

# DIRECTIONS



December 30, 2009  
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## Survey Shows SII Systems Play Large Role in Customer Service for AMRA Members

In early December, AMRA conducted a survey of its Service Provider members regarding the importance of Service Interval Indicator (SII) systems in vehicles. A majority of the Service Providers responded, and the results show these systems play a large role in how repair facilities must now deal with their customers.

More than 75 percent of respondents said the SII systems were "very important" or "critically significant" to their business. As one noted, repair shops "can no longer rely on preset mileage intervals when recommending some scheduled services on some vehicles. Shops must become aware of this and respond accordingly."



All respondents agreed the SII systems should be important to the vehicle owner, although several

felt a down side could be in the way the systems use an algorithm to calculate the life of the various fluids that are monitored. Without making regular checks, the life of the fluid may already be depleted by the time the system determines it is time for service. As one respondent noted, "a family friend recently lost an engine on a Honda because of lack of oil. She never thought she had to check it, only thought she had to change it when the indicator light came on."

When asked how they felt an increased use of SII systems by vehicle manufacturers would impact their business, AMRA Service Providers had mixed responses. Some felt it could lead to more customers as vehicle owners are unlikely to understand the systems and what the indicator lights mean. Others, though, thought time between service visits would increase due to owners waiting for their vehicle to tell them when to seek service instead of doing so at a regular interval.



Most respondents believed the effect on their Service Provider competitors would be the same as on themselves. One respondent

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## Welcome New Members!

Since Nov. 30, 2009

**Eureka Brake & Automotive**  
Eureka, CA

**Contact:** Steve Cunningham  
**Phone:** (707) 443-2122

### AMRA/MAP Membership Profile

(as of December 31, 2009)

Serv. Provider Companies ..... 42  
Serv. Provider Locations ..... 8,863  
Bays Offered ..... 53,178  
MAP Qualified Assoc. .... 50,000+



## Upcoming Events

### AMRA/MAP Technical Committee Meeting

February 3-4, 2010  
Orlando, FL

### AMRA/MAP Technical Committee Meeting

April 2010 in Chicago area

### AMRA/MAP Spring Membership Meeting

May 2010 in Chicago area

### AMRA/MAP Technical Committee Meeting

September 2010 in Chicago area



The Motorist Assurance Program is a consumer outreach program of the Automotive Maintenance & Repair Association

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felt independent repair shops could be impacted more if they “remain uneducated on the subject and make mistakes that could cause them problems. However, they are also small targets and will get away with a lot more. I feel comfortable that the large chains will respond appropriately and give the SII systems the respect that they require.”

Only 15 percent of the respondents felt the systems could be a significant issue to deal with at their repair shops. While most acknowledged there are reset procedures for these systems, many of the procedures are easy to handle with the proper manuals or access to an electronic database (i.e. **Mitchell 1, Alldata, Motor Information Systems**, etc.).

Due to the significance of this issue, the topic will be addressed at the upcoming AMRA/MAP Technical Committee meeting in Orlando, FL, (February 3-4, 2010) to assess the impact on AMRA members. AMRA/MAP developed a consumer information brochure titled “**Service Reminder Light**” to provide information on this topic, and it is available for download at both the AMRA ([www.amra.org](http://www.amra.org)) and MAP ([www.motorist.org](http://www.motorist.org)) web sites. ✨

## Abbott Moves to Uview

**UView Ultraviolet Systems Inc.** is pleased to announce that **Chuck Abbott** has joined the company as Director of Business Development for its UView and TerraClean brands. Abbott formerly held similar positions with Norco Industries (**Flo-Dynamics**) and International Lubricants.



Abbott, who will maintain his position as a member of the AMRA Board of Directors, will be responsible for U.S. sales for UView and TerraClean. He can be contacted by e-mail at [chuck.abbott@uview.com](mailto:chuck.abbott@uview.com).

“We are excited to have Chuck on board,” said Tony Ferraro, President of UView. “He brings to UView a great deal of management experience and industry knowledge that we will put to immediate use.” ✨

## Major Trends Emerge in Aftermarket from 2000-09

Several aftermarket trends have played major roles in shaping the automotive aftermarket during the first decade of the new millennium. These trends, listed below in random order, led to significant changes in the light vehicle aftermarket over the past 10 years and should continue to influence future aftermarket development.

**Foreign Vehicle Aftermarket Surge** – Foreign light vehicles (imports and transplants) increased their aftermarket product share by nearly one-fifth from 2000-09.

While domestic cars and light trucks averaged only 0.6% annual aftermarket product growth during this time, the foreign vehicle aftermarket was climbing at more than five times this pace, averaging 3.3% annual growth.

**Detroit Three Collapse** – The “Detroit Three” – General Motors, Ford and Chrysler – captured 68% of 2000 new car and light truck volume, down from a 73% share five years earlier. By 2007, the combined share of GM, Ford and Chrysler dropped to 51%, as their total volume plunged more than 3.5 million units. By 2008, this share dropped even further to 48%.

Annual car and new truck volume in 2009 is down nearly seven million units from 2000. Over 85% of this loss was suffered by the Detroit Three.

**DIFM and DIY Market Shift** – The Service (DIFM) market generated all of the more than \$12 billion car and light truck aftermarket product gain from 2000-09. Service market product sales for cars and light trucks in the U.S. increased at a 2.0% average annual pace compared to a 0.1% average annual decline in DIY volume.

As a result, the Service market share soared from 74.7% in 2000 to an estimated 78.0% of 2009 light vehicle product sales. At the same time, DIY car and light truck product share sank from 25.3% in 2000 to a projected 22.0% of the 2009 market.

**Vehicle Age Changes** – The average age of cars and light trucks on U.S. roads soared 1.2 years during the past decade, the largest age gain across the light vehicle population during any 10-year span since World War II.

Domestic cars led the way in age growth, soaring 2.1 years from 2000-09. Foreign cars increased 1.3 years in average age during this span, two years younger than domestic cars during 2009. *Source: Lang Marketing.* ✨

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## Happy Holidays! from AMRA/MAP

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