

THE HORN

AAAMS, Inc.

DBA New York State Automotive Aftermarket Association

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



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Industry News

Vehicle Age Drives Aftermarket Change & Growth

The Lang Report

“The car and light truck population and the number of service bays in the U.S. are moving in opposite directions. Over the past five years, the car and light truck VIO (vehicles in operation) has increased by more than 23 million, while the service bay population has plunged.”

“COVID-19 caused the closing of more than 20,000 service bays across the U.S. last year. This resulted in a record number of vehicles per bay during 2020, creating challenges and opportunities for the Do-It-For-Me (DIFM) market. Nationwide, Mobile Auto Repair growth could be stimulated by more vehicles per bay. See the all-new 2022 Lang Aftermarket Annual for in-depth analysis of the diminishing service bay population, the rising number of vehicles in operation, and the surge in vehicles per service bay.”

Remarkable Growth in Recent Years

What makes the growth of vehicle average age in recent years even more remarkable is that it has occurred despite a record level of new car and light truck sales between 2015 and 2019, which should have dampened vehicle age growth. The impact of COVID-19 on 2020 new car and light truck sales and the surge in vehicle demand propelled by remote-working have helped to boost the growth of vehicle age in the U.S.

Expanding Repair-Age Sweet-Spot

The repair-age sweet-spot of cars and light trucks (the age group with above-average rates of product replacement) is being pushed upward into higher age categories by the changing age mix of vehicles in the U.S. The repair-age sweet-spot for many products now includes vehicles 8 to 14 years old, significantly higher than the traditional repair-age sweet-spot.

Brand Impact

The increasing U.S. vehicle population and the rapid growth of cars and light trucks at least 12 years old are reshaping the types of aftermarket brands sold. So-called “Value Brands” (which provide reasonable quality at moderate prices) are gaining Do-It-For-Me (DIFM) and Do-It-Yourself (DIY) volume share as consumers opt for less expensive products to repair older vehicles. Differences in the average ages of domestic and foreign nameplates are causing shifts in the types of products used (Value versus Premium) according to the vehicle nameplate (domestic and foreign).

Aftermarket Brands Versus OE Brands

The aging vehicle population is generally positive for Aftermarket (non-OE) brands. They are less expensive than OE brands and owners of older vehicles are usually price sensitive to vehicle repair costs.

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Vehicle Age Drives Aftermarket Change & Growth

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Where Products Are Sold and Installed

Consumers with older vehicles are more likely to have them repaired at Independent (non-Dealer) outlets than to take them to Dealers. This is positive for the Independent (non-Dealer) aftermarket in terms of product volume growth, outlet strength and Aftermarket brand use.

How Brands Are Distributed

The greater frequency with which Aftermarket brands are used to repair older vehicles is influencing how products are distributed. Aftermarket (non-OE) brands are most frequently distributed by three channels: Traditional, Integrated, and Import. Aftermarket brand growth will help boost the product volume and share of each of these channels in the light vehicle aftermarket.

Primary Market Drivers

The aging vehicle population is a primary factor changing the usage rates of many types of products and reshaping aftermarket product distribution patterns.

Extra Product Use Cycles

The increasing average age of vehicles and the growing number of older cars and light trucks on U.S. roads are providing additional cycles of replacement use for many products. This has the potential to increase the volume of a number of aftermarket product categories among older groups of light vehicles.

Six Major Takeaways

- The average age of cars and light trucks on U.S. roads has continued to climb, reaching a record-high of 12.6 years at the beginning of 2021.
- The vehicle repair-age sweet-spot is being pushed higher into older vehicle age categories by the changing age mix of cars and light trucks on the road and the longer-lasting parts of new vehicles.
- The aging vehicle population is reshaping the types of aftermarket products that are sold, with “Value Brands” gaining both DIFM and DIY volume share.
- Average age differences between domestic and foreign nameplates are shifting the types of products used (Value versus Premium) by vehicle nameplate. The increasing age of the vehicle population is generally positive for Aftermarket (non-OE) brands since they are less expensive than OE brands.
- Brand distribution is being influenced by this changing age mix of vehicles. Aftermarket (non-Dealer) brands are distributed primarily by three channels: Traditional, Integrated, and Import.
- The changing age mix of vehicles is influencing where they are repaired. See the all-new 2022 Lang Aftermarket Annual for complete analysis of the changing age mix of foreign and domestic nameplate cars and light trucks on U.S. roads.

ASE Fall Registration Is Now Open

ASE reminds service professionals that fall registration for certification testing is open now through Dec. 31

Leesburg, Va.—The National Institute for Automotive Service Excellence (ASE) reminds service professionals that fall registration for certification testing is open now through Dec. 31.

More than 50 ASE certification tests are offered for automotive, collision, medium/heavy duty, school bus, transit bus and truck equipment repair, and more. ASE tests are conducted days, nights and weekends at nearly 450 secured, proctored test centers. It is recommended that service professionals coordinate testing with their employers and check test center availability before registering.

Whether registering on the first day of a registration window or the last, service professionals will always have 90 days from the original date of purchase to schedule an appointment and take their tests at any of several hundred test centers across the country.

To register, sign into myASE at <https://my.ase.com/> or call Prometric at 877-346-9327. Those with active automobile certifications (A1-A9) can also use the ASE Renewal App for recertification, extending the expiration date of their active certifications without having to take time off to go to a test center.

EPA Issues Rules to Phase Out Use of HFCs

The U.S. Environmental Protection Agency (EPA) promulgated regulations on Oct. 5 that would mandate the phasedown of hydrofluorocarbons (HFCs) by 85% ending in 2036. Authorized by the American Innovation and Manufacturing Act that was enacted by Congress in 2020, the regulation would ensure that the U.S. is in compliance with the Kigali Amendment to the Montreal Protocol signed in 2016 that seeks to gradually reduce global use of HFC's due to their impact on global warming.

For the auto care industry, the major impact will occur in the vehicle air conditioning sector where HFC-134a is found in most vehicle a/c systems. Although many vehicle manufacturers have moved to the use of R-1234yf in newer vehicles due to its much lower impact on greenhouse gas emissions, there is still a significant number of vehicles on the road today that use HFC-134a and that will require it for servicing well into the future.

The Agency rulemaking would implement the phasedown through the issuance of transferrable production and consumption allowances, which producers and importers of HFC would need to possess in quantities equal to the amount of HFC they produce or import each year. The new rule issued by EPA establishes production and consumption baselines which will serve as the basis for the phasedown of HFC's. Beginning Jan. 1, 2022, it will be prohibited to produce HFC's without the appropriate allowances issued by EPA.

Also included in the new rule is a prohibition beginning in 2025 of HFC's in non-reusable containers, known as DOT-39 containers. According to the new rule, EPA believes that the prohibition is "strong component within the suite of enforcement compliance tools that will deter illegal activity in the HFC market and allow EPA to enforce the program as directed by Congress." Of importance to the auto care industry, the new rule does provide an exemption from the non-reusable container prohibition for the sale of refrigerants in small containers (less than 20 pounds) if they are equipped with a self-sealing valve now required for the sale of small refrigerant containers.

The rule also will require beginning on January 1, 2025 that HFC producers include QR codes on all containers sold or distributed or offered for sale or distribution. The requirement would expand to re-packagers and cylinder fillers in the U.S on Jan. 1, 2026 and to all containers of HFC's on Jan. 1, 2027.

[Learn more.](#)



2022 New York State Minimum Wage Rates Become Effective 12/31/2021

As part of the 2016/2017 State Budget, former New York Governor Andrew Cuomo signed legislation enacting a statewide \$15.00 per hour minimum wage plan to lift the earnings of more than 2.1 million New Yorkers, in all industries across the state.

On September 22, 2021, the New York State Department of Labor (NYDOL) announced the two new minimum hourly wage rates that will increase on December 31, 2021.

For workers in Nassau, Suffolk and Westchester counties, the increase will be \$1.00 from the current \$14.00 per hour to \$15.00 per hour.

For workers in the Albany, Syracuse, Rochester and Buffalo regions, the increase will be \$0.70 from the current \$12.50 per hour to \$13.20 per hour. Thereafter, it will continue to increase to \$15.00 per hour on an indexed schedule.

As a reminder, the minimum wage rate for the city of New York and fast food workers throughout the state is \$15.00 per hour.

Two Key Character Traits of Successful Salespeople

By John Chapin

There are two primary character traits that almost guarantee success in a salesperson. Of course, they need to have people skills first and foremost, but assuming they do, these two character traits usually seal the deal. Salespeople who possess these two character traits will move Heaven and Earth to reach success and if they have these, they'll also have most of the other qualities you want in top producers. In addition, you won't have to babysit them to make sure they're doing what they should be doing, they'll do what they should be doing automatically, provided of course, you've given them proper direction on what their most important activities are and the support to do them.

So, what are these two traits? They are the same two traits that make overall great human beings, great companies, and also great countries. In fact, people, companies, and countries that lack these two traits will never achieve long-term success. And while short-term financial success may be possible without these, the long-term effect will ultimately be failure. These two traits are responsibility and accountability.

Responsible and accountable salespeople see themselves as self-employed even if they are technically an employee of a company. They treat the company as if it were their own. They understand that they are responsible and accountable to "Me Inc" and not only do they put in the necessary effort and make the necessary sales, they go above and beyond, making more calls and more sales. They also go above and beyond and deliver more for their clients.

The responsible and accountable salesperson realizes that their professional and personal development is ultimately up to them. Hopefully, the company provides the tools, resources, sales and product training, and support necessary to do the job, but where the company falls short, the responsible and accountable salesperson picks up the slack. If they don't know something, they take it upon themselves to find out. If they feel they are lacking in any area, they take it upon themselves to fill in the gaps and acquire the necessary skills. They don't blame their manager or the company for not giving them what they need to succeed. Even if the level of training and support is the highest possible, they still look for additional sales training and professional development outside of what the company provides.

In addition to professional growth, the responsible and accountable salesperson also makes sure they are growing personally. They take care of their physical and mental health and work on personal relationships and all other aspects of a well-rounded life. Overall, they realize that the best investment is the one you make in yourself and they are willing to make the time and financial investments to become the best they can be.

The salesperson who is responsible and accountable realizes they are responsible and accountable to themselves first and foremost. They realize that they made a promise and commitment when they took the job and it is on them to do what they said they would do and to perform the job at the highest level possible. They are also responsible and accountable to their boss and other people in the organization but they realize that the buck stops with them. As the famous basketball player Julius Erving, aka: Dr. J, once said, "I push myself harder than anyone else can possibly push me." This comment ultimately highlights the fact that no one can hold you accountable and be responsible for you like you can. You are with yourself 24 hours a day so only you truly know your commitment level.

So, if you're a salesperson, take 100% responsibility and accountability for success. Own it completely. By the way, have you ever noticed that the most successful salespeople are always the most successful? It doesn't matter what happens with the market, the economy, competition, governments regulations, you name it, they always find a way to succeed. That's because they are accountable and responsible, they realize that nothing outside of them determines their success or failure, it's completely up to them.

If you're in sales management and/or you hire salespeople, keep in mind that like work ethic and good people skills, people either come to you with accountability and responsibility, or they don't. You want to test for these during the hiring process. Give potential new-hires assignments during the hiring process and then pay attention to their follow-up and follow through. These could be people to call, items to read and report on, and other similar activities. Do they do what they're supposed to do on a timely basis? Are they thorough?

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Key Character Traits of Successful Salespeople

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Do they need to be micromanaged or reminded? How do they follow directions? How would you grade them on a scale of one to ten? Also, ask questions in the interview to determine whether or not the person you're interviewing has these traits. When you ask people about their past failings, challenges they've had with other people, and other difficult situations they've encountered in life, you're looking for people who take responsibility, not those that blame other people, situations, and outside circumstances for what happened. I think it's interesting that seemingly upstanding, honest, people of integrity are willing to make all sorts of promises and agree to certain standards during the interview process then, once on board, they have no problem taking your money while not coming close to living up to those promises and standards. You want to find out who these people are before you hire them.

By the way, the biggest issues I see with sales teams revolve around responsibility and accountability. It usually shows up in salespeople who don't take personal responsibility for their success and a management team that fails to hold them accountable to high standards. If your company has salespeople who personally take responsibility and hold themselves accountable, you will eliminate the biggest problems found in sales teams.

Email: johnchapin@completeselling.com.

Insurance News

Health Insurance Open Enrollment Season is Upon Us

The open enrollment season is upon us again. If you are an individual under 65 and are on either the US Government Exchange or buy directly from an insurance carrier your time to change plans is between November 16th - December 31st 2021. If you live in NY and get coverage through NY State of Health or directly from a carrier, then the 2022 open enrollment is between 11/16/21 - 1/31/22.

If coverage is through your business, then the open enrollment will be the anniversary of your plan. For many businesses, that date is January 1st...but it could be any month of the year. You will know because the carrier will mail the renewal 60 days before the anniversary.

Lastly, if you are over 65 and have a Medicare Supplement with a stand-alone Drug card or Medicare Advantage, the time to make any changes is between 10/15/2021 and 12/7/2021 for January 1st. One thing people get confused about is that if a person turns 65 and is working for a business that has more than 20 employees at least 20 weeks of the year, they and their spouse do not have to sign up for Part B with Medicare. They can stay on the group plan. When the individual leaves the business, then they have to sign up for Part B. If the business has less than 20 employees, then the individual has to sign up for Part B during the 3 months before the month of and up to 3 months after they turn 65.

Editor's Note: The above information was provided by Peter G. Carchedi CLU, Leigh Baldwin & Co. (the recommended Health Insurance Agency for New York members of AAAMS, Inc./NYSAAA...315-732-3921).

Association members not in New York, should reach out to Randy Lisk at 1-800-849-8037 for contact information for your particular state.

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Commercial Auto: You are Tossing Your Money Away if Vehicles are not Being Rated Properly

The following information was also provided by Fred Burkey, Don Marsh Agency, Syracuse, NY...

Did you ever take a look at the vehicle schedule and coverages of your commercial auto policy? What do all those codes and letters mean? They tell you why you are paying what you are paying? There are codes for the type of vehicle, and what it is used for...such as, service, retail or commercial. The difference between the classes on these codes alone are 60% in premium! Other factors are gross vehicle weight, radius of use and what defines pleasure or business. There are additional considerations for properly insuring your vehicles, such as who uses them and others. Want to know more? Contact the Association office for more details and to get a review. It certainly can't hurt.

Call Randy Lisk at 1-800-849-8037 for the appropriate contact in your particular state. Our recommended insurance experts are ready to help with your insurance needs.

2022 Automotive Aftermarket Calendar Program

Fall is upon us...but it's still not too late to order your 2022 Advertising Calendars. Many of our members were able to take advantage of the discounted pricing during our early bird special, ensuring that their calendar selections had an abundance of stock. By ordering today, you can avoid getting shut out of your preferred style.

The Association staff is ready, with your approval, to handle all aspects of the ordering process: from filling out the order form, to placing the order, proofing the ad copy for production and guaranteeing their accuracy and timely delivery.

Calendars are in use all year long and are used when decisions are made: on the job, in the office, on the road or at home. Over 65% of all calendar recipients write appointments and reminders on their calendar.

This daily involvement is an economical way to advertise your businesses' name all day, every day of the year. To place your order, contact Randy Lisk at 1-800-849-8037 or rlisk@aaamsonline.com.

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Association Stretch Wrap Program

Please refer to page 8 for our new Packing & Shipping Supplies Price List and Order Form. If you have any questions regarding this program, please contact Randy at the Association headquarters.

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Suggestions Welcome

Every member of the Association Board of Directors and Staff welcome your suggestions, constructive criticism and especially your support on matters of mutual interest.

In the final analysis, the success of our Association and its programs/services depends on the cooperation and support of you (our members).

In 2022, why not resolve to become an even more active, supportive, and participating member?

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Association Office Holiday Schedule

The Association office will be closed the following days during the upcoming Holiday Season

Thanksgiving

Thursday and Friday, November 25 and 26, 2021

Christmas

Friday and Monday, December 24 and 27, 2021

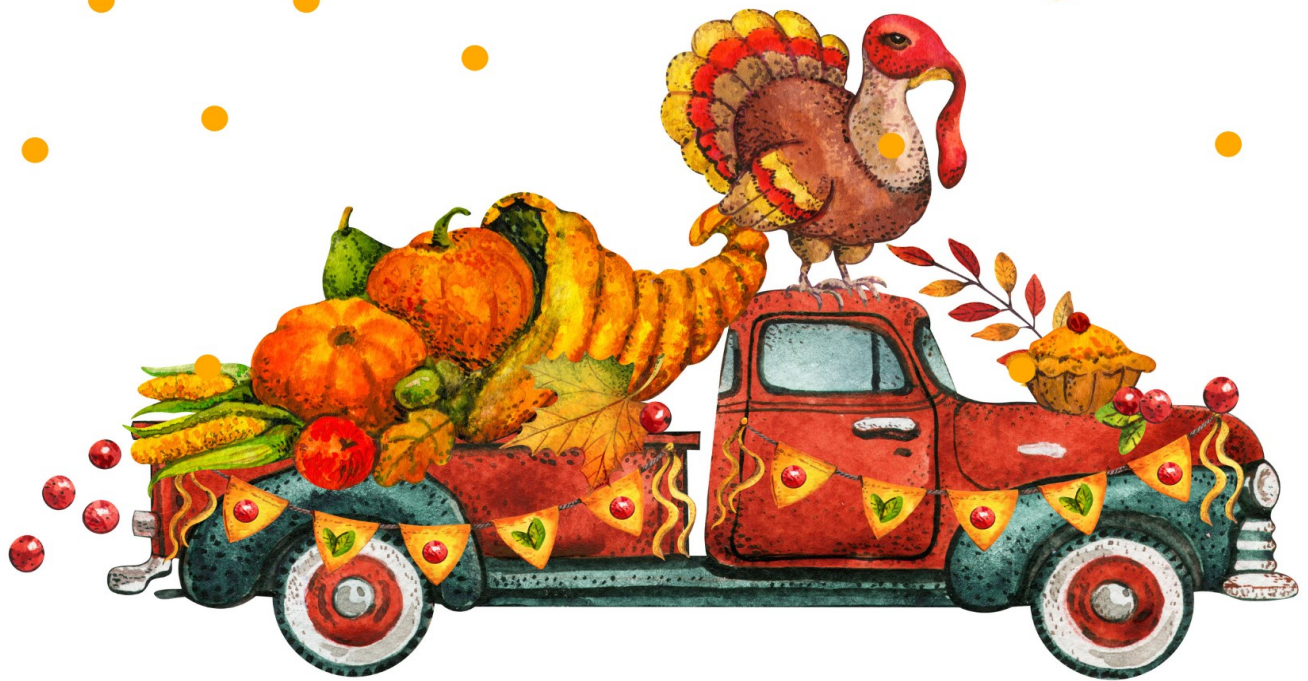
New Year's

Friday, December 31, 2021

- - Executive Vice President Randy Lisk

*Happy
Thanksgiving!*

**Giving Thanks With a Grateful Heart -
From Your Friends at AAAMS/NYSAAA**



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Packing & Shipping Supplies

Supplies for your heavy-duty packaging and shipping needs are now available from AAAMS/NYSAAA. Choose from various materials and supplies to handle all your packing needs. Don't see what you are using? Call AAAMS/NYSAAA for more information and quotes on additional packaging and shipping supplies.

QTY	*U/M	DESCRIPTION	UNIT	PRICE
_____	CS	20" x 1000' Goodwrapper-----	4 Rolls/Case	----\$97.50/CS
_____	CS	15" x 1500' H.D. Stretch Wrap-----	4 Rolls/Case	\$41.70/CS
_____	CS	18" x 1500 yds. x 80 ga. Black Stretch Wrap -----	4 Rolls/Case	----\$62.60/CS
_____	CS	18" x 1500 yds. x 90 ga. Clear Stretch Wrap -----	4 Rolls/Case	----\$68.15/CS
_____	CS	18" x 1500 yds. x 80 ga. Clear Stretch Wrap-----	4 Rolls/Case	----\$67.25/CS
_____	CS	20" x 1000 yds. x 80 ga. X-Core Clear Stretch Film --	4 Rolls/Case	----\$68.10/CS

*CS = Case

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Eff. 11/1/21

ALSO INQUIRE ABOUT OUR SHIPPING TAPE PRICES!!!!

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Thank you for your order! Participating in Association Member Service Programs strengthens our ability to represent your automotive aftermarket industry interests.