



**Automotive Aftermarket  
Industry Association**

# Core Ideology

## Core Purpose

To advance, serve and protect the collective interests of its members in the motor vehicle aftermarket.

## Core Organizational Values

### **LEADERSHIP**

As the most influential and authoritative voice for the motor vehicle aftermarket industry, AAIA proves visionary leadership and upholds a unified industry. AAIA advocates for the greater good of its members while conducting business with the highest degree of integrity, focus on serving members, and commitment to excellence.

### **CONNECTION**

As the pre-eminent motor vehicle trade association, only AAIA delivers long-term business success by connecting members throughout the entire supply chain. AAIA provides a forum to foster and promote communication and interaction among members of all sizes and business functions. The association connects member needs to a valuable portfolio of solutions, services, programs and resources.

### **EMPOWERMENT**

As the leading knowledge provider and advocate, AAIA empowers its members to compete and prosper, just as it empowers consumers to make informed decisions about choosing the independent aftermarket for vehicle parts, service and repair.