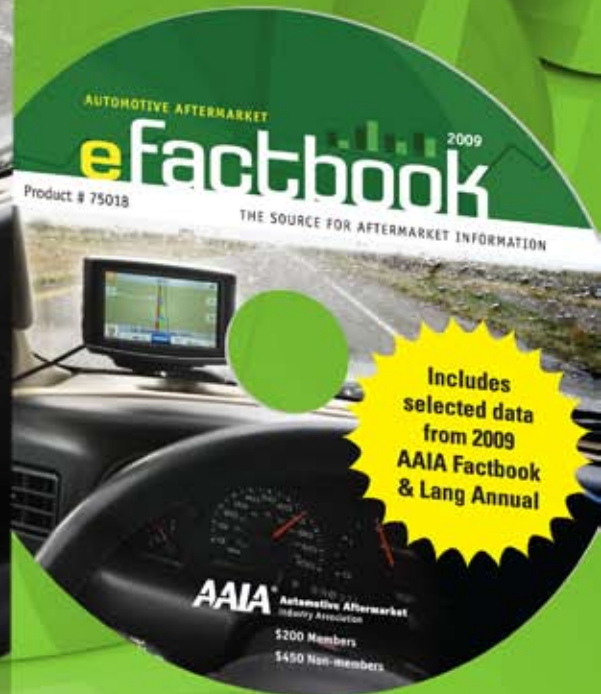
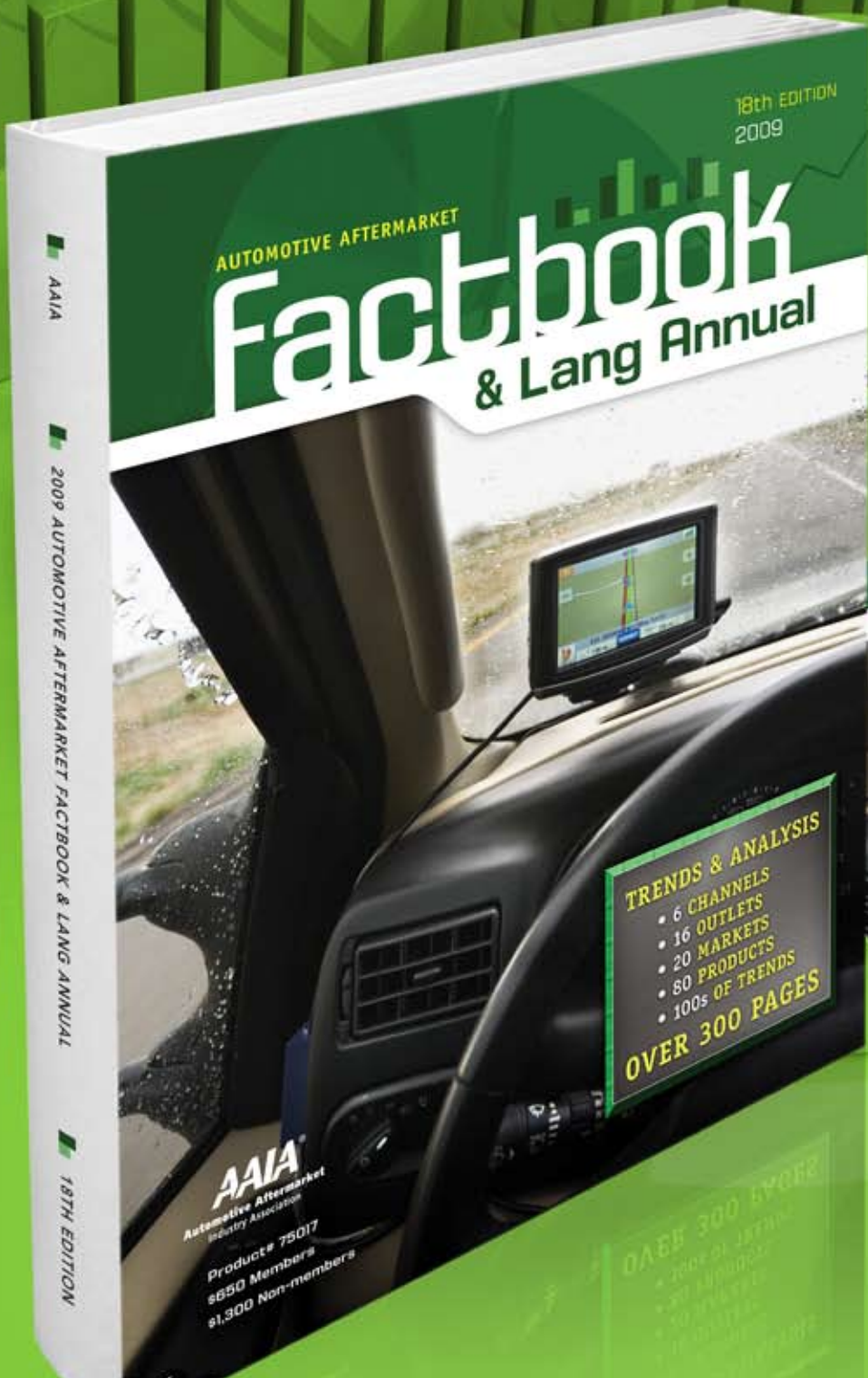


2009



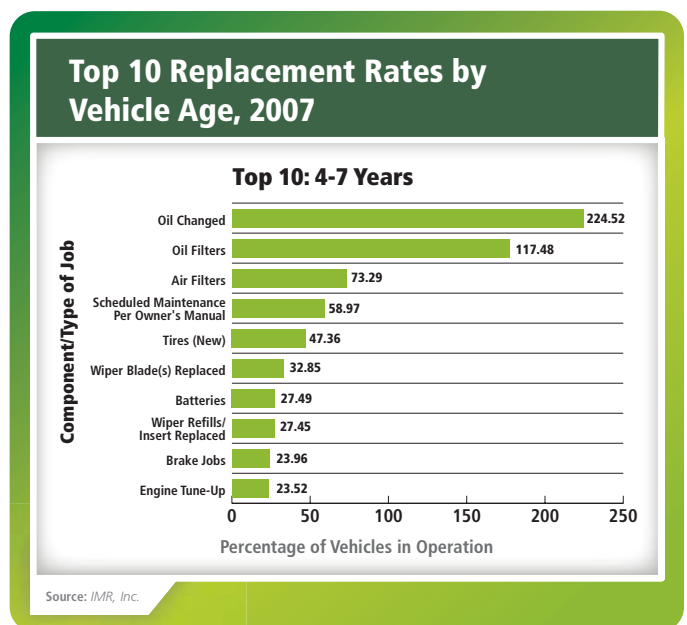
Aftermarket eFactbook and Aftermarket Factbook & Lang Annual

REACHING New Heights

As the automotive industry becomes more environmentally responsible, AAIA has decided to “go green” by limiting distribution of the traditional printed *Aftermarket Factbook* to the 2009 *eFactbook*. This CD-ROM offers the ability to copy and paste data to PowerPoint presentations, offers an interactive presentation and provides a full PDF copy of the traditional printed *Aftermarket Factbook*. Included this year for the first time is selected data from the 2009 *Factbook & Lang Annual*. Filled with charts, tables, graphs and explanatory text, this added feature reaches new heights in placing more details about the market at your fingertips.

Load the *eFactbook* CD and the menu automatically launches. From the menu, users can view a PDF version of the traditional *Factbook*, load the Microsoft Excel files containing the raw data or opt to view the information in an InterActiv™ format. Once users choose to view the information interactively, they enter a world of data mining and exploration that makes the data come to life. Each collection or grouping of information is contained in an InterActiv™ presentation that allows users to search needed information interactively. Data selected can be drilled into using Flash-based InterActiv™ charts and graphs.

All of the information contained in the traditional *Factbook* has been digitized into more than 300 InterActiv™ Chart Objects. Want to know the replacement rates for top 10 products in the four to seven year range? It is just two clicks away.



As part of the 2009 transition, last year's *Aftermarket Factbook Expanded Version* is changing its name to the *2009 Aftermarket Factbook & Lang Annual*.

When the information is instantly retrieved in the form of a comparative bar chart, two more clicks can cut and paste it into any PowerPoint presentation. The Flash object will retain all of its interactivity in the target presentation.

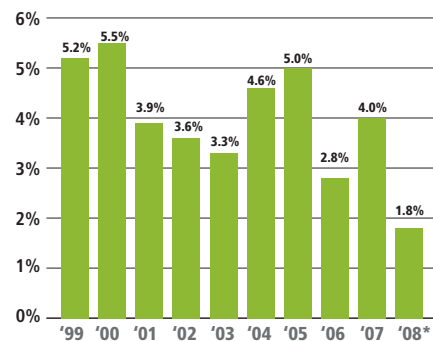
2009: Another Year of Transition

As part of the 2009 transition, last year's *Aftermarket Factbook Expanded Version* is changing its name to the *2009 Aftermarket Factbook & Lang Annual*. This one-of-a-kind publication has 308 pages including the 98-page traditional *Aftermarket Factbook*, plus the 210-page *Lang Aftermarket Annual 2009*.

The "harmonization" of the AAIA and Lang data sets, which began last year, continues again this year. To achieve this harmonization, it was important to recognize that public companies in the automotive industry are using information both from AAIA and Lang Marketing Resources, Inc. Efforts were made to preserve the basic "outline" of this information as it pertains to aftermarket size and scope so the financial community and public companies would not be confused by the resulting market estimate.

Growth Rate of the U.S. Motor Vehicle Aftermarket

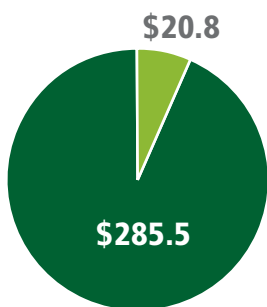
Percent Change from Previous Year



Note: *Forecast Source: AAIA

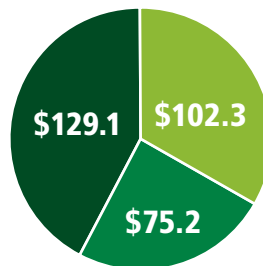
Harmonization Analysis for 2007

In Billions of Dollars at User-Price



**AAIA
2007 = \$306.3 Billion**

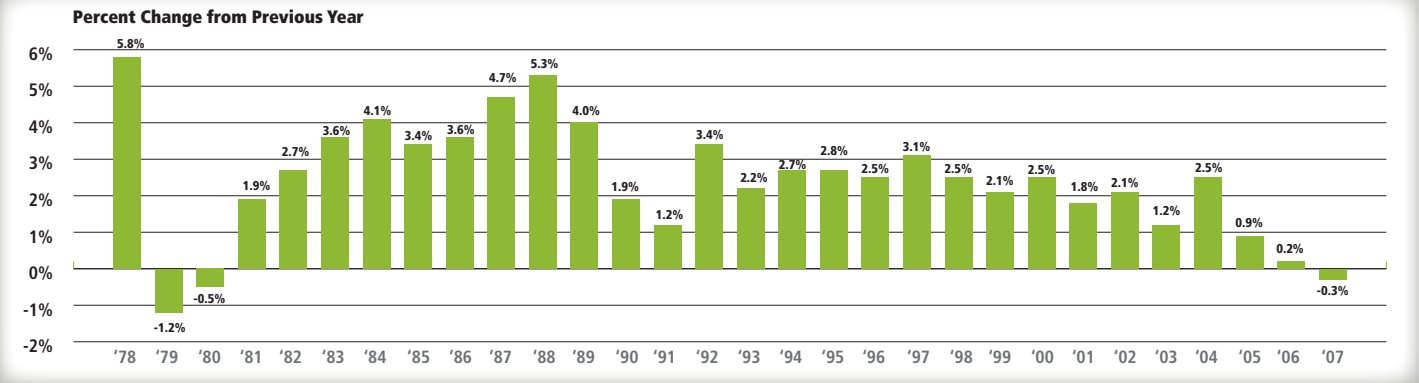
- Total Products and Services
- Total Products and Purchased Services in Lang Segments, but not in AAIA Data



**Lang Marketing Resources, Inc.
2007 = \$306.6 Billion**

- Lang Total Products
- Lang Total Purchased Services
- Total Products and Purchased Services in AAIA Segments but not in Lang Data

Annual Miles Driven, 1978 - 2007



Source: AAIA, U.S. Department of Transportation

The *Aftermarket Factbook & Lang Annual* includes the following:

Aftermarket Factbook Section

- Key economic and financial indicators.
- Technician employment and wages.
- Financial profiles of selected aftermarket companies.
- DIY consumer and vehicle demographics.
- Replacement rates for motor vehicle parts and jobs.
- Purchases and installation of aftermarket accessories.
- Sales of automotive chemicals and fluids.
- Information on key aftermarket segments (medium and heavy duty; paint, body and equipment; tool and equipment; etc.).
- Information about hybrid vehicles.
- U.S. motor vehicle registrations and sales, operating costs and miles traveled.
- Gas mileage tips.
- State summary statistics.
- Global economic and automotive data including car and truck sales, GDP, population, roadways, U.S. imports and exports and vehicle registrations by country.
- Information on the Canadian, Chinese and Mexican aftermarkets.

Lang Annual Section

- Sales volume analysis of 80 key products.
- Service market product volume by major type of service outlet.
- DIY product volume by major type of retail outlet.
- Number of jobbers in the U.S. and by geographic area.
- Distribution analysis by five major channels.
- Changes in vehicle mix.
- Bay population by major service outlet groups.
- Analysis of growth by major aftermarket segment:
 - Service market.
 - DIY market.
 - Domestic vehicle market.
 - Foreign vehicle market.
 - Distribution channels.
 - Vehicle type.
- More than 14 forecasts of 2009 key aftermarket trends, including:
 - Passenger car product share.
 - Light truck product share.
 - Number of jobbers.
 - Number of auto parts stores.

Current AAIA members will receive a complimentary copy of the 2009 *eFactbook* as a member benefit. While additional copies may be purchased for \$200, the non-member price is \$450. The 2009 *Aftermarket Factbook & Lang Annual* is available for \$650 to AAIA members and \$1,300 for non-members. To order any of these publications, please visit the AAIA Commerce Center at www.aftermarket.org. ■