



# Global Perspectives

Connecting you to the industry's leading educational event.

September/October 2006

News From The Global Automotive Aftermarket Symposium

## GM's Bob Lutz Will Be Featured Speaker at GAAS 2007 in Chicago

### Inside this issue:

GM's Bob Lutz Will Be Featured Speaker at GAAS 2007 in Chicago	1
"Survival In A Changing Aftermarket" for 2007	1
Leading Expert on Latino Marketing Will Address GAAS 2007	2
Help Support the Symposium Scholarship Fund in Las Vegas	3

After making an appearance at the Global Automotive Aftermarket Symposium (GAAS) in 1999, Bob Lutz of General Motors (GM) will return for the 2007 Symposium at the Hyatt Regency O'Hare in Chicago. The vice chairman of global product development for GM, Lutz will speak at the luncheon on Tuesday, May 8 during the 12th Symposium.



Bob Lutz  
General Motors

"We are pleased to have such a well-respected automotive executive join us," said Jimsey Keith, chairperson of the GAAS steering committee that helps plan the Symposium each year.

At a September 28 speech in France, Lutz provide a "state of General Motors" speech in which he said, "I think we're in better shape than we've been in for a long, long time, despite what you may hear.

"The short answer is because of three key areas: our turnaround in North America that continues to gather steam; the progress we're making in acting as one globally integrated automaker; and our revamped global product development organization," said Lutz.

Lutz emphasized that GM is making the big changes that are needed for sustained growth and profitability and outlined where the company is headed.

"First and foremost, we need to complete our North American turnaround... and we're doing that. North America is following GM Europe's lead, posting better business results and becoming leaner and more efficient," he said.

"In the second quarter of this year, we surprised a lot of people by posting a big improvement in our global auto operations results, and turning a profit in our auto business for the first time since 2004. But beyond that, there's something much more profound going on... because a new General Motors is taking shape," he explained.

Lutz stressed that GM is attempting to create a company that is "leaner and faster... one that has a

### "Survival In A Changing Aftermarket" for 2007

With the theme, "Survival in a Changing Aftermarket," the agenda for the 2007 Symposium is beginning to take shape. The 2007 event is set for Tuesday and Wednesday, May 8-9, at the Hyatt Regency O'Hare in Chicago, Ill.

Speakers already confirmed, include: **Bob Lutz** of General Motors (see story above), **Nancy Fein** of Lexus addressing customer service, **Dennis DesRosiers** of DesRosiers Automotive Consulting with research on the service sector, **Kelly McDonald** of McDonald Marketing on multicultural marketing (see article on page 2), and **Mike Gingell** of R.L. Polk & Co. with the 2007 R.L. Polk Inventory Efficiency awards.



In addition, **Jonathan Steinmetz** of Morgan Stanley will return with a fresh perspective on Wall Street's view of the aftermarket. One of the most

(Continued on page 2)

## Leading Expert on Latino Marketing Will Address GAAS 2007

At the 2006 Symposium in Dearborn, several speakers touched on the growing importance of reaching out to the growing Latino segment of the population, especially in their marketing efforts. To provide insights on how companies can be more strategic in branching out to this growing demographic group, the 2007 Symposium will include a session on this phenomenon from one of the nation's top speakers on the subject.

Kelly McDonald is a recognized expert on multicultural marketing and business trends. She was named #1 on the list of "26 Hot Speakers for 2006" by *Successful Meetings* magazine.

The president of Dallas, Texas-based McDonald Marketing, she is a marketing and advertising expert with 20 years of ad agency experience, on both the general market and Latino sides of the business. She worked in top positions for several global ad agencies, including Young & Rubicam, TBWA Chiat/Day and Temerlin McClain before making the move to Latino advertising and marketing.

Working with clients such as Nissan, Toyota, Subaru, Kimberly-Clark, Bank One, Alltel and Budweiser, McDonald has helped clients grow business by targeting U.S. Latinos strategically and creatively.

She was drawn to the Hispanic culture twenty years ago when she left her home town of Milwaukee and moved to Albuquerque, New Mexico. She began study-



Kelly McDonald  
McDonald Marketing

*"Cultivating the Latino customer will help you grow your business, today and in years to come,"*

ing the culture and collecting Latin American artwork.

But it wasn't until McDonald worked for Ornelas, one of the country's top Latino ad agencies, that she immersed herself in the Latino culture. With co-workers from all over Latin America, McDonald was exposed to the nuances of the culture, from weddings, funerals and births, to holiday traditions, language differences, food specialties, the role of family and faith, and more.

Her love for the Latino culture extends

beyond business: McDonald has taught English as a Second Language to Latinos for years as a volunteer. Additionally, McDonald and her husband travel extensively throughout Mexico, and her mom has lived in Mexico for fifteen years.

McDonald's dream is to educate American businesses and organizations about the potential of cultivating Latino consumers and share marketing insights about reaching Latinos emotionally, rationally and with cultural relevance.

The U.S. census reveals that there are now more than 43 million Latinos residing in the U.S., and that Latinos are now the largest minority group in the country. By the year 2020, Latinos will account for one in five U.S. residents. McDonald points out that virtually every major brand, product and service is scrambling to learn how to tap into this large, lucrative and growing consumer base.

"Cultivating the Latino customer will help you grow your business, today and in years to come," says McDonald. "But it requires more than just translating a message into Spanish: you'll need to know which is the right Latino customer for your products and services and how to connect with this consumer emotionally, rationally and culturally."

McDonald's presentation promises to bring specific strategies and tactics for developing effective products and marketing messages targeted specifically to the Latino market. ♦

## "Survival In A Changing Aftermarket" for 2007 (continued)

(Continued from page 1)

popular speakers from 2006, Steinmetz will be the concluding speaker on Wednesday, May 9 to provide an exciting finish to the 2007 event.

Other great sessions that are under development:

- **Survival in a Global Economy** from a leading economist.
- **It's A Small World After All**, a panel discussion on how the U.S. aftermarket structure compares with that of Europe and Asia, including today's view and a five year forecast.



Jonathan Steinmetz,  
one of 2006's most popular speakers,  
will return to wrap up the 2007 Symposium.

- **Suppliers Panel** looking at issues such as returns, supply chain logistics and outside sales.
- **Service Dealers Panel** examining the landscape of the industry's education and training efforts.
- **Face of the Aftermarket Debate**, a discussion on the industry's hottest topics from many different supply chain points of view.
- **Washington, DC Perspective** fresh analysis from a leading "inside the

Beltway" member.

- **University of the Aftermarket Leadership 2.0** will include two teams from this industry leading educational program that will present their answers on how to "survive in the changing aftermarket."

"As you can already see, we have an outstanding agenda planned for next year's event," said GAAS Chair, Jimsey Keith. "Based on the feedback from this year's event we have put together some exciting new ideas for 2007."

For more information on the 2007 Symposium, be sure to visit [www.globalsymposium.org](http://www.globalsymposium.org). ♦

## Help Support The Symposium Scholarship Fund in Las Vegas

**D**uring Industry Week in Las Vegas this year be on the lookout for people wearing a pin that says: **“Our Future Runs on GAAS Scholarships.”** The Global Automotive Aftermarket Symposium (GAAS) is raising funds for 2007 scholarships and is asking industry members to purchase a pin and make a minimum donation of \$20. This year the Symposium gave out \$1,000 scholarships to a record 159 students and the fundraising is an effort to increase the 2007 scholarship awards.

Donations will be accepted at several locations at this year’s Automotive Aftermarket Products Expo (AAPEX), Oct. 31-Nov. 2, at the Sands Expo Center in Las Vegas, Nev. Pins may be purchased at the AAIA and AASA business centers, at the



Advanstar Publications booth (#4023) and the Babco Publications booth (#4234). Individuals from the symposium and scholarship committee - who will be wearing red **“Ask Me”** ribbons - will also be selling pins on the show floor, as well as at the daily industry events.

Donations may also be mailed to the GAAS Scholarship Fund, AAIA, c/o Susan Medick, 7101 Wisconsin Ave., Suite 1300, Bethesda, MD 20814. To contact Susan Medick, call 301-654-6664 or e-mail [susan.medick@aftermarket.org](mailto:susan.medick@aftermarket.org).

Since 1996, GAAS has used the net proceeds of its annual symposium to fund approximately 1,150 scholarships totaling

\$1.1 million. The goal of the scholarships is to give financial help to students seeking careers in the aftermarket. Of the 2006 scholarship recipients, 75 percent plan to become automotive technicians and 25 percent are enrolled in four-year colleges or universities.

A survey of former GAAS scholarship recipients revealed that 67 percent of those who are out of school and working listed an aftermarket company as their employer. Another 18 percent are working as technicians.

The deadline to apply for 2007 GAAS scholarships is March 31. To be eligible, applicants must be enrolled full-time in a college-level program or an ASE/NATEF certified automotive technical program. Applicants may apply online at [www.automotivescholarships.com](http://www.automotivescholarships.com). ♦

## GM's Bob Lutz Will Be A Featured Speaker at GAAS 2007 (continued)

*(Continued from page 1)*

passion to create the greatest cars and trucks in the world, with the best design, engineering, and technology... one that leverages its global scope and scale better than anyone else... a company that is built for long-term success.”

In a comment that dovetails with the emphasis of the Symposium on globalization, Lutz said GM is striving to operate as a “truly global company.” In 2005, the company had its second-highest global sales volume ever – nearly 9.2 million vehicles – and, for the first time in the company’s long history, more than half of those sales came from outside the United States.

“But what’s rapidly changing at GM is not that we’re successful in individual markets around the world, but that we’re increasingly operating around the world as one integrated global company,” Lutz said.

“For most of our history, we operated differently in different parts of the

world,” he said. “We had multiple manufacturing, purchasing, engineering, and product-development operations. Individual business units operated almost as independent companies... even our brands had separate engineering and design teams, and competed among themselves.”

Lutz said the company’s focus is on leveraging its global scale and scope, and sharing best practices and ideas from around the world.

“We operate one global product development organization... we have one global purchasing organization... one global manufacturing system... and even a global sales, service, and marketing council,” he explained.

Lutz said that despite GM’s recent financial difficulties, “we have actually increased our annual capital spending on new products by some \$1.5 billion over the last two years... because cars and trucks are what sustain turnarounds.

“Our new product development organization is more nimble, more efficient and more creative,” he mentioned. “In short,

we expect a faster global portfolio turnover with less cost, allowing us to maximize profit on a global basis.”

Lutz was named General Motors vice chairman of product development on September 1, 2001. On November 13, 2001, he was named chairman of GM North America and served in that capacity until April 4, 2005, when he assumed responsibility for Global Product Development. He also served as president of GM Europe on an interim basis from March to June 2004. Prior to rejoining GM as vice chairman, Lutz was chairman and chief executive officer of Exide Technologies. He served as chairman until his resignation on May 17, 2002, and as a member of Exide’s board of directors until May 5, 2004.

Lutz joined Exide after a distinguished career with the former Chrysler Corporation from 1986 to 1998, where he reached the position of vice chairman. Lutz also served as president and chief operating officer, responsible for Chrysler’s car and truck operations worldwide. ♦

### 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.