



# Global Perspectives

Connecting you to the industry's leading educational event.

March/April 2006

*News From The Global Automotive Aftermarket Symposium*

## Automotive Supplier Representatives to Discuss Challenges and Opportunities at GAAS 2006



### Inside this issue:

Automotive Supplier Representatives to Discuss Challenges and Opportunities at GAAS 2006	1
Federal-Mogul Leader Will Address Symposium	1
Pre-GAAS Seminar on "Accelerating Change Through Innovation"	2
Steinmetz Will Provide Wall Street View	3
"Be Car Care Aware" Update Will Focus on International Efforts	3

There is no doubt that being an automotive supplier is a challenging proposition these days. Already four major suppliers have filed for Chapter 11 bankruptcy protection during the past year and a half citing the challenge of the U.S. auto industry's lower production levels and resulting pricing pressures, as well as rising raw-material and labor costs for driving them into bankruptcy.

With that backdrop, a panel of automotive supplier representatives will examine the challenges and opportunities they face in today's global economy on Wednesday, May 17, at the 11th annual Global Automotive Aftermarket Symposium (GAAS) at the Hyatt Regency, Dearborn, Mich.

"The supplier industry faces unique challenges in today's market," said **Bob McKenna**, president and CEO of the Motor & Equipment Manufacturers Association (MEMA) and panel moderator. "For this industry, innovation plays a large role in determining the success of the business against the competing interests of efficiency, cost reduction and market expansion. These industry leaders will discuss how their companies are progressing toward these goals."



*Bob McKenna*

"**Adapting to the Changing Automotive Aftermarket: The Supplier's Perspective**" discussion is set for 10:15 - 11:15 a.m. Wednesday, May 17. Panelists include: **Mike Howarth**, senior vice president, KYB America LLC, **Frank Ordoñez**, president, Delphi Product & Service Solutions/vice president, Delphi Corporation, **Al Stecklein**, group president, Global Aftermarket Division Gates and **Gordon Ulsh**, president and CEO, Exide Technologies.

Responsible for KYB's North American aftermarket business, including marketing, sales, customer service, operations, finance and administration, Howarth is

*(Continued on page 2)*



*Mike Howarth*

## Federal-Mogul Leader Will Address Symposium

José Maria Alapont chairman, president and chief executive officer, Federal-Mogul Corp., will discuss strategies needed by manufacturers to drive global profitable growth and satisfy stakeholder expectations on Wednesday, May 17, at the 11th annual Symposium. Fundamental customer and market shifts are pushing the automotive industry toward emerging markets. Manufacturing companies no longer can be comfortable with the status quo. They must reinvent themselves through leading technology and innovation, best cost operations, quality excellence in products and services and lean principles to deliver customer, employee and stakeholder satisfaction.



*José Maria Alapont*

Alapont's speech, titled "**The Drive for Global Profitable Growth**," will begin at 9 am on May 17.

Alapont brings to Federal-Mogul more than 30 years of global leadership experience in both the automotive manufacturer and supplier industries. Prior to joining Federal-Mogul on March 1, 2005, Alapont was chief executive officer and a member of the board of directors at IVECO – the commercial vehicle company of the Fiat Group, and held executive leadership roles at Delphi Automotive Systems, Valeo Group and Ford Motor Company. ♦

# Pre-GAAS Seminar On "Accelerating Change Through Innovation"

The 2006 GAAS Pre-Symposium seminar will examine "Accelerating Change Through Innovation (Are You Equipped To Handle The Coming Changes?)" on Tuesday, May 16. The session will be held the afternoon before the official start of GAAS 2006 from 1:30 - 5:00 pm at the Hyatt Regency in Dearborn. The seminar will be led by training and education consultant **Kathleen Kraft**.



*Kathleen Kraft*

This seminar will be an interactive discussion about the nature of the industry's current business climate and why it is important to embrace change to allow innovation to happen on a personal and organizational level. In a hands-on, participative activity, attendees will build their own conceptual "vehicle for change" using analytical and creative thinking.

In the past century, corporate America has moved from an agricultural economy to an industrial economy, to a service-based economy and now to one whose main competitive edge in the world is intellectual property-ideas. Therefore, the tools that once helped leaders be successful are obsolete. Today's leaders must be prepared to abandon their old methods in

order to become innovative.

The standard management skills-plan, organize, direct and control-are not as relevant in today's fast-changing environment, and quality improvement strategies will only take leaders so far. What is needed are new ways of thinking and new ways of managing people. It will require leaders who are willing to let go of some control in order to collaborate with and empower employees. It will also require an environment of trust and open communication. It will necessitate analytical, critical and creative thinking-and it will have to start with shared vision and values.

Those who should attend the seminar, include: executives and managers facing macro-level changes in their business, people who want to learn how to think differently about innovation and change management and those individuals looking to build a tool-box to jumpstart successful change initiatives.

Kraft has over 20 years of experience as a training and education consultant, and specializes in leadership, organizational development, customer service and innovation training programs. Her clientele has included The Goodyear Tire and Rubber Company, The Ford Motor Company,

Rubbermaid, Pulte Homes and The Cleveland Clinic Health System.

Having worked as an internal training manager for The Timken Company, The Akron Beacon Journal and Ernst and Young LLP, Kraft is well versed in the real-world needs of businesses to perform efficiently and excels in analyzing the performance needs of individuals as they relate to the success of the company.

In order to maximize your time and save money on travel expense, this seminar is conveniently presented the day before GAAS 2006. Preference for registration will be given to those attending the **UNIVERSITY of the AFTERMARKET** Global Symposium. The registration fee for this event is \$270 per person if you register before March 24. After March 24, the cost is \$295 per person.



Registration for the pre-Symposium seminar is handled separately from the Symposium and is available online at: <http://www.univafmkt.org/courses/G542.htm>, phone 800-551-2882, fax 989-837-4439, or e-mail: [reg@univafmkt.org](mailto:reg@univafmkt.org). Course Credit: 0.3 CEU's ♦

## Automotive Supplier Representatives Panel (continued)

*(Continued from page 1)*

in his third year as senior vice president of KYB America LLC. Although relatively new to his current position, Howarth is no stranger to KYB or the automotive world. From 1997 until assuming his current position at KYB America, Howarth served in various capacities for KYB in Europe.

Ordoñez is president of Delphi Product & Service Solutions and vice president of Delphi Corporation. He also is a member of the Delphi Strategy Board, the company's top policy-making group. Ordoñez was named general manager of Delphi Product & Service



*Frank Ordoñez*

Solutions (formerly Delphi Aftermarket Operations) in October 1999 when the unit commenced operations as a new division of Delphi.

In September 2000, Stecklein was named group president, Global Aftermarket Division responsible for integration of The Gates Group's sales, marketing, and logistics as well as four aftermarket manufacturing business units. In this role Stecklein is responsible for worldwide sales, marketing and distribution into the automotive aftermarket for all products manufactured by Gates and Tomkins' affiliated companies. Stecklein began his career at Gates in 1970.



*Al Stecklein*

Ulsh was appointed in April 2005 as president and CEO of Exide Technologies. Most recently, Ulsh was chairman, president and CEO of Texas-based FleetPride Inc., the nation's largest independent aftermarket distributor of heavy-duty truck parts. Prior to joining FleetPride in 2001, Ulsh worked with Ripplewood Equity Partners, providing analysis of automotive industry segments for investment opportunities.



*Gordon Ulsh*

The supplier's panel will be held from 10:15 am - 11:15 am on Wednesday, May 17. ♦

## Steinmetz Will Provide Wall Street View

Jonathan Steinmetz, lead auto analyst of Morgan Stanley's Automotive/Automotive related research team, will return for the 2006 edition of GAAS. Steinmetz was well-received during his appearance last year in Chicago and will provide the "View from Wall Street."

Steinmetz, a leading industry analyst will give his perspective on where the automotive aftermarket stands in the eyes of Wall Street. As the industry has gained greater awareness, this session will look at areas where the industry is excelling and where it could use improvement.

As vice president - autos/auto parts, Steinmetz has been a member of the Mor-

gan Stanley Automotive / Automotive related research team in New York since 2001, and was named to lead the team in August 2005. The team has been recognized as the number one automotive / automotive related research team in the *Institutional Investor* and *Greenwich* surveys.



Jonathan  
Steinmetz

Steinmetz holds an MBA from Duke University's Fuqua School of Business and a bachelor's degree in economics from the Wharton School of the University of Pennsylvania. He holds the Chartered Financial Analyst designation and is a member of AIMR (Association for Investment Management & Research) organization. ♦

## Last Chance For Early Bird Savings

The date to take advantage of early bird registration savings for the 2006 Symposium expires on Friday, March 24. Sign-up before then and save \$200 off regular GAAS registration rates.

Also, be sure to secure a hotel room at the Hyatt Regency in Dearborn before April 12. Rooms are guaranteed at the rate of \$152 through that date. Contact the Hyatt at 313-593-1234.

For your convenience, the registration form for GAAS 2006 is attached at the end of this newsletter, or you may download additional forms at [www.globalsymposium.org](http://www.globalsymposium.org). ♦

## "Be Care Car Aware" Update Will Focus On International Efforts

The "Be Car Care Aware Campaign" (BCCA) campaign continues to be a branding success story. The campaign has made great strides educating consumers about the benefits of regular vehicle care, maintenance and repair. The campaign has gone global with Canada adopting the program in French and English in 2004 and Mexico adopting the campaign in Spanish in 2005.

Hear the latest developments about the program in both the U.S. and internationally on Thursday, May 18 from 10 am - 10:30 am. Presenting the international aspects of the program is Ray Datt, president of the Automotive Industries Association of Canada. Jay Burkhart, vice president of global marketing, Federal-Mogul Corporation, will look at the latest developments with BCCA in the U.S.

The goal of the campaign is to capture a share of the \$60 billion in annual unperformed vehicle maintenance and speak as a single, unified voice on behalf of the industry. Reversing the trend in unperformed maintenance will increase profit-



Ray Datt

Jay Burkhart

ability in the aftermarket, conserve energy, improve highway safety and benefit the environment.

In 2006, the Car Care Council will unveil its new "Car Care Guide," a generic vehicle owners' manual for consumers that will greatly assist service providers to explain the specifics of vehicle maintenance to customers. In easy-to-understand language and visuals, the guide will tell readers what needs to be done to their vehicle, when and why. A section will deal with common service jobs such as oil and fluid changes, brake service, wheel alignments, tune-ups and more. Another section of the

guide will explain the function of key parts of the vehicle and identify them on illustrations. A service interval schedule as well as information on repowered engines and appearance will also be featured. The guide is scheduled to be available this summer and unveiled for the first time at the Symposium in Dearborn, Mich.

The task force creating the guide is reviewing options to allow customization of the booklet for service providers, distributors, program groups and others who will be interested in providing the booklets to their customers. Offering a clear plastic pocket sleeve for branding is one option. This would allow a business to print their logo and information on the sleeve and include information in a companion pocket alongside the guide without altering the manual itself.



For more information on BCCA, visit [www.carcare.org](http://www.carcare.org). ♦

## Global Automotive Aftermarket Symposium

7101 Wisconsin Ave., Suite 1300

Bethesda, MD 20814-3415

Phone: 301-654-6664 • Fax: 301-654-3299 • Web: [www.globalsymposium.org](http://www.globalsymposium.org)

*Global Perspectives* is published by the Global Automotive Aftermarket Symposium © 2006. All rights reserved.



# REGISTRATION

**Global Automotive Aftermarket Symposium**  
**Wednesday, May 17 – Thursday, May 18, 2006**  
**Hyatt Regency Dearborn**

One form per person. If additional copies are needed, please reproduce this form.

## Attendee Information

I am a member of:  AAIA  AASA  AIA Canada  APRA  ASA  
 ASAAA  AWDA  MAP  MEMA  SEMA  TIA (Please check all that apply)

Name \_\_\_\_\_

Name on badge \_\_\_\_\_

Title \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State/Zip \_\_\_\_\_

Phone \_\_\_\_\_

Fax \_\_\_\_\_

E-mail \_\_\_\_\_

**Job Function:**  Manufacturer  Manufacturers' Reps  
 Distributor  Retailer  Consultant  Financial Analyst  
 Other \_\_\_\_\_

Check here if you have any special requests, dietary restrictions, or disabilities of which the staff should be aware. A staff person will contact you to discuss your needs more thoroughly.

## Registration Fees

### Early Bird (before March 24, 2006)

AAIA/AASA/AIA/APRA/ASA/ASAAA/AWDA/MAP/MEMA/SEMA/TIA Members

First Attendee .....\$695  
 Additional Attendees.....\$595

### Non Members

First Attendee .....\$895  
 Additional Attendees.....\$795

### Regular (after March 24, 2006)

AAIA/AASA/AIA/APRA/ASA/ASAAA/AWDA/MAP/MEMA/SEMA/TIA Members

First Attendee .....\$895  
 Additional Attendees.....\$795

### Non Members

First Attendee .....\$1,095  
 Additional Attendees.....\$995

## Payment

Total Enclosed

\$ \_\_\_\_\_

AmEx  MasterCard  
 Visa

Check Enclosed - payable to F.A.I.R. (The Foundation for Aftermarket Industry Research) in U.S. funds.

Card Number \_\_\_\_\_

Expiration \_\_\_\_\_

Name on Card \_\_\_\_\_

Signature \_\_\_\_\_

## Refund/Substitution Policy

**Before April 12, 2006:** Cancellations received in writing will be fully refunded, less a \$50 administrative charge.

**Between April 12 and May 1, 2006:** Cancellations received in writing will receive a 50 percent refund, less a \$50 administrative charge.

**After May 1, 2006:** There will be no refunds for cancellations.

Attendee substitutions are accepted at any time.

## Travel Accommodations

For reservations, contact the Hyatt Central Reservations at 800-233-1234 or the hotel directly at 313-593-1234. Be sure to mention the Global Automotive Aftermarket Symposium to obtain the discounted group rate.

**Rates: \$152 (single or double) plus tax. Rooms are guaranteed at this rate through April 12, 2006.**

**Discount Air Information:** United Airlines offers discount airfare to the Global Automotive Aftermarket Symposium. Mention meeting I.D. code #501UD to your travel agent or phone the United Meeting Desk at 800-521-4041.

## 3 Ways To Register



Register on-line at:  
[www.globalsymposium.org](http://www.globalsymposium.org)

Fax to:  
**301-654-3299**

Mail to:  
**F.A.I.R.**  
**7101 Wisconsin Ave., Suite 1300**  
**Bethesda, MD 20814-3415**