



## *The Industry Update*

A membership service of the Northwest Automotive Trades Association  
For the weeks of May 26 and June 1, 2009

For NEW Report on the Collision Industry Conference held in Hartford, Conn.,  
[http://www.aboutnata.org/assets/documents/cic\\_09\\_hartford\\_nata.pdf](http://www.aboutnata.org/assets/documents/cic_09_hartford_nata.pdf)

For Oregon Legislature mid-session report on NATA's Bill Watch, 2009:  
<http://www.aboutnata.org/GovAffairs/GovAffairs.html>

**NATA's Employment Referral Is On-Line - Are you looking for a job in the automotive industry?** NATA can help you find an employer who is looking for your skills. Click the link below to look at job listings from NATA member shops. We can also help you get your name out to the businesses looking for your skills. Submit your personal information to NATA and we will post your details on the Prospective Employee Listings page for 30 days at a time. Participation is 100% free. Download and print a copy of our [Prospective Employee form](#), or [contact NATA online](#). E-mail us your resume in Word or as a text file and we will be happy to include it with your details.

**Employers, Are You Looking for a new technician, service writer, or other employee?** Try NATA's Employee Referral Program. Once you enroll, NATA will post your job listings to our website for 30 days, making your information available to people seeking work in the automotive industry. Participation is 100% free for members. Send us your job listing by downloading the [Employment Referral Information Form](#), or [contact NATA online](#).

**Jerry Richardson of Advanced Collision Repair in Seaside** will receive a "Small Business Environmental Stewardship Award," for the shop's "exemplary performance in pollution prevention leadership," at a June conference in Louisville, Ky. Rebecca Hillwig, Small Business Ombudsman for Oregon's DEQ, nominated the shop (which recently converted to waterborne basecoats) for the award as the EPA's Region 10 representative to the national Small Business Environmental Assistance Program Conference.

**Consumer Reports: Independents Fair Well Against Dealerships** - About 84 percent of car owners reported being very satisfied with maintenance performed at independent shops compared with 77 percent at dealerships, according to a Consumer Reports National Research Center survey involving 349,000 vehicles owned by Consumer Reports subscribers.

Among owners whose cars needed repairs as well as maintenance, the difference in satisfaction with dealers and independent shops was even more pronounced: 75 percent were very satisfied with independents versus just 57 percent with dealerships. "In many cases, we heard that independent shops were more thorough and consumers were more satisfied with repairs they made, there was less of a difference in routine service," said David Champion, senior director of Consumer Reports' Auto Test Center.

Among the top scoring in dealership maintenance satisfaction were Lexus, Buick, and Acura, with 85, 83 and 82 percent satisfaction rates, respectively. At the other end of the spectrum, Volkswagen, Suzuki, Jeep, and Nissan owners were far less satisfied with dealer service at 67, 69, 70, and 70 percent, respectively.

**Rest and Relaxation for NATA member Jim Geiter** - owner and operator of 212 Auto Repair, 12128 SE Hwy. 212 in Clackamas, is retiring and closing his business. Jim has been a NATA member since 2001, and we wish him the best in his well-deserved time of R and R.

**Congress Moving Toward 'Cash for Clunkers'** - Congressional leaders and the Obama administration struck a preliminary deal in May on a one-year "cash for clunkers" program to subsidize an estimated 1 million new cars for consumers who scrap cars getting less than 18 miles per gallon.

The vouchers under the program will be good for \$3,500 or \$4,500 toward a car - foreign or domestic - that gets at least 22 mpg; the higher voucher amount requires the mileage of the new car to exceed the old by at least 10 mpg. (A more stringent Senate "cash for clunkers" bill required the new car to get least 25 percent better gas mileage than the current minimum fuel standards, so 27.5 mpg for cars, 23.1 mpg for trucks.

Various automotive groups have weighed in the proposal, some supporting it, others seeing weaknesses with it. The Automotive Recyclers Association is opposed to the legislation because it requires the traded-in vehicles to be destroyed, and some dealers are disappointed the vouchers aren't good for used vehicles. Collision repair groups generally support proposals that replace older vehicles with newer ones that are less likely to be declared total losses after an accident. The Automotive Service Association is opposed to the proposal because it doesn't contain a "repair option," that would assist vehicle-owners of higher-emitting vehicles with emissions repairs.

**Farmers Insurance Buys AIG** - Farmers Insurance has announced an agreement to buy the personal auto group of American International Group (AIG), which includes 21st Century Insurance, for \$1.9 billion. 21st Century operates in 49 states and insures more than 4 million vehicles in the U.S.

The deal bumps Farmers' parent company, Zurich, past Progressive and GEICO to become the third largest auto insurer in the U.S., with about 8 percent market share, and gives the top five personal auto insurers control of just over half of the U.S. market. The transaction also becomes the largest divestiture AIG has completed as it seeks to pay back more than \$180 billion in financial support from the U.S. government. The deal is expected to close by this fall.

**Aftermarket 'Factbooks' Available Digitally** - The Automotive Aftermarket Industry Association (AAIA) has released the Digital Aftermarket Factbook 2010 and the Digital Aftermarket Factbook & Lang Annual 2010. This year, both publications have become digital, which means they can be viewed via the Internet connectivity and have many interactive features. The Digital Aftermarket Factbook includes: key economic and financial indicators; technician employment and wages; DIY consumer and vehicle demographics; replacement rates for motor vehicle parts and jobs; and U.S. motor vehicle registrations and sales, operating costs and miles traveled.

The Lang Annual section includes: sales volume analysis of 80 key products; service market product volume by major type of service outlet; changes in vehicle mix; bay population by major service outlet groups; and forecasts of 2010 key aftermarket trends.

To order these digital publications, contact AAIA Member Services at 301-654-6664 or visit [www.aftermarket.org](http://www.aftermarket.org) and click "Market Research."

**Have questions? Want more information? We are here for you!**

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