



## *The Industry Update*

A membership service of the Northwest Automotive Trades Association (NATA)  
For the weeks of December 10-31, 2007

### Reminder to Help Those in Need

Our thoughts are with those whose businesses and lives were affected by last week's storms. We encourage everyone to donate to the recovery effort as you can, and please let us know if your business (or that of another NATA member) was particularly hard-hit.

### A Season of Giving, Sharing, and Helping

NATA member, Jason Altman from General Automotive Supply called the NATA office to tell us that Tom and Carol Floyd were victims of the rain and floods in Oregon and Washington. Tom, now working at Coburn Automotive (a NAPA store) in Centralia, WA, had "5-6 feet of water in his house, and 4-6 inches of mud." Needless to say, the double wide trailer he lived in with his wife, Carol, was "totaled." They are now living in a hotel in Centralia, WA, as they had no insurance to cover their loss. If you would like to make a donation to the Floyds this holiday season, call Jason Altman, General Automotive Supply, 503.226.6811, to learn what you can do to help this couple through their tough times. Thanks!

### Apparent Scam by Elderly Woman Continues

It's been almost a year since we first reported that a tearful elderly woman was visiting shops saying her recently-deceased husband (who she says had been a customer of the shop) had wanted her to give the shop a truck he had restored. The woman was recently in another Salem automotive business, with much the same story. As in the past, she says she will return with the truck later in the day, and has a long story about why she needs some money (in the most recent instance, several thousands of dollars), usually related to repairs being made to her home prior to selling it.

### Hopes Dim for Short-Term Repeal of McCarran-Ferguson

A key champion for the possible repeal of the McCarran-Ferguson federal anti-trust exemption enjoyed by the insurance industry has announced he is stepping down from the Senate. Republican Senator Trent Lott of Mississippi, who became a vocal critic of the insurance industry after one of his homes was destroyed in Hurricane Katrina, has announced he is stepping down before the end of the year. Reelected to a 6-year term just last year, Lott is widely expected to join other former Senators who have become highly-paid lobbyists. In addition to repeal of the anti-trust exemption for insurers, Lott was also a key backer of proposed legislation that would have required insurers to disclose all total loss vehicles via a public database.

### ASAAA Endorses Limit on Parts' Design Patents

The Alliance of State Automotive Aftermarket Associations (ASAAA) has agreed to collaborate with the Quality Parts Coalition (QPC) in a fight against the "automakers' monopoly on aftermarket collision parts" to preserve competition in the replacement collision parts market. The QPC claims that the number of design patents awarded to the major automobile manufacturers has dramatically increased during the past five years, growing to about 20 to 25 percent of the total U.S. patents awarded to the manufacturers, and that collision parts account for 50 to 93 percent of those design patents. According to the QPC, without a permanent solution such as a repair clause added to U.S. patent law, automaker design patent cases could eliminate the entire alternative replacement collision parts industry, thus removing competition in the marketplace.

### Mitchell 1 Customer Marketing Tool Now Works With Other Shop Management Systems

Mitchell 1 has opened its "Customer Retention Marketing" (CRM) program to work with non-Mitchell 1 management systems including NAPA Tracs, Alldata Service Center, R.O. Writer, and others. The CRM program helps shops increase revenue and customer loyalty by enabling them to automatically contact customer with professional, personalized reminders by mail or email when they are due for scheduled vehicle maintenance.

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Page 2

### Portland Business Journal Features NATA Member

NATA member business Portland Transmission Warehouse was recently featured in the Portland Business Journal in an article about how the second-generation business has successfully dealt with increasing competition from national chains. Ross Bradshaw, the company's general manager (and grandson of the founder) who will one day take the reigns of the company from his father, John, currently serves on NATA's board of directors.

### Goodyear Conducting Tire Recall

Goodyear Tire & Rubber Co. is voluntarily recalling about 400,000 associate and private brand passenger tires the company produced between 2003 and 2006. The company said the move was precautionary, even though "after an exhaustive analysis, no design or manufacturing defect was found in the tire." The tires - size P215/70R14 - were produced under 23 different brand names, including Goodyear house or associate brands Kelly-Springfield, Douglas, Mohave and Republic. The tires were sold in the U.S. and Canada. Details on the recall and a complete list of the private brand names involved in the recall are available at Goodyear's website, [www.goodyear.com](http://www.goodyear.com).

### New Chrysler Collision Repair Information Available

Chrysler has released three new body repair CDs and a Structural-Sectioning Procedure Guide in addition to the collision repair information publications already available for order through its service information website ([www.techauthority.com](http://www.techauthority.com)). The three new CDs are a Sebring/Avenger Body Repair Manual, a Chrysler Sebring Convertible Body Repair Manual, and a Chrysler Dealer Technical Operations/Collision Repair Publication, which is a compilation of body repair manuals, the Welding and Weld Bonding Guide, and the Non-Structural Sheet Metal Repair Manual. The material is only available in hard copy (CD or printed, not online), and can be ordered for \$2 each plus shipping.

### Allstate Conducting Pilot of Open Platform DRP

Allstate has announced that it is moving forward with a test of its "open platform" concept for repair facilities participating in its Priority Repair Option (PRO) program. The program will allow PRO shops to use any of the "Big Three" estimating systems rather than being required to use the one of Allstate's choosing. A pilot of the program is slated to launch in early 2008, with a goal for deployment throughout the country later in the year.

### 2008 Absentee & Vacation Calendars

Do you need a 2008 absentee calendar for your employee personnel files? Perhaps you need a Vacation Calendar? Download a copy of either from our website, see the attachments to this email, or call Annette at our office to provide you with copies.

### Happy Holidays to all of you!

This will be our last Industry Update for 2007. And just a reminder that our offices will be closed on Christmas day and New Year's Day, but we will be here to take your calls or answer questions until 1 p.m. on both Christmas Eve day (Monday, December 24) and New Year's Eve day (Monday, December 31). From all of us at NATA, we wish you and your employees and families a safe and festive holiday season!

### The Calendar

NATA's 'Express Lunch and Learn'  
Topic: Financial Planning  
Wednesday, January 16 • 11:30 a.m. - 1 p.m.  
NATA Training Room • Northeast Portland

NATA's 'Express Lunch and Learn'  
Topic: Medicare 101: The basics and what you need to know  
Wednesday, February 13 • 11:30 a.m. - 1 p.m.  
NATA Training Room • Northeast Portland

[Have Questions? Want More Info?](#)  
[We're Here for You!](#)

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