



Global Perspectives

Connecting you to the industry's leading educational event.

March/April 2005

News From The Global Automotive Aftermarket Symposium



In celebration of the 10th anniversary of the Symposium, the theme for the 2005 event will look at the industry's past, present and future.

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Over the years, the Global Automotive Aftermarket Symposium (GAAS) has tackled many challenging issues facing the industry. On Wednesday, May 11, during Day One of the 2005 Symposium, a panel will convene in attempt to answer the question: **“Who Will Fix The Cars?”**

The panel discussion will be moderated by Larry Silvey, publisher, Aftermarket Business, with panelists: Mike Kamal, co-president, Automotive Distribution Network; Peter D. Lord, executive director, GM Service and Parts Operations; Cheryl Ward, marketing manager, Gemini Automotive Care Centers, and John Watt, Petro-Canada Certigard

Silvey says some of the

questions the panel will look at, include:

- Why are consumers turning to dealers for car repair?
- What is the role of the program group in helping shops compete for business?
- The role of the manufacturer?
- Has the independent shop turned the corner in bolstering its business savvy?
- How does the independent owner find and keep the type of business partner needed for today's repair world?

Look for a lively discussion as the battle between the after-

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Early Bird Savings End on March 25

Don't miss out on early bird cost savings for the 2005 Global Automotive Aftermarket Symposium. If you register before Friday, March 25 you can save \$200 off regular registration fees. More information and registration forms for the Global Automotive Aftermarket Symposium are available at www.globalsymposium.org or phone 301-654-6664. Register directly for hotel rooms with the Hyatt Regency O'Hare at 800-233-1234. Rooms are guaranteed at the rate of \$175 through April 8, 2005.

McKinsey Leaders To Present Pricing Advantage

Pricing products is a never ending challenge. Are you charging enough or too little? The session **“Best Practices in Aftermarket Pricing,”** promises to provide unique and pragmatic information on this vexing subject. Led by Glenn Mercer and Jeremy Eaton of McKinsey and Company, their presentation is on Wednesday, May 11 from 10:30 am to 11:15 am.

Their presentation will draw upon a book called **“The Price Advantage,”** which was written by three preeminent experts at McKinsey and Company. The book is based on in-depth,



Glenn Mercer



Jeremy Eaton

firsthand experience with hundreds of companies, as well as significant investments in basic pricing research. It is designed as a comprehensive guide for managers through the maze of pricing issues.

Mercer and Eaton will draw insights from the book, includ-

ing best practices in pricing for the automotive aftermarket.

Mercer is an expert partner in McKinsey's Cleveland office. He has been with McKinsey since 1985 and has specialized in the automotive industry for the past decade.

An associate principal in McKinsey's Detroit office, Eaton focuses on improving commercial performance in automotive/industrial companies, working across the landscape including marketing strategy, segmentation, channel strategy and management, with an emphasis on pricing. ♦

Manufacturing Leaders to Discuss Challenges/Opportunities

A panel of automotive aftermarket manufacturers will examine the challenges and opportunities they face in today's global economy on Wednesday, May 11, at the Global Automotive Aftermarket Symposium (GAAS) at the Hyatt Regency O'Hare, Chicago, Ill.



Bob McKenna

"Maintaining world competitiveness has been the clarion call for the automotive aftermarket," said **Bob McKenna**, president and CEO of the Motor & Equipment Manufacturers Association

(MEMA) and panel moderator. "For manufacturing companies, there has been intense pressure to reduce costs, innovate products and expand into new markets. These industry leaders will discuss how their companies are meeting these goals."

"**The Manufacturing Challenge**" discussion is set for 11:15 a.m. - 12:15 p.m. on May 11. Panelists are:

- **Joseph P. Felicelli**, executive vice president, worldwide aftermarket op-

erations, Federal-Mogul Corp.

- **Terry McCormack**, president and CEO, AFFINIA Group Inc.
- **Larry A. Pavey**, CEO, ARI
- **Bruce M. Zorich**, CEO, United Components Inc.

The panel discussion will be one of the highlights of the 10th annual GAAS program, "Lessons from the Past, Perspectives on the Future." ♦

Pre-Symposium Seminar Will Focus on Leadership Issues

The University of the Aftermarket is sponsoring a leadership seminar before the opening of the 2005 Global Automotive Aftermarket Symposium (GAAS) on Tuesday, May 10 from 1:30 pm to 5 pm. Led by Dr. John Passante, the seminar titled "**Leadership Perspectives on the Past, Leadership Perspectives on the Future**," will examine the role that leadership has played in the automotive aftermarket over the past 20 years.

The seminar is a pragmatic approach to leadership for aftermarket executives. It is

ideal for presidents, CEO's, executive vice presidents, and/or anyone responsible for the person who manages the sales and marketing function for automotive warehouse distribution, retail, and manufacturing companies who want to understand the challenges of the WD/retailer sales force.

Topics will include: how to build and maintain trust in an organization through leadership; the characteristics of a strong and effective leader; how to implement



various leadership styles in your company, and how leaders communicate vision and mission for their organizations.

The program costs \$265 and registration for the Symposium is required in order to attend this event. Registration for the pre-Symposium seminar is handled separately from the Symposium and is available from the University of the Aftermarket at: www.univaftmkt.org, phone 800-551-2882, fax 989-837-4439, or e-mail: reg@univaftkmt.org. ♦

Provocative Panel Promised On Car Repair Battle - *continued from p. 1*

market and car dealers for service repair and parts sales is put into sharper focus.

This year's Symposium will mark the event's 10th anniversary. From its humble beginnings, the Symposium has grown to be the industry's leading educational forum.

All of the net proceeds from the event go toward funding industry scholarships. The anniversary year will mark a significant milestone when the Symposium surpasses \$1 million in scholarship funds awarded to more than 1,000 students. Details about the GAAS scholarship program are available at



Larry Silvey



Mike Kamal



Peter Lord



Cheryl Ward



John Watt

www.automotivescholarships.com.

The GAAS program is a joint professional education effort of AAIA, AASA, ASAAA, AIA of Canada, APRA, ASA, AWDA, MAP, MEMA, SEMA, TIA and University of the Aftermarket. R.L. Polk is

the corporate sponsor of the Symposium.

For complete speaker bios, agenda and general information on the Symposium, including registration forms, be sure to visit: www.globalsymposium.org. ♦

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