



MEDIAGRIF IS PLEASED TO ANNOUNCE THE APPOINTMENT OF CHANTAL LAMARRE AS GENERAL MANAGER OF CARRUS!

First appointed Sales Manager Eastern Canada, Mrs. Lamarre is now given a leading role within the organization. With more than 20 years of experience in the automotive industry, she will certainly take up this new challenge successfully.

CONGRATULATIONS CHANTAL!

Jean-Michel Stam
Vice President,
e-Business Networks
Mediagrif



BYE BYE WINDOWS XP!

Did you know that as of April 8, 2014, **Windows XP SP3** and **Office 2003** will no longer be supported by Microsoft?

This means that from that date, technical assistance and automatic updates that help protect your PC will no longer be available.

If you have not yet begun a migration to Windows 7 Pro or Windows 8.1 Pro, your computer will still work, but it may become more vulnerable to security risks and viruses. As a result, customer data integrity may be compromised.

Also, as software and hardware manufacturers continue to optimize their products to work with more recent versions of Windows, you can expect to encounter a greater numbers of apps and devices that will not work with Windows XP.

Act now to make sure you stay on a supported version of Windows and Office.

TIME TO UPGRADE FROM 100 MBPS TO 1000 MBPS

Are you thinking about changing your server? If so, also remember to change your switch for a more current and powerful model to increase your network speed and improve performance of JMS and SMS applications.

All servers sold by Carrus in the last 5 years are equipped with 1000 Mbps cards (megabits per second). Unfortunately, some of you have servers that are aging, and are currently operating with network switches that are ten times less effective.

For increased performance, it might be time for your company to acquire a newer server, as well as a network switch that is able to transfer a much greater flow of data per second.



THE AUTOMOTIVE AFTERMARKET, AN INDUSTRY WITH HUGE POTENTIAL

By Marie-Claude Veillette, Carrus

In 2012, the total value of aftermarket parts and services sold in Canada was \$19.27 billion, but it would have had exceeded \$33 billion if every Canadian had maintained their vehicle in the same manner as the most diligent consumer.

A study conducted for the **Automotive Industries Association of Canada** (AIA) shows that in 2012, the untapped potential of the industry was \$14.03 billion, up 17.8% compared to the previous year. The report titled **"2013 Canadian Automotive Aftermarket Demand Study"** reveals a shortfall of \$207 for each of the three maintenance visits that Canadians take their cars to every year.

The largest automotive aftermarket in Canada is in Ontario. Valued at over \$6.39 billion in 2012, the Ontario market has untapped revenue of \$5.18 billion, or \$223 per service visit. Unfortunately, motorists in the province tend to maintain their vehicles less frequently than motorists in other Canadian provinces.

Although Quebec's light vehicle fleet is the second largest in Canada, its aftermarket only generated \$3.92 billion in 2012, trailing Ontario and the Prairie province. Quebec's younger vehicle fleet contributes to the gap of \$3.07 billion between potential and actual aftermarket size.

Money spent on maintenance and repairs varies from one province to another. Factors such as the average age of vehicles, climatic conditions and mandatory inspection programs in some provinces partly explain this discrepancy.

Motorists in British Columbia, the Atlantic provinces and the Prairies are the most diligent when it comes to vehicle maintenance in relation to aftermarket potential. In British Columbia, the average age of a vehicle is 11 years, almost two years older than the Canadian average. Taking into account the fact that vehicles aged 8-12 years tend to have more items in the 'must repair' category, it is not surprising that motorists in this province are more diligent in regard to the maintenance of their vehicles. In 2012, the value of the aftermarket in this province was \$2.93 billion, with a spending potential of \$1.5 billion, or \$167 per visit.

The situation is similar in the Canadian Prairies, where the vehicle fleet is aging. In 2012, the aftermarket value was \$4.64 billion, with an untapped potential of \$3.06 billion.

In the Atlantic provinces, regulations enforcing mandatory vehicle inspections are in place in three of the four provinces, and are responsible for the greater regularity with which Atlantic Canadians engage in vehicle maintenance. Estimated at \$1.38 billion in 2012, the aftermarket shows an untapped potential of \$0.89 billion, or \$173 per service visit. The Atlantic provinces aftermarket – comprising New Brunswick, Nova Scotia, Prince Edward Island



and Newfoundland and Labrador - is the smallest in the country due to a lower number of registered light vehicles.

The AIA study not only portrays a wide array of motorists' maintenance habits, but also provides a list of the maintenance services postponed to a later date or abandoned altogether. We learn for example that the following maintenance and repair items are not fully captured by the aftermarket: battery, brakes, cabin air filter, coolant, oxygen sensors, shocks/struts, transmission fluid, as well as wheel alignment.

The **Automotive Industries Association of Canada** study shows that the changing of transmission fluid was the most underperformed task in Canada in 2012: only 12 vehicle owners in 100 got their vehicle's transmission fluid changed as recommended by the manufacturer.

Out of the eight selected product categories, cabin air filters are the products consumers most often chose to either delay replacing, or to skip altogether. In 2012, nearly 10 out of 100 vehicle owners did not follow the manufacturer's recommendations in this regard. "Knowing where the untapped potential lies within the industry will allow the aftermarket to better communicate service needs with customers to benefit the entire supply chain and help Canadians stay safer on our roads," says Marc Brazeau, President and CEO, AIA Canada.

To download the study: <http://www.aiacanada.com/publications.cfm>

About AIA Canada

The Automotive Industries Association of Canada (AIA) is the national trade association representing the automotive aftermarket industry in Canada. The aftermarket is a \$19.4 billion industry that employs 420,000 people. The industry is composed of companies that manufacture, distribute and install automotive replacement parts, accessories, tools, and equipment. AIA represents manufacturers, re-builders, manufacturer's agents, warehouse distributors, national distributors, buying groups, wholesalers, machine shops, retailers, and through its councils, the interests of collision repair shops and automotive service and repair outlets. AIA's mandate is to promote, educate and represent members in all areas that impact the growth and prosperity of the industry.



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