

How can you get involved or become more active?

Leadership Opportunity:

Consider becoming a volunteer leader. The ERC Board of Directors meets twice a year to help plan activities and events for the segment.

To learn more about the Engine Repower Council:

Website: www.aftermarket.org; www.enginepower.org
AAIA Member Services: 301-654-6664



Engine
Rebuilders Council

Engine Rebuilders Council

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What is ERC?



Engine
Rebuilders Council

AAIA® Automotive Aftermarket
Industry Association

About ERC:

The Engine Rebuilders Council is a segment of the Automotive Aftermarket Industry Association (AAIA). ERC's purpose is to educate the motoring public about the virtues of rebuilding/remanufacturing a defective engine vs. replacing the vehicle. The council develops and distributes educational materials, promotes the value of rebuilt and remanufactured engines and supports the business growth and success of its members. ERC's goal is to increase the number of rebuilt engines being installed by 30 percent.

ERC companies are:

Production engine remanufacturers, custom engine rebuilders, manufacturers of engine parts, manufacturers' representatives, warehouse distributors and publishers that focus on the repower industry.

How can ERC help members grow their business?

Find-A-Shop

Members are automatically added to the Shopfinder on the engine repower consumer website, www.enginebuilder.org. The Shopfinder is designed for customers to easily find listings of rebuilt engine retailers, engine installers and rebuilders by city, state and zip code. ERC members receive a special enhanced listing, which includes: hours of operation, services provided, shop pictures, website link, e-mail link, ERC logo and association affiliations.

Media Exposure

ERC promotes several press releases a year on behalf of the engine repower industry. Syndicated stories are picked up by 1,000 media outlets across the country. Members receive special AD templates to share with local community papers, newsletters and radio to promote the benefits of repowering your engine, not to mention advertising your business.

Trade Show Exposure

ERC members have access to key product and service providers (manufacturers, distributors, etc.) through the largest North American automotive aftermarket trade show, AAPEX. Members receive special booth tours and access to member-only networking events such as receptions and educational seminars.

Professional Development:

Participate in any one of the 30 seminar series that are held at the AAPEX Show or attend the Global Automotive Aftermarket Symposium (GAAS) to learn the latest trends affecting the aftermarket industry.



What is the value of being an ERC Member?

Membership:

ERC membership connects you with a community of leaders that have the same goal in mind -- to educate consumers on the benefits of rebuilding and remanufacturing engines. Members receive a complimentary copy of the Digital Aftermarket Factbook, savings on shipping management, FedEx small packaging, car rental discounts, technician training and no-obligation health insurance quotes.

Networking and Communication:

Interact and promote your business with the highest profile companies involved in the engine repower industry. Attend the AAIA Chairmen's reception during the AAPEX Show in Las Vegas for a sure way to make industry connections. Visit the Engine Rebuilders section of exhibitors on the show floor and watch the engine rebuilt demonstration.

Legislative Representation:

ERC and AAIA lead the effort to support and defend the aftermarket's legislative interests in Washington, D.C. and the state capital. Meet with key congressional leaders on Capitol Hill about issues that affect and impact your business during the bi-annual Aftermarket Legislative Summit. Stay current on hot issues affecting the industry by reading Capital Report and Legislative Alerts e-newsletters.

Consumer Education:

Membership provides individuals the opportunity to educate vehicle owners about the benefits of a remanufactured/rebuilt engine. Educate your customers through the "Serious Engine Trouble" brochures, "Engines Repowered Here" posters, Engine Rebuilders Facebook page and Car Care Guides. ERC is a full supporter of the "Be Car Care Aware" consumer awareness campaign designed to educate consumers about maintaining proper vehicle maintenance to extend the life of their vehicle.