



NEWS RELEASE

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Contact: Jennifer Zins
916.871.0603
Jennifer@pzallc.com

ASAAA Legislative Education and Awareness Campaign Gaining Momentum

***ASAAA Program to Educate State Legislatures about Value and Quality of
Aftermarket highlighted during AAIA Leadership Days***

San Antonio, TX – Aiming to increase the recognition by state policymakers of the major positive economic and consumer benefits generated by automotive aftermarket parts and service industry, the Alliance of State Automotive Aftermarket Associations (ASAAA), announced their national industry education and awareness program aimed at promoting the importance, quality, value and availability of aftermarket replacement parts and services is well underway, gaining momentum and was a topic at AAIA's recent Leadership Days in San Antonio.

The ASAAA Legislator Education and Awareness Program, which will create a blueprint whereby state associations and industry companies can implement creative industry education tools, messages and innovative resources in their own State Capitols, is guided by an advisory team and coordinated by a project manager. The campaign has achieved a number of objectives to date and continues to build on this momentum. In addition, a team of industry experts including representatives from AAIA, AASA/MEMA, AutoZone, LKQ Corporation and AWDA serves to help guide ASAAA in their development of the campaign.

“The goal of the campaign is to increase awareness among policymakers across the country about the benefits of a vibrant and robust aftermarket industry. Our campaign will be provided to interested state

and regional associations and aftermarket companies for their use by the end of 2011”, stated Rodney K. Pierini, Chair, ASAAA committee.

As states are taking the initiative on many legislative fronts it is becoming more critical than ever for new and returning lawmakers in all states to be educated about the quality, availability and lower cost consumer alternative of aftermarket replacement parts and service. This campaign is geared to help ensure consistency and fairness in the government affairs process and eliminate the misconception about the value and importance that aftermarket replacement parts and service play in the American economy.

“In state Capitols nationwide industry advocates are faced with the challenge of educating legislative bodies about the value and importance that aftermarket replacement parts and service contribute to the nation’s economy and the motoring public”, stated Gary Manke, President ASAAA. “However, when describing aftermarket replacement parts and service, words like ‘imitation’, ‘inferior’, ‘not of like kind and quality’ are used by our opposition to confuse policymakers and discredit our industry. ASAAA’s campaign will arm our industry advocates and company executives with information to promote and protect the industry’s interests in the legislative and regulatory processes with a consistent and unified voice.” Manke continued.

The “**ASAAA Legislator Education and Awareness Program**” which was officially launched in January has received generous financial support from ASAAA, Automotive Aftermarket Industry Association (AAIA), Automotive Warehouse Distributors Association (AWDA), the Automotive Aftermarket Suppliers Association (AASA/MEMA), AutoZone, LKQ Corporation, General Parts, Inc. – CARQUEST, Genuine Parts Company – NAPA, Advance Auto Parts, Robert Bosch Corporation, and Remy Power Products.

To learn more about this program or to become a financial contributor, contact Rodney K. Pierini, Chair, ASAAA Committee on “Legislator and Awareness and Education Program” Project at 916-635-9774 or admin@cawa.org.

About ASAAA – Founded in 1953, The Alliance of State Automotive Aftermarket Associations (ASAAA) is comprised of 14 regional and state associations representing over 10,000 automotive aftermarket parts, service and repair industry businesses, and brings together state association executives to network and discuss industry issues in a united front. Working in affiliation with national associations, ASAAA seeks to unite its efforts to impact their members business by having a positive influence on the industry both in their respective states and nationally in industry, media and government relations. For more information visit www.asaaa.com.

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