

**DRIVING TOWARD A CLEANER**

# environment



## The Automotive Aftermarket's Green Story

**T**he very purpose of the aftermarket is to provide the parts, products and services to keep America's vehicles operating properly, efficiently, safely and cleanly. The aftermarket contributes to better gas mileage, less energy consumption and cleaner air. The aftermarket industry has, for decades, practiced sustainability and has been "green" long before being "green" was mainstream.

Through a comprehensive industry-wide survey, along with supplemental research and anecdotal evidence, AAIA is ready to tell the aftermarket industry's compelling eco story, proactively addressing the contention that the industry is relatively unknown, misunderstood and underappreciated.

The aftermarket "green" story will present numerous benefits including:

- Help enhance the image of the independent automotive aftermarket.
- Increase awareness of the aftermarket among key audiences including state and federal legislators and government agencies, Wall Street and Main Street.
- Make aftermarket careers more attractive to socially-conscious job-seekers.

- Dovetail with "Be Car Care Aware" environmental messages.
- Reinforce leadership role of AAIA as voice of the aftermarket.
- Encourage aftermarket businesses to be "greener."

The story is ready to be told, and AAIA has created a portfolio and an ever-growing selection of informative briefs about the aftermarket's efforts in the areas of recycling, remanufacturing and operations. An online publication will be available in early spring, and a short, informative video is under development for distribution in summer 2011. AAIA is spreading the aftermarket's green story at meetings, conferences and events, and through the media by way of press releases, stories, blog postings and online video clips.

Now that we've dug deep into the aftermarket's green story, we invite you to roll up your sleeves and dig in with us! Tell your customers and stakeholders about the industry's practices, processes and products that are energy efficient, recyclable, reusable and non-hazardous. With the tools and resources now available to AAIA members, together with your support and cultivation, we can make the industry's green story bloom. ■