 • Fax: 919-821-0753

www.aaamsonline.com

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June 2021

Automotive Aftermarket Association of the Mid-South, Inc. DBA—New York State Automotive Aftermarket Association

**2021 BUSINESS CONFERENCE** The Margaritaville Resort Gatlinburg, Tennessee September 23-26, 2021

(See registration materials on pages 6-8)



### "CLIMBING THE MOUNTAIN BACK TO NORMALITY - AND BEYOND" -SCHEDULE AT A GLANCE-

#### Thursday, September 23, 2021

7:00 pm- 8:30 pm ... Dinner for all Attendees at the Resort (Cash Bar)

#### Friday, September 24, 2021

8:30 am - 5:00 pm .... Conference Registration (Vendor Tabletop Displays) 9:00 am - 12:00 pm .. Board of Directors, Past Presidents and Past Directors Meeting 6:00 pm - 7:00 pm ...."Welcome Reception" (Vendor Tabletop Displays) 7:00 pm - Until ..... Dinner on Your Own Saturday, September 25, 2021 7:30 am - 8:15 am .... Breakfast 8:00 am - 11:00 am .. Conference Registration (Vendor Tabletop Displays) 8:30 am - 9:15 am .... Annual Business Meeting and Association Programs/Services Update 9:15 am - 9:30 am .... Break 9:30 am - 10:15 am .."Industry Representative Presentation" — To Be Determined 10:15 am -10:30 am .. Break 10:30 am -11:30 am ..."Industry Outlook" — Automotive Aftermarket Suppliers Association 11:30 am - 12:15 pm .. Industry Roundtable Discussion 6:30 pm - 7:30 pm ..... President's Reception (Vendor Tabletop Displays) 7:30 pm - 9:45 pm ...... Banquet, Awards, & Live Auction for Association Scholarship Fund Sunday, September 26, 2021

8:00 am - 9:15 am ..... Breakfast and Inspirational Message - Jim Eastin, Pigeon Forge, TN 9:15 am .....Conference Adjourns

## Legal/Legislative

## Is Your Car Spying on You?

# Drivers are allowing vehicle makers access to their personal data to share with third party companies, report says

Buyers of the latest cars are being warned that their gizmo-laden motors are collecting personal data - and they've inadvertently given vehicle makers the green light to share it with third-party companies right under their nose.

This is the claim being made as a result of new research, which found that 86 percent of people would be unhappy if their car spied on them and shared their information with others, despite many doing just that.

It follows previous reports of motorists, especially those using lease and finance agreements who change cars regularly, failing to wipe their personal information from their motors, effectively handing over their details to the next owner.

The investigation warns drivers that their cars are not just spying on them but handing the information collated to other firms.

Many new models come with data-logging capability to monitor behaviour at the wheel as well as the location of the vehicle and the types of journey a driver usually completes.

**Parkers** found that three quarters of drivers don't want these systems in their cars, especially if by monitoring their activity it impacts their insurance premiums.

But despite motorists broadly being against the concept of having their driving tracked, its investigation found that car companies are sharing anonymised behavioural data about customers to third party companies.

This includes information such as where they go and their driving style.

The survey of 532 motorists currently in the process of buying their next car found that just one in ten knew that vehicles had data agreements in place - though just one in five admitted they had read the terms and conditions of these agreements in the vehicles they own.

And despite many of the motorists inadvertently doing so, 86 percent said they would be unhappy to discover their car has been sharing information about them to third party firms.

Parkers explains that any new model with connected features - such as in-car wi-fi, apps and even built-in sat-nav - will have requested your permission to sign up.

As well as being able to monitor where and how you drive, the car may also hold - and share - personal information about the owner, such as where they bought the vehicle from and when their finance agreement is due to end.

The report adds that data collation will go a step further as technology advances - which is already happening today now that owners can purchase features from the car itself.

It highlights that Skoda already allows drivers of the Octavia SE to order upgrades - such as auto-dip headlights - using the infotainment system in the dashboard that are updated to the vehicle's software.

Electric car maker, Polestar, will have Google's Android OS built into its cars and will transform models like its '2' into 'a shop you can buy things in'.

Mark Aryaeenia, chief executive of vehicle data company, Verex, told Parkers: "Car companies are thinking far ahead into the future. For instance, an autonomous car has a captive audience. Imagine the e-commerce opportunities it has."

Parkers says the problem lies with car makers not making it clear and obvious that their cars are collecting a raft of information on customers.

Keith Adams, editor of the automotive consumer site, says: "It's true that we're agreeing to all manner of terms and conditions daily – I shudder to think what Google knows about me – but it comes as a surprise to see so few drivers are aware of what their cars knows about them.

"It suggests that car makers need to make their data gathering more transparent, their agreements easier to read for the 75 per cent of drivers who currently don't want it."

He adds: "We think it's time that car makers made these messages simpler and more prominent, and made opting out of this data capture process a simple click or press of a button.'

Continued on page 3

## Is Your Car Spying on You?

Continued from Page 2

#### Drivers might also be handing their personal data to the next owner of their car

Vehicles have been described by a consumer watchdog as a "treasure trove" of personal data now that motorists are able to connect their phones to their cars via Bluetooth, apps and connected systems.

While this may improve convenience, such as easy access to a Spotify playlist or calling a friend or family member without having to touch the handset, it is also becoming a serious concern for leaking private information.

In a survey of more than 14,000 drivers who have sold their car in the previous two years, <u>Which?</u> found that four in five had failed to wipe information transferred from their phones to their motors before they handed over the keys to a dealer or the next keeper.

More than half (54 per cent) of those polled said they had synced a phone to their now-sold car using Bluetooth or connecting via a USB cable.

However, half of these drivers said they had failed to unsync their phone before the car was sold.

More concerning is that almost a third took no action at all to remove their personal information from what they had shared with their cars - essentially handing over their private details to someone they didn't know.

Four out of five vehicle owners did not follow instructions in the car manual to remove data and return the car to its factory settings before they sold it, despite this being the best way to make sure no personal details are left on the operating system.

By failing to disconnect their smart device, their account details and downloaded information may be stored in the system for the next owner to view - and potentially every owner thereafter if the systems are not properly wiped.

## **Industry News**

## Seven Trends Making Their Way Into the Aftermarket

If acronyms like AI, AR and EV leave you scratching your head, it's time to brush up on your cutting-edge technology. This year's Consumers Electronics Show (CES) demonstrated that these technologies aren't just limited to our smart TVs and handheld mobile devices. Automotive advancements—even as wild as flying cars—took center stage at CES as OEMs showed off everything from applications for AI in vehicles to state-of-the-art sensor technology.

As OEMs blaze into the future with tech-driven driving experiences, these innovations will quickly make their way to aftermarket. Knowing what's hot now can spark the aftermarket's future innovation. Luckily, AMN scoured the show to bring you the latest technology that's integrating into the automotive aftermarket. So, let's get you caught up.

**Artificial intelligence.** We've seen AI in action as Google predicts our every search, but at CES this year, machine learning stepped up a notch. There, Mercedes-Benz debuted its "Hyperscreen," which features a 56-inch digital interface that spans the length of the vehicle dashboard. It displays what most high-tech vehicle interfaces do, plus more like appointment booking and restaurant reviews. AI comes into play as it learns the driver's habits and suggests certain actions during the driver's ride based on past voice commands given to the vehicle.

**Advanced sensors.** Electronics manufacturer Gentex revealed its Full Display Mirror (FDM), an intelligent rearvision system that uses a custom camera and mirrorintegrated video display to optimize a vehicle's rearward view. The system captures video from a rearward-facing camera and streams it to a unique mirror-integrated LCD that provides the driver with an unobstructed, panoramic view behind the vehicle. "FDM puts the smart mirror on a whole new growth trajectory," said Steve Downing, president and CEO of Gentex.

**Augmented Reality.** Panasonic Automotive is using augmented reality (AR) in its latest heads-up display (HUD) unveiled at CES. When using a vehicle's navigation tools, route lines are projected onto the windshield as well as the speed limit, written directions and road hazards represented by flashing symbols to let drivers know what's ahead. The system combines eye-tracking technology with imaging radar to scan the road across at least three lanes of traffic.

### Seven Trends Making Their Way Into the Aftermarket

Continued from page 3

**Electric Vehicles 2.0.** Despite a dip due to the coronavirus pandemic, electric vehicles (EVs) are on the rise. With GM's focus on a net-zero carbon future, the carmaker showcased EVs coming down the line including the 2023 Cadillac Lyriq, the 2022 Chevy Bolt EUV and the 2022 GMC Hummer EV. Speaking of AR, the Lyriq will feature this technology in its HUD with a customizable user interface.

**Autonomous Driving & Mapping Software.** While Tesla may be the most well-known autonomous vehicle on the market today, a plethora of other companies are testing different levels of autonomy to secure a safer transportation future. One of those is Mobileye, which showed off its automated, worldwide autonomous vehicle (AV) mapping capabilities, which currently can be found on 1 million automated vehicles worldwide. With its crowdsourced mapping platform, Mobileye has been able to map more than 4 million miles of roadways and plans to launch this technology in four new cities across the world, including Detroit. Adding to that is its partnership with Intel on LiDARand radar sensors. The company says its silicon chip solution will provide a cheaper way to proliferate autonomous technology on a global scale.

**Digital Sustainability.** Digitalization is paving the way for sustainability, according to Bosch. The company showed how it's working to become "Sustainable #LikeABosch," as its tagline for CES 2021 indicated. The company highlighted how its 400 locations worldwide became carbon-neutral by 2020. The next step, Bosch officials say, is to address emissions along the entire value chain, from procurement to product use. To do this, it's leveraging industrial AI, which explains the physical world to machines. It also created a Cross-Domain Computing Systems division tasked with combining its capabilities in hardware and software engineering for vehicle computers, sensors and control units for all vehicle domains. Bosch said combining software and hardware in this way will reduce complexity in vehicle development and get new functions on the road significantly faster.

**Virtual Reality.** Combining virtual reality (VR), AI and a camera system, John Deere debuted a VR-based tractor meant to help improve precision during planting. The John Deere X-Series combine harvester is the most productive and efficient technology of its kind. With just one chance to harvest crops they've spent the entire year planning, seeding and nurturing, farmers leverage the robotic machine to make the most of that critical moment. *-Source, aftermarketNews* 

## **AAAMS News**

## **Welcome New Members**

Please join the Association Directors in welcoming the following new members into the Association:

1) Right Solutions, Raleigh, NC -- Tyrone Perry; 2) MAM Software, Blue Bell, PA -- Megan Turner; 3) Super-Fleet/Fleetcor, Carlsbad, CA -- Holden Moll; 4) First Benefits Insurance Mutual, Raleigh, NC -- Michael Eades; 5) Car Care Products, Inc., Horseheads, NY -- Carl & Donald Lewis; 6) D & D of Walton, Inc., Walton, NY -- Andrew F. Davis III; 7) G & R Auto Parts, Gouverneur, NY -- Wayne G. Fuller; 8) Horner's Automotive, Phoenix, NY -- James A. Horner; 9) Johnson Distributing, Inc., Olean, NY --Jerry E. Johnson; 10) Long Island Foreign Auto Parts, Mineola, NY -- Jim Mortimer; 11) Lynch Auto Parts, Kingston, NY -- Brian Van Vliet; 12) Mark's Auto Supply, Inc., Camden, NY -- Mark Bourgeois; 13) Parts Supply Rome, Inc., Rome, NY -- Thomas A. Farr; 14) Rich Nimey's Sales & Service, Utica, NY -- Rich Nimey; 15) Standard Auto Parts, Watertown, NY -- William Brown; 16) Standard Motor Products, Inc., Nassau, NY -- Mark Oswald; 17) Andrea Spector, CPA, Monroe, NY -- Andrea Spector; 18) Aratari Auto Color & Detail, Rochester, NY -- Frank Aratari; 19) Atlantic British Parts, Ltd., Clifton Park, NY -- Richard Taylor; 20) Farrell Auto Supply, Inc., Owego, NY -- Sharon Hamley; 21) Forsythe Motor Parts, Inc., Syracuse, NY -- Fred Forsythe, Jr.; 22) G & T Auto Parts of Warwick, Inc., Warwick, NY -- Thomas Kobylaski; 23) H & L Motors LLC, Croghan, NY -- Carlton E. Horvath; 24) Lake George Auto/Marine, Lake George, NY -- Luke and Dan LaFond; 25) Neil's Auto Parts, Inc., Mayville, NY --Neil Johnson; 26) Nunda Auto Parts, Inc., Nunda, NY -- Randy Cox; 27) Parker's Service, Inc., Pulaski, NY --John Parker; 28) Provos Auto Parts, Inc., Marcellus, NY -- John Provo; 29) Ravena Auto Supply, Ravena, NY -- Michael Przekurat; 30) Station Auto Parts & Paint, Port Jefferson Station, NY -- Joe O'Hara/J. Grippe; 31) Stephens Auto, Inc., Hornell, NY -- Sharon Claire; 32) Steve's Body Shop, Inc., Mexico, NY -- Stephen Miller; 33) Universal Auto Parts Corp., Albany, NY -- Andy Smith; 34) Whitney Point Unit Parts Corp., Whitney Point, NY -- Michael Kemak; 35) CCM Transmission, Palatine Bridge, NY -- John Thayer;

### **Welcome New Members**

Continued from page 4

36) Napa Auto Parts - Boonville, Boonville, NY; 37) Peter G. Carchedi, CLU Inc., Utica, NY -- Peter G. Carchedi; 38) Thru-Way Auto Glass Distributors, Inc., Syracuse, NY -- Tim Taylor; 39) Poughkeepsie Imported Car Parts, Inc., Poughkeepsie, NY -- Tom Walsh; 40) Northeast Automotive Parts, Inc.- Nassau, Nassau, NY -- Phil Moldoff; 41) French's Auto Parts, Binghamton, NY -- Jason P. Urso; 42) GM Fluid Power Corp., Syracuse, NY -- Richard Vowles; 43) Kennedy Sales Co., Eggertsville, NY -- Kurt Kennedy; 44) Newvine Auto Parts LLC, Gouverneur, NY -- Ricky Newvine; 45) Randolph Auto Supply, Inc., Randolph, NY -- Howard Walters; 46) Allied Auto Parts, Rutland, VT -- Amy Hebert; 47) Gillee's Auto Truck & Marine, Inc., LaFargeville, NY -- Cathy Brown; 48) MGM Auto Parts - Canastota, Canastota, NY -- Michael McGrath; 49) Poestenkill Auto Supply, Inc., Poestenkill, NY -- Roger Bubie; 50) M.A.C. Truck Parts & Equipment, Jamestown, NY -- Errol McNallie; 51) Dickinson Automotive & Doug's Speed Shop, Binghamton, NY -- Bob Gentile; 52) TGF Auto Parts, Camden, NY -- Andy Rudy; 53) Light's Auto Parts, Camden, NY -- Kenneth Light, Jr.; 54) Klispie Sales & Service, Hamburg, NY -- Kevin Klispie; 55) Reliable Products, Oneida, NY -- Michael Leibl; 56) Paterson Auto Parts, Paterson, NJ -- Michael O'Shea; 57) Olympic Auto & Truck, Lake Placid, NY -- Alfred J. Marino; 58) Unadilla Valley Auto Parts, West Winfield, NY -- William Marris; 59) Nextgen Car Care, Clinton, NY -- Melody Day; 60) BC's Foreign Car Parts, Kingston, NY -- Joann Cordier; 61) Robert Hilliard Associates, Grand Island, NY -- Robert Hilliard; 62) All Stock Auto Parts, Inc., Lindenhurst, NY -- Joseph Hayes; 63) Parker's Towing Service, Pulaski, NY -- Craig Parker; 64) PBS Brake & Supply Corp., East Syracuse, NY -- John Vault.

## 2021/2022 AAAMS, Inc./NYSAAA Scholarships Awarded

The Trustees of the AAAMS Education Trust and the New York Scholarship Committee are pleased to announce the recipients of Scholarship Grants for the 2021/2022 school year.

Four (4) \$1,000.00 Scholarships were awarded as follows:

- \$1,000.00 AAAMS Scholarship Sarah Mercer, Wilson, NC (East Carolina University)
- \$1,000.00 AAAMS Scholarship Tazewell Steed, Raleigh, NC (N.C. State University)
- \$1,000.00 NYSAAA Scholarship (John Lorenz Scholarship) Daniel Eckert, Marilla, NY (SUNY Erie)
- \$1,000.00 NYSAAA Scholarship (Debbie Tranello Scholarship) Jhomar Ortiz, Bronx, NY (Alfred State College).

We congratulate these fine young people and give them our utmost good wishes as they continue their higher educational pursuits.

Don't forget that a gift to the Education Trust Fund is an excellent way to honor or memorialize a friend or relative.

A "Live Auction" will be held at this year's Business Conference in Gatlinburg, TN with proceeds going into the Scholarship Fund.

## Independence Day Office Schedule

The AAAMS office will be closed on Friday, July 2, 2020, in observance of Independence Day.

#### - Randy Lisk, Executive Vice President



Serving North Carolina, South Carolina, Tennessee, Virginia & New York DBA - New York State Automotive Aftermarket Association P.O. Box 97993 Raleigh, NC 27624 919-821-1314 – Fax: 919-821-0753 – Email: rlisk@aaamsonline.com

### 2021 AAAMS, INC./NYSAAA BUSINESS CONFERENCE "CLIMBING THE MOUNTAIN BACK TO NORMALITY...AND BEYOND" September 23 - 26, 2021 The Margaritaville Resort -- Gatlinburg, TN

## **SPONSORSHIP FORM**

□ **YES**, count us in as a sponsor of the AAAMS, INC./NYSAAA 2021 Business Conference. All Sponsors receive prominent recognition in onsite brochure, "The Horn" Newsletter and on event signage.

### Contribute at One of these Sponsorship Levels:

Platinum Sponsorship (Includes 1 Tabletop Table and 1 Com Package)	plete Conference \$1,500.00 □
Gold Sponsorship (Includes 1 Tabletop Table)	\$1,000.00 🛛
Silver Sponsorship	\$500.00
Bronze Sponsorship	\$300.00 🗆
"Friends of AAAMS, INC./NYSAAA"	\$200.00 <b></b>

OR, Select from the following available Sponsorships:

**Event** President's Reception, Saturday Evening ------\$1,500.00 (Includes 1 Tabletop Table and 1 Complete Conference Package)

Breaks Morning Breaks, Saturday(Includes 1 Tabletop Table)-\$1,000.00

\*\*SEE REGISTRATION FORM TO RESERVE TABLE(S) FOR TABLETOP DISPLAYS\*\*

### Our <u>Firm Name</u> should be listed as follows:

(Please type or print clearly. Names are taken from this for displayed signage & print materials.)

The AAAMS, Inc. and DBA - New York State Automotive Aftermarket Association appreciate the generosity of its Sponsors.

QUESTIONS?	AAAMS/NYSAAA Business Conf.	Please fax 919-821-0753
Contact AAAMS	P.O. Box 97993	or mail form by sponsor
1-919-821-1314	Raleigh, NC 27624	deadline 9/9/2021.
Person Completing Form		
Phone: ()	Email <sup>.</sup>	

## 2021 AAAMS, INC./NYSAAA BUSINESS CONFERENCE REGISTRATION FORM

The Margaritaville Resort -- Gatlinburg, TN --- SEPTEMBER 23-26, 2021

PLEASE PRINT OR TYPE. (REFER TO THE BACK	SIDE OF THIS FORM TO	RESERVE ROOMS.)	
FIRM		OFFICE USE ONLY	
ADDRESS		Date Rec'd	
		Check No.	
CITY/STATE/ZIP		Amount Due \$	
BY (*) PH		FAX #	
(*) Email Address:			
<b>NAMES</b> (AS THEY WILL APPEAR ON BADGES):			
NAME #1	NAME #3		
NAME #2	NAME #4		
<b>COMPLETE BUSINESS CONFERENCE PACKAGE(s)</b> (I Registration Fee, Friday Reception, Saturday Breakfast, Seminars, Saturday Reception, Saturday Banquet and Li Sunday Inspirational Breakfast, Chance on Grand Prize a	Saturday ve Auction),	@ \$175.00/EA \$	
<b>COMPLETE SPOUSE/CHILDREN PACKAGE(s)</b> (Include and All of the Above Events) (Children under 10 years of		@ \$150.00/EA \$	
THURSDAY DINNER at the Resort		@ \$60.00/EA \$	
(Thursday Dinner Fee not included in Complete or Spo	use/Children Packages)		
IN LIEU OF COMPLETE PACKAGES, PLEASE RESERV	E THE FOLLOWING:		
BUSINESS CONFERENCE REGISTRATION FEE (Eve SATURDAY BREAKFAST	ryone 10+ years of age)  JET,ENTERTAINMENT	@ \$30.00/EA \$ @ \$70.00/EA \$	
		_ @ \$200.00/TABLE \$	
ATTENDEES: FRIDAY BOARD OF DIRECTORS MEE		@ \$0.00/EA \$ tend the Friday Board Meeting.)	
**CHECK (PAYABLE TO "AAAMS/NYSAAA BUSINESS CONFERENCE") IN THE AMOUNT OF \$ IS ENCLOSED. **In order to win the BIG CASH GRAND PRIZE and other Cash Prizes, the Registrant must purchase the Complete or Spouses Complete Package and be present for the drawing. ** <u>CANCELLATION POLICY:</u> FULL REFUND IF RECEIVED AT AAAMS OFFICE BY 9/9/2021. AFTER 9/9/2021, ONLY REGISTRATION FEES WILL BE REFUNDED. * <u>Mail Registration &amp; Check To:</u> AAAMS, Inc. • P.O. Box 97993 • Raleigh, NC 27624.			
On Saturday, September 25th, a "Live Auction" will be held	d. Donated items will be on c	lisplay beginning at 6:00 p.m.	
The AAAMS, Inc./NYSAAA will donate all contributions from the Auction to the Scholarship Fund. We need your help. Items are needed for the auction. Please indicate on this form what you will be willing to donate. Cash is acceptable.			
WE ARE WILLING TO DONATE: *ITEM(S)			
*ESTIMATED RETAIL VALUE(S)			

## **ROOM RESERVATIONS**

- All reservations at The Margaritaville Resort -- Gatlinburg, TN, must be made by the individual attendees directly with Margaritaville reservations by calling 1(888) 447-0222 or online as follows...www.margaritavilleresortgatlinburg.com (click Book Now...complete dates of stay information...click Special Code and in Promo drop down box click Group Code and enter 5356896).
- 2. <u>CHECK-IN TIME IS 4:00 PM.</u> While some rooms may be available earlier, we have no guarantee that such will be the case.
- 3. CHECK-OUT TIME IS 11:00 AM.
- 4. <u>NOTE:</u> If you fail to cancel your reservations 48 hours prior to your check-in date, you will be billed for one night's room plus tax.

### DAILY RATES

SINGLE/DOUBLE GUESTROOMS---- \$175.00 Per Room Per Night, Plus Tax (At time of Reservation, be sure to request either a room with 2 Queen Beds or 1 King.)

On premise self- parking is FREE...Valet parking is also available for \$12.00/Day.

<u>PLEASE NOTE:</u> The above sleeping room rate is offered 3 days prior and 3 days post event; based on availability as determined by the Resort.

#### THE MARGARITAVILLE RESORT

#### 539 PARKWAY, GATLINBURG, TENNESSEE 37738

**TELEPHONE 1(865) 430-4200** 

IMPORTANT!!! IMPORTANT!!! IMPORTANT!!! We are holding a block of rooms for Friday and Saturday nights (9/24 and 9/25) and a smaller block for Thursday night (9/23) at The Margaritaville Resort. On AUGUST 19, we have to release any of those rooms for which we have not reserved and guaranteed payment. After that date, the rooms go to the open market, and are available on a first come, first served basis. SO...PLEASE RESERVE YOUR ROOM(S) EARLY!!!

AUTOMOTIVE AFTERMARKET ASSOCIATION OF THE MID-SOUTH, INC. DBA - New York State Automotive Aftermarket Association P.O. BOX 97993 RALEIGH, NORTH CAROLINA 27624 800-849-8037 919-821-1314 Fax. 919-821-0753 rlisk@aaamsonline.com

SEE YOU IN GATLINBURG!!!