



ANNUAL  
**REPORT**

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2019



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## Who We Are

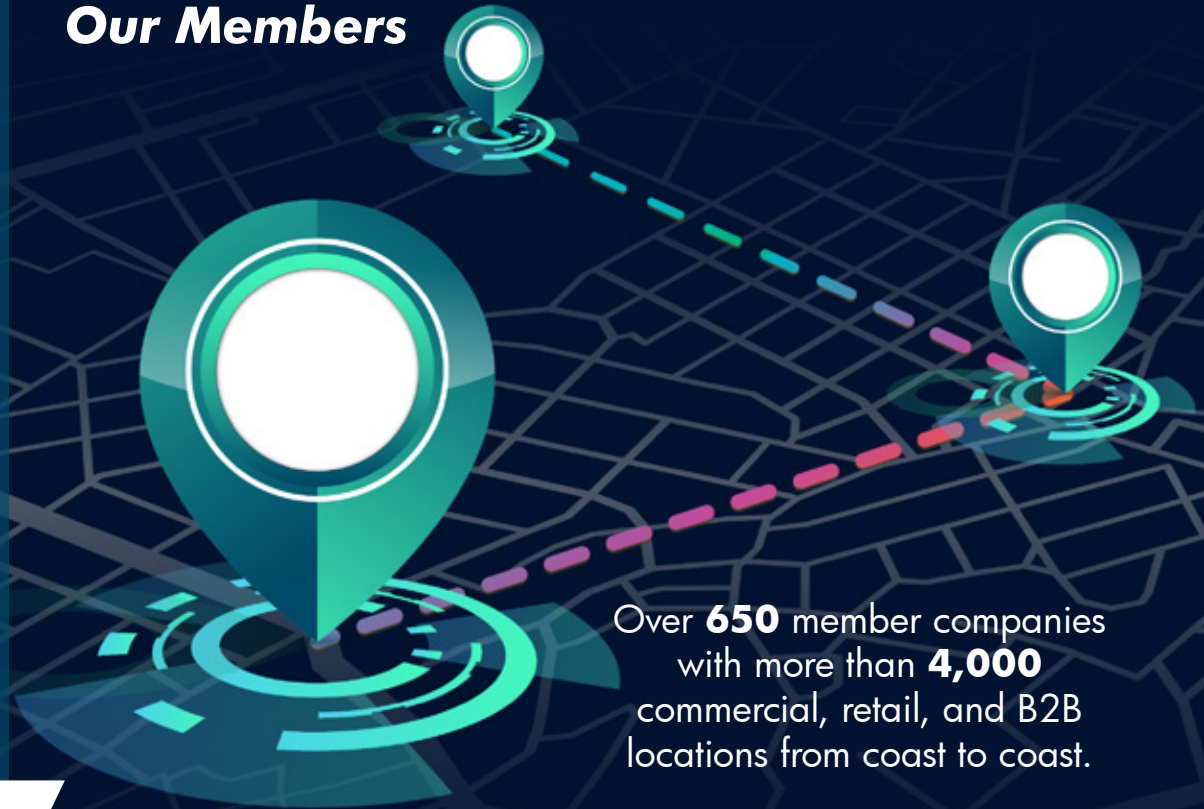
We are the **VOICE** and the **RESOURCE** for the automotive aftermarket, bringing together the entire supply and service chain.



## What We Do

We support and defend the aftermarket, helping to educate the industry in order to grow and prosper.

## Our Members



Over **650** member companies with more than **4,000** commercial, retail, and B2B locations from coast to coast.

**Jean-François Champagne, CAE, President  
– AIA Canada**



2019 will be remembered as the year when, for the first time, automotive service providers officially joined the ranks of AIA Canada. With the launch of the Automotive Service Associate Program (ASAP), we recognize their role is central to the sustainability of our industry.

I am proud to report that our association continues to be an effective advocate, ensuring consumers continue to have the right-to-choose in the world of connected cars. Access to vehicle data is critical to our future, and we were successful in getting our message heard by the federal government through stakeholder consultations and participation in different task forces and committees like Vehicle of the Future, Canada's Digital Charter, and The Cybersecurity for Connected and Autonomous Vehicles.

Our collision industry programs—I-CAR, the Canadian Collision Industry Forum (CCIF), and the Canadian Collision Industry Accreditation Program (CCIAP)—continue to grow to the benefits of all. The success of these programs provides us with critical knowledge as this sector feels the full impact of the changes in vehicle technology. They also provide the Association with much needed financial resources to support our advocacy activities. Since 2013, the contribution of our collision industry programs to AIA Canada's revenue has grown from 15% to 60%.

We have deployed an effective membership engagement team across Canada that includes known figures from the aftermarket to help and support our divisions and our programs.

We also delivered market intelligence and consumer insights that provided our members with the knowledge they need to face the industry's changing landscape.

The disruptions felt in 2018 continued in 2019. While it created challenges for the industry and the Association, it also has provided great opportunities for AIA Canada to demonstrate that it truly is the voice and resource of the aftermarket from coast to coast.

**Jason Best, AIA Board Chair  
– Spectra Premium Industries Inc.**



The start of a new decade invites us to look toward the future, both as an industry and as an association. As new technologies and business models reshape how we interact with our customers – and with vehicles themselves – we are obliged to adapt to these new realities or face the consequences.

But adapting isn't just a question of reacting to change – it's about anticipating it. Cars have become data gathering tools, and the aftermarket industry is growing more and more dependent on that data to carry out our day-to-day business. And while there are still challenges and questions about how and by whom that data can be accessed, its very existence allows us to make strategic plans based on hard numbers.

For example, the age of the average car on Canada's roads is increasing, putting our industry in the "sweet spot" for replacement parts. But as more and more people shop online, will consumers bypass traditional service providers? How can we ensure the aftermarket can stay competitive?

As an association representing an industry in transition, AIA Canada also needs to be adaptable. We need to continue to conduct and release research reports that provide accurate and informative insight into the business models that have the best chance of surviving and thriving in the years to come. In the end, we have to make a choice: to follow trends or to set them. Ignoring them is not an option. Continuing to focus on the right balance of knowledge and dedication, we are well-positioned to be the ones setting them.

I want to take this opportunity to thank all the volunteers, directors, and staff who keep AIA Canada running; and to the members who continue to support all the great work the Association does.

## Focus on the Future - Our Key Files

### Access to Vehicle Data



Our focus on vehicle data has expanded to include, not only access to data for the aftermarket industry, but also addressing the issue of who owns the data that vehicles gather about its drivers.

### Workforce Development and Training



We continue to support our members directly with scholarships, student days and job fairs, while also lobbying the government.

## The VOICE of the Aftermarket - Government Relations

In 2019, AIA Canada's government relations efforts were focused on building strong connections with elected officials on both the federal and provincial levels.

**Over 70 meetings with MPs, MPPs, and others**



### Successful lobby days at Queens Park and Parliament Hill



**Bringing the industry's needs and our members' concerns directly to the people who drive change.**

# Understanding Today - Preparing for Tomorrow

## Research & Publications



### **A CASE of Disruption: Economic Impacts to the Canadian Automotive Aftermarket**

Connected, autonomous, shared, and electric vehicles will change the industry. We look at how, why, and when.

In 2019, our research paid special focus to the how and why of Canadian vehicle owners' interactions with the aftermarket. We also looked at where the collision industry is at now, and where new technologies will take us in the future.



### **What's in Your Online Cart? A Study of Automotive E-tailing in Canada**

Online shopping is here to stay, but how is it affecting the aftermarket?



### **Under the Hood: How Canadians View Vehicle Maintenance and Repair**

What do Canadians think about vehicle repair and maintenance? We asked.



### **Canadian Collision Repair Industry Yearbook 2019**

An in-depth look at the state of the Canadian collision repair industry.

## **Stepping out and Stepping up - Events**

Vehicle Programming Today! British Columbia

Vehicle Programming Today! Ontario

AIA Canada Annual General Meeting

YPA Conference and Golf

Women's Leadership Conference  
(Presented by AIA Canada & Auto Care)

Canada Night

Student Aftermarket Day

Holiday Networking Reception:  
Presented by the AIA Canada YPA Committee

Manitoba Division Christmas Luncheon

Cannabis in the Workplace Hosted by  
the AIA Manitoba Division

CCIF Calgary

CCIF Halifax

CCIF 20th Anniversary Gala

Whether it's to learn about new trends, network with other industry professionals, or raise funds for charity with a round of golf, AIA Canada brings the automotive aftermarket together.



### **Webinars**

**Navigating the Changing  
Aftermarket Landscape:  
Opportunities for Growth  
& Sustainability**

### **Golf Tournaments**

Sun Fund for Kids Manitoba Division Golf Tournament

AIA Southern Alberta Division Golf Tournament

AIA Saskatchewan Division Golf Tournament

AIA Quebec Division Golf Tournament

AIA Northern Alberta Division Golf Tournament

AIA Ontario Division Golf Tournament

Manitoba Division Golf Tournament & Dinner



## Staying in Touch With Our Members




We connect with someone on social media every **30 seconds**




Over **800,000** social media views in 2019




Over **7,000** people following us on Facebook, Twitter and LinkedIn

 LINKEDIN

More than **doubled** our LinkedIn followers

 FACEBOOK

**12%** increase in Facebook followers

 TWITTER

Over **40%** more impressions on Twitter



## Recognizing Excellence - Awards

### Young Leader of the Year Award

The Young Leader of the Year Award recognizes the recipient's leadership, innovation, and dedication to the industry.

**Paul Prochilo**

Chief Executive Officer

*Simplicity Car Care*



### Distinguished Service Award

The AIA Distinguished Service Award recognizes the recipient's outstanding service and leadership towards the growth and development of Canada's automotive aftermarket industry. It is the highest award presented by AIA Canada.



**John Macdonald**

## **Building a Stronger Aftermarket**



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The Automotive Service Associate Program is designed to give service professionals insight into critical trends around in-vehicle technology, research on shop performance benchmarks, training packages and events, and information to help hire the best staff available.



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A one-stop source for information about jobs in the aftermarket — from career paths to job listings — AutoConnex is where employers, job seekers, and educators come together to help grow the aftermarket.



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CCIF provides all Canadian collision industry stakeholders a place to network, share information, and collaborate to develop solutions to common industry issues and challenges.



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I-CAR Canada is a leader in skills development for the collision repair industry. With training available in both official languages, individuals and shops can achieve special recognition through comprehensive training.



## Our Programs



Promoting the benefits of regular vehicle maintenance and repairs, Be Car Care Aware provides information, tools, and resources to both the public and the automotive service and repair industry.



Run by and for the Canadian collision repair industry, CCIAP is a national not-for-profit association that promotes quality service and consumer confidence through accreditation.



**AIA HIGH FIVES FOR  
KIDS FOUNDATION**

Under the championship of AIA Canada members, the Foundation runs a number of campaigns that provide funding to smaller charities that may otherwise be overlooked.

**For more info on  
our programs visit:  
[www.aiacanada.com](http://www.aiacanada.com)**



## AIA HIGH FIVES FOR KIDS FOUNDATION

The AIA High Fives for Kids Foundation (H5s4Ks) is a way for AIA Canada's members to give back to their community.

H5s4Ks offers grants to support registered charities that work to improve the lives of children and youths.

2019 saw the AIA High Fives for Kids Foundation distribute over \$22,000 to charities all across the country.



### AIA HIGH FIVES FOR KIDS RECOGNITION AWARDS

The AIA High Fives for Kids Foundation Recognition Awards are given out to an individual, member company, and AIA Canada division that demonstrated an exceptional commitment to fulfilling the Foundation's mission of bringing positive change and improvements to the quality of life for children and youth in their local communities.

#### **AWARD RECIPIENT**

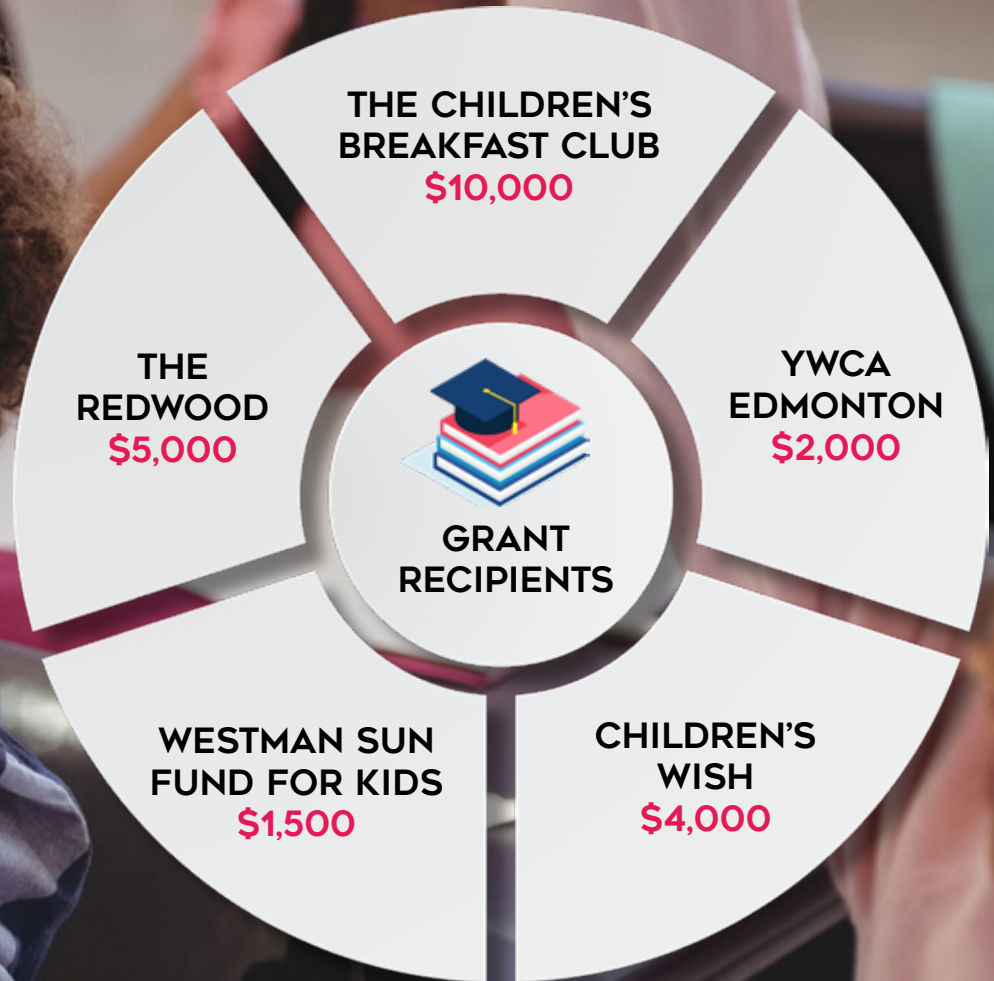
Ken Coulter, President,  
Specialty Sales and Marketing

#### **COMPANY RECIPIENT**

Vast Auto

#### **DIVISION RECIPIENT**

AIA Canada  
Ontario Division



# Scholarships

In 2019, H5s4Ks took over the responsibility of AIA Canada's scholarship program. Through this program, over \$27,000 were distributed to students from coast to coast.

## Arthur Paulin Automotive Scholarship - \$700 each

**Jordan Portelance** | Georgian College

**Henry Stevenson** | Georgian College

**Elahe Amiri** | York University

**Jordan Peltzer** | Southern Alberta Institute of Technology (SAIT)

**Eric Elvidge** | Georgian College

**Alexandra Murray** | Georgian College

**Calen Tigley** | Alberta Advanced Education

- Apprenticeship and Industry Training

## High Fives for Kids Scholarship - \$1,000 each

Scholarships open to children of AIA Canada members.

**Kobe Pepler** | Automotive Parts Distributors

**Michael Hu** | Wakefield Canada Inc.

**Isa Khan** | Wakefield Canada Inc.

**Jenna Campbell** | NAPA Auto Parts

## University of the Aftermarket Foundation

### (UofAF) Scholarship - \$1,000 each

**Cody Bertholet** | Assiniboine Community College

**Jordan Portelance** | Georgian College

**Jordan Peltzer** | Southern Alberta Institute of Technology (SAIT)

**Zachary Benham** | Fanshawe College

**Theresa Charbonneau** | Southern Alberta Institute of Technology (SAIT)

**Alyssa Waddell** | Thompson Rivers University

**Basma Khan** | Ryerson University

**Michael Orenstrakh** | University of Toronto

**Shyla Dyer** | Moncton High School

**Annie Wang** | Collège de Maisonneuve



## AIA Canada Divisions Educational Funding

This program provides additional funding of \$1,500 to each of our divisions to use at their discretion – either directly to students in the form of scholarships or as contributions to the scholarship funds of local schools.

### Atlantic Division - \$500

**Bailey Chapman** | University of PEI

### Manitoba Division - \$1,500

**Mark Espayos** | Assiniboine College

### Ontario Division - \$700 each

**Matthew Almeida** | Georgian College

**Henry MacDonald** | Georgian College

**Bret Thomson** | Georgian College

### Quebec Division - \$500 each

**Sébastien Lafontaine** | Centre Daniel-Johnson

**Philippe Dubé** | ÉMÉMM

**Alexandre Girard** | ÉMÉMM

## AIA Canada Staff



### **Andrew Shepherd**

Senior Director, Industry Programs and Executive Director, I-CAR Canada

### **Andrew Stacey**

Communications Coordinator

### **Caroline Lacasse**

Director, CCIF

### **Courtney DeLaura**

Manager, Marketing and Communications

### **Didina Kyenge**

Executive Assistant and HR Administrator

### **Erin Chreptyk**

Policy and Government Affairs Analyst

### **Grace Moreland**

Manager, Member Relations

### **Ibtihal Ridha**

Director, Finance and Operations

### **Jean-Francois Champagne**

President

### **Katelyn Young**

Collision Sector Coordinator

### **Larissa Karimwabo**

Manager, Events

### **Luciana Nechita**

Senior Director, Stakeholder Relations and Executive Director - AIA High Fives for Kids Foundation

### **Mahad Ahmed**

Finance Officer

### **Michael Paul**

Executive Director,

Eastern Canada

### **Rachel Leduc**

Project Coordinator – Quebec

### **Rosa Azizi**

Operations and Membership Coordinator

### **Sadia Danish**

Finance Manager

### **Sara Chenier**

Business Analyst & AMS Specialist

### **Sean Corcelli**

Executive Director, Alberta Division

### **Sebastien Guindon**

Graphic Designer

### **Shamsia Quraishi**

Projects Manager, Knowledge Management Specialist

### **Tanya Scheidl**

Manager, Collision Sector

### **Thomas McEvoy**

Senior Collision Sector Coordinator - I-CAR

### **Vanessa Indriago**

Collision Sector Coordinator



## Service to the Aftermarket

We thank all the volunteers who help AIA Canada bring its message and mission to members across the country.

### AIA Canada Divisions Chairs

#### **Atlantic Division**

Jeff Austin, Uni-Select Inc.

#### **Quebec Division**

Patrick Saint-Pierre, Entrepôt de Montréal Inc.

#### **Ontario Division**

Joe Mercanti, Worldpac Canada Inc.

#### **Manitoba Division**

Steve Petruskavich, United Sales Associates

#### **Saskatchewan Division**

Ray Wilson, Uni-Select Canada Inc.

#### **Northern Alberta Division**

Marcia Hay, Worldpac Canada Inc.

#### **Southern Alberta Division**

Joshua Braithwaite, NAPA Calgary

#### **British Columbia Division**

Ken Morrison, Lyman Agencies Ltd.

## Board of Directors



Thank you to our board members who generously volunteer their time to ensure AIA Canada is able to best serve its membership.

### Directors at Large

#### **Samantha Coates**

Lordco Parts Ltd.

#### **Tony Del Vasto**

Vast-Auto Distribution

#### **Bob Greenwood**

Automotive Aftermarket

E-Learning Centre

#### **Bob Jaworski**

Auto Electric Service

#### **Graham Jeffery**

Canadian Tire Corporation

#### **Steve Leal**

Fix Auto Network

#### **Rick Orser**

3M Automotive

#### **Jason Yurchak**

Worldpac Canada inc.

### Executive Committee

#### **Jason Best**

Spectra Premium Industries Inc.  
*Chair*

#### **Brent Hesje**

Fountain Tire  
*Immediate Past Chair*

#### **Susan Hitchon**

Schrader International  
(a division of Sensata Technologies)

*First Vice Chair*

#### **Brent Windom**

Uni-Select  
*Second Vice Chair*

## Communities of Practice

Communities of Practice (CoPs) are a great way of developing social capital, nurturing new knowledge, stimulating discussion, and sharing knowledge. They represent a group of professionals that have the expertise and willingness to work towards a common issue/s and find solutions. AIA Canada taps into CoPs to provide our members and stakeholders with quality knowledge products and services that have been vetted by industry experts.

AIA Canada thanks the following CoP members for the generous contribution of their time and expertise.

### Workforce Development and Training:

The goal of AIA Canada through the CoP is to better understand industry issues related to workforce development and training that can be communicated to government.

- Shannon Trites, Automotive Sector Council
- Judy Dickson, Automotive Sector Council
- Jean Falcon, Canadian Tire
- David Lange, Ideal Supply
- Derek Vezeau, Boreal College
- Ralph Ruffo, Durham College
- Sophie Pepin, Fix Auto
- Paul Prochilo, Simplicity Care
- John Wrigley, Thompson Rivers University
- Jason Dale, Georgian College



### Consumer Behaviour Series:

The 2019 Consumer Behaviour Series is a market research study to better understand specific consumer attitudes towards e-tailing, repair and maintenance, and in-vehicle data.

- Michael Rutherford, OK Tire
- Kristi Dubeau, Fountain Tire
- Alexandra Goupil, Spectra Premium
- Julie Andaloro, Mevotech
- Melissa Arbour, Canadian Tire
- Darryl Croft, OK Tire
- Denise Gohl-Eacrett, Fountain Tire
- Andrew Shepherd, AIA Canada
- Luciana Nechita, AIA Canada

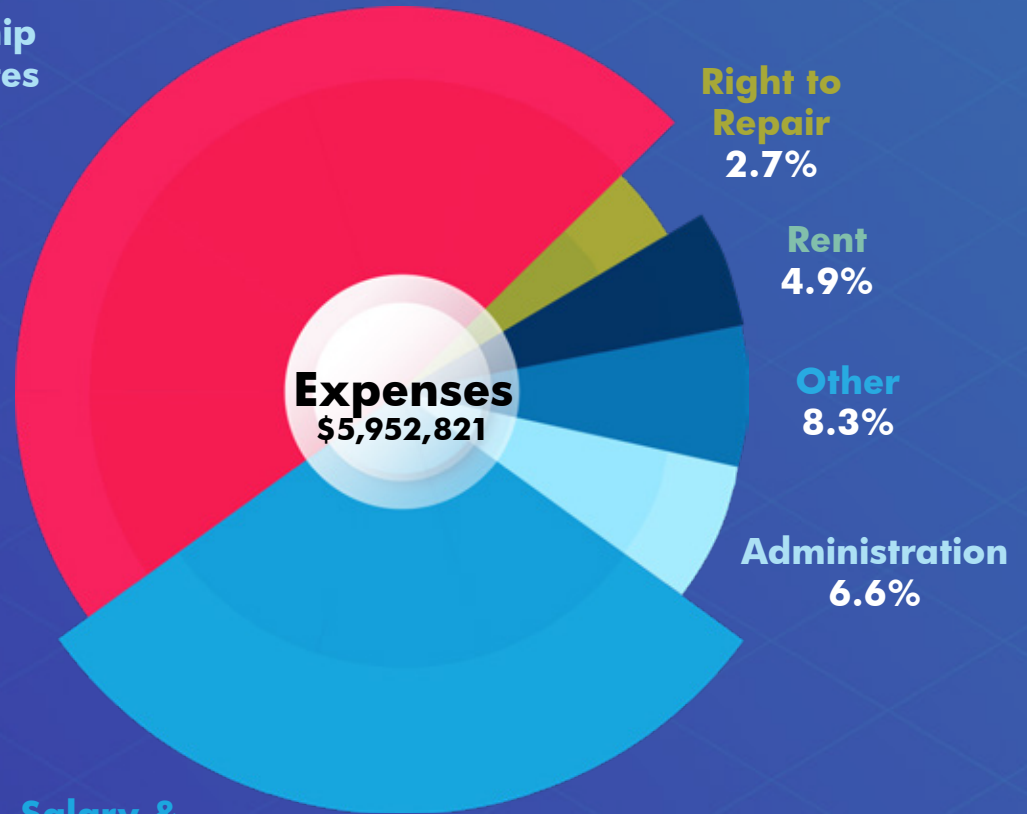
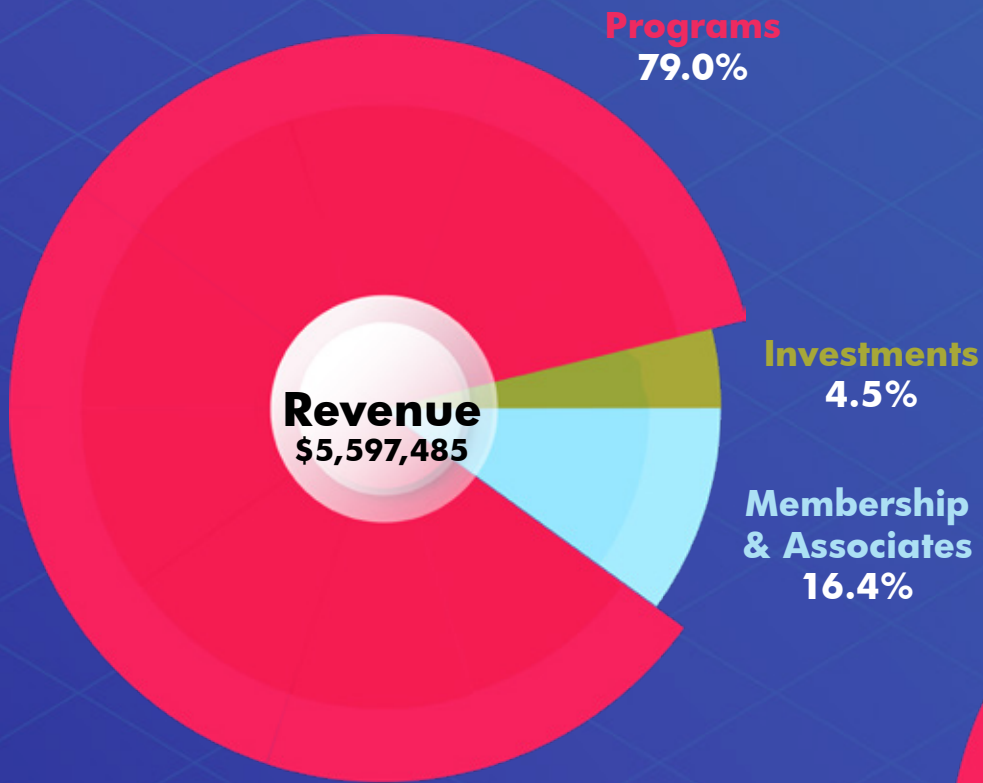


### AIA Canada would also like to acknowledge the contribution of the following industry professionals:

- Steve Osborne, Osborne Service 2012
- Nancy Suriyani/Roger Suriyani, Namao Automotive
- Rui Sylvester, Master Mechanic High Park
- Mark Lemay, Auto Aide Technical Services
- Kelly Roberts, Fix Auto North Bay
- Anthony Kuczynski, Mister Transmission
- Paul Prochilo, Simplicity Car Care
- Satih Tin, Bertin Automotive



# Financials



For full financials please visit:  
[www.aiacanada.com/annual-general-meeting.html](http://www.aiacanada.com/annual-general-meeting.html)



AIA Canada would like to acknowledge the generous support of the  
**2019 Maple Leaf Sponsors**



Thank you to all of our volunteers! For a complete list of division/council/committee members, visit [www.aiacanada.com](http://www.aiacanada.com).



**Automotive Industries Association of Canada**  
180 Elgin Street, Suite 1400 Ottawa ON, K2P 2K3  
[www.aiacanada.com](http://www.aiacanada.com)

