

DIRECTIONS



January 31, 2010
Volume 16, Issue 1

Updated 2010-11 UICS Now Available

AMRA announces the revised and newly expanded 2010-11 MAP Uniform Inspection & Communication Standards are now available.

AMRA/MAP has updated the Uniform Inspection & Communication Standards (UICS) for the following automotive systems: Brakes, Drive-Train & Transmission, Electrical, Engine Performance & Maintenance w/ Exhaust, HVAC, and Steering & Suspension (including Tires & Wheels), in addition to the Routine Inspection Reference Guide.

These seven manuals cover more than 700 components and over 10,000 conditions which are used by AMRA/MAP members to communicate "required" and "suggested" repairs to consumers.

In addition to general updates for each of the manuals since the last printing in January 2008, each UICS contains a Terminology section containing definitions of commonly used terms. An updated check sheet for the respective system is also included with each manual.

A PDF version of each of the seven manuals can be downloaded from the Member section of either the AMRA (www.amra.org) or MAP (www.motorist.org) web sites. Printed, spiral-bound copies of the manuals will be available by March 1, and a CD with the PDF versions can be requested from the AMRA/MAP office. ✨

2010 GAAS Event Set for May in Chicago

The 2010 Global Automotive Aftermarket Symposium (GAAS) will be held May 18-19 at the Hyatt Regency O'Hare Hotel in Chicago.

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As we begin a new calendar year, here are just a few notes on what's happening at AMRA and MAP.

We are in the process of selecting the vendor to

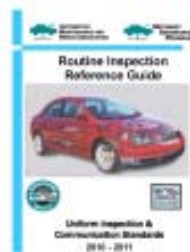
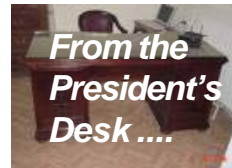
produce new videos for AMRA/MAP. The topics for the videos include The Value of AMRA/MAP to Legislators/Regulators, Benefits to Service Provider Members and How to Implement The MAP Process, the latter designed to assist employees in becoming MAP Qualified.

In the coming months, we will update the www.motorist.org website to make it more consumer friendly.

We are also looking for new members to join AMRA/MAP. If you know of a service provider or supplier that would benefit from being a member, please contact us so they can be invited to join the association.

We look forward to your participation at our Technical Committee and Membership meetings. We are excited to have more than 50 people representing 38 companies registered for next week's Tech meeting in Orlando, and we hope that is a sign of increased participation in all meetings as the year progresses.

Best wishes for a successful 2010!



Upcoming Events

AMRA/MAP Technical Committee Meeting

February 3-4, 2010
Orlando, FL

AMRA/MAP Technical Committee Meeting

April 2010 in Chicago area

Global Automotive Aftermarket Symposium (GAAS)

May 18-19 in Chicago



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

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This year's theme is "**Aftermarket Next: Insights on a New Generation of Customers & Employees.**"

One of the features of GAAS 2010 will be a panel of AMRA members, including AMRA/MAP President **Barry Soltz** as moderator and including **Larry McGee** (Chairman, CEO and President, Bridgestone Retail Operations - top right), **Joe Biggie** (Vice President of Strategy & Development, Just Brakes - middle) and **John Warzecha** (Senior Vice President of Franchise Business Development, Midas International - bottom). They will discuss "**How Automotive Repair Service Chains Are Gaining Traction in Today's Market.**"



Among other speakers will be Mike Cooperman, Senior Director of Marketing at J.D. Power Web Intelligence, and he will use results from a new study to answer the question: "Is the love affair between cars and young people starting to cool?"

AMRA members can save \$200 by taking advantage of early-bird registration before April 1. For full information on GAAS, along with the Registration Form (click on the top menu where it says "Registration"), go to www.globalsymposium.org.

Mitchell 1 Partner Launches New Web Site

Elite, a partner of Mitchell 1 and a San Diego-based business solutions company, has launched a new web site designed to help shop owners and dealerships worldwide.

According to the two companies, Elite's new web site, www.EliteWorldWideStore.com, is revolutionary with the breadth and depth of affordable solutions it provides to the auto repair industry. For a limited time, Elite is offering complimentary access to these solutions through their industry-acclaimed Podcasts. The site also offers a number of products by Mitchell 1.

Mitchell 1 partnered its Business Performance Services (BPS) program with Elite in July 2009 to provide customers and the auto industry with profitable business management and marketing solutions.

Elite and Mitchell 1 have an agreement to cross promote each other's products and services to their respective customer bases. Elite's customers are the top shops in the industry, while Mitchell 1 Business Performance Services are designed to help those same shop owners and service advisors.

For more information, visit www.mitchell1.com. Source: *SearchAutoParts.com*.

Government in the News

Senators Attempt to Block EPA Regs on Greenhouse Emissions

In late January, Sen. Lisa Murkowski (R-AK) introduced a resolution calling on the U.S. Senate to remove the authority for the Environmental Protection Agency (EPA) to regulate greenhouse gas emissions.

Utilizing authority provided under the Congressional Review Act, the senator is seeking to nullify EPA's recent finding that greenhouse gases endanger public health and welfare. The bill has 38 co-sponsors, including three Democrats: Sens. Blanche Lincoln (AR), Ben Nelson (NE) and Mary Landrieu (LA).

"Our bipartisan resolution deals with an incredibly important question: whether or not members of this body are comfortable with the actions EPA will take under its current interpretation of the Clean Air Act. I'm not comfortable with those actions, and neither are the senators who have already agreed to add their names to this effort," Murkowski said on introduction of her resolution.

Sen. Lindsey Graham (R-SC), who is working with Sens. John Kerry (D-MA) and Joseph Lieberman (I-CT) on a compromise climate change bill, stated that he supports preempting EPA's authority to regulate greenhouse gas emissions under the Clean Air Act, but would prefer that the action be part of broader climate change legislation.

Under the Congressional Review Act, Sen. Murkowski's resolution is not subject to amendment or filibuster on the Senate floor and would only require a 51-vote majority. Also, the act permits the senator to bypass the Senate Environment and Public Works Committee and go straight to the floor with the support of 30 senators. Source: *AAIA Capital Report*.

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Tell a Colleague!

If you know another automotive professional who would be interested in receiving this newsletter, tell him or her to send an e-mail request to map@motorist.org with **SUBSCRIBE** in the subject line of the e-mail. His/her e-mail address will not be used for any other purpose, nor will it be given to anyone else. For more information 24 hours a day, 7 days a week about MAP, click on: www.motorist.org.