



# ANNUAL REPORT

# 2020



AUTOMOTIVE INDUSTRIES  
ASSOCIATION OF CANADA



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ASSOCIATION OF CANADA

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## Who We Are

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



## What We Do

We support and defend the aftermarket through industry development and education and by working with all levels of government to ensure policymakers understand how vital the aftermarket industry's sustainability is.



## Our Members

We represent nearly **450** members operating in over **4,000** commercial, retail, and B2B locations across the country.

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



The big story of 2020 was COVID-19 and its impact on us as individuals and as an industry. It forced us to face difficult situations that will have ongoing effects on the whole country for years to come. AIA Canada is proud to have played a vital role in keeping the aftermarket industry essential during this difficult time. During times of crisis, the value of belonging to an association like AIA Canada becomes most apparent.

But it's important to remember that, although they may not be as immediate as a pandemic, the automotive aftermarket continues to face challenges from industry disruptors, like access to vehicle data and the need for skills training. Facing these difficulties requires the same level of dedication to ensure that our industry remains strong.

That's why, although we were focused on mitigating the effects of the pandemic on our members, we were also busy on several other fronts.

We launched the Your Car. Your Data. Your Choice.™ campaign with the goal of solidifying industry and public support behind direct access to vehicle data. We are thrilled with the response we've received from our members, and we look forward to building on it in 2021.

I-CAR and the Canadian Collision Industry Forum (CCIF) continued to expand their reach in the collision sector and provided the Association with valuable revenue during this challenging year, as AIA continues to develop its capacity in delivering training excellence. Meanwhile, our research department released a new and improved Outlook Study to great acclaim.

Most importantly, we had the chance to reconnect with members. With a more proactive approach to member engagement and the need for ongoing updates, 2020 was a watershed year to actively demonstrate the value of an AIA Canada membership.

We all hope that the impact of COVID-19 will lessen as we progress through 2021. Regardless, we will continue to build on the sense of community that facing a challenge like COVID-19 together brought to us.

**Susan Hitchon, AIA Board Chair –  
Automotive Aftermarket E-Learning Centre Ltd.**



There is no question that the past year has been a challenge, to say the least, for all parties in our automotive aftermarket industry. Most of us have never personally witnessed an event of such magnitude that has affected every single manufacturer, warehouse distributor, wholesaler and automotive service provider in our industry ... all at the same time! The past year of COVID-19 was simply "the mother of all disrupters" and I hope and pray that we will never see the likes of it again.

In a year where "pivot" became our middle name, our industry rose to the challenge and demonstrated its true tenacious personality and resiliency. Together we made all efforts to minimize the impact a global pandemic would have on our ability to deliver quality goods and services to thousands of maintenance and repair facilities across Canada who passionately and professionally maintain vehicles for millions of consumer drivers. And, despite some bumps in the road along the way, the Canadian automotive aftermarket continues to be focused on the quality of our products, exemplary services and, very importantly, the strength of our relationships with the people who we do business with. Well done everyone ... well done!

While we certainly cannot predict the future, my crystal ball is telling me that new, more advanced automotive technologies will continue to be developed for the future car and that other industry-related disrupters will continue to bring challenges to our market. I have absolutely no doubt that we will face these challenges head-on and with great strength.

AIA Canada is committed to serving you, our members, by staying "plugged-in" to the global automotive aftermarket industry, bringing you market trend data and consumer behaviour statistics through our various research projects. We will continue to influence government decision-makers on policy, programs and budget priorities for the betterment of our industry and assure that the focus remains very clear - everything we do is geared to the benefit of our members and to strengthen their business.

In closing, I would like to thank the many volunteer members who give so generously of their time to the betterment of AIA Canada; and to the directors and staff for their steadfast commitment to a better future for the Canadian automotive aftermarket.

# Your Car. Your Data. Your Choice.™

In 2020, AIA Canada joined the Auto Care Association and the Automotive Aftermarket Suppliers Association (AASA) in launching the Your Car. Your Data. Your Choice™ campaign in Canada – an education initiative that engages industry, car owners, policy makers, and other stakeholders on issues related to car data, including what it is, why it matters, and its implications for consumer choice.

The campaign seeks to engage with nearly 500,000 aftermarket professionals to reach at least 100,000 signatures through a change.org petition with the end goal of influencing policymakers to secure regulations that ensure Canadians and the automotive aftermarket has access to and control over vehicle data.

[Click here to sign the petition!](#)

**It's your car.**  
**It should be your data.**

YOUR CAR. YOUR DATA.  
YOUR CHOICE. 



# Bringing awareness to access and control of vehicle data in Canada

## You can help!



### Take the pledge

### Spread the word



### Sign the petition



Learn more:

[www.vehicledataaccess.aiacanada.com](http://www.vehicledataaccess.aiacanada.com)

Over 5,000 petition signatures in 2020  
thanks to our industry champions!



## The Big Story: COVID-19 and the aftermarket

The big story in 2020 was the COVID-19 pandemic. AIA Canada is proud to have played an early and decisive role in minimizing the impact that COVID-19 measures had on our members and our industry.

### March

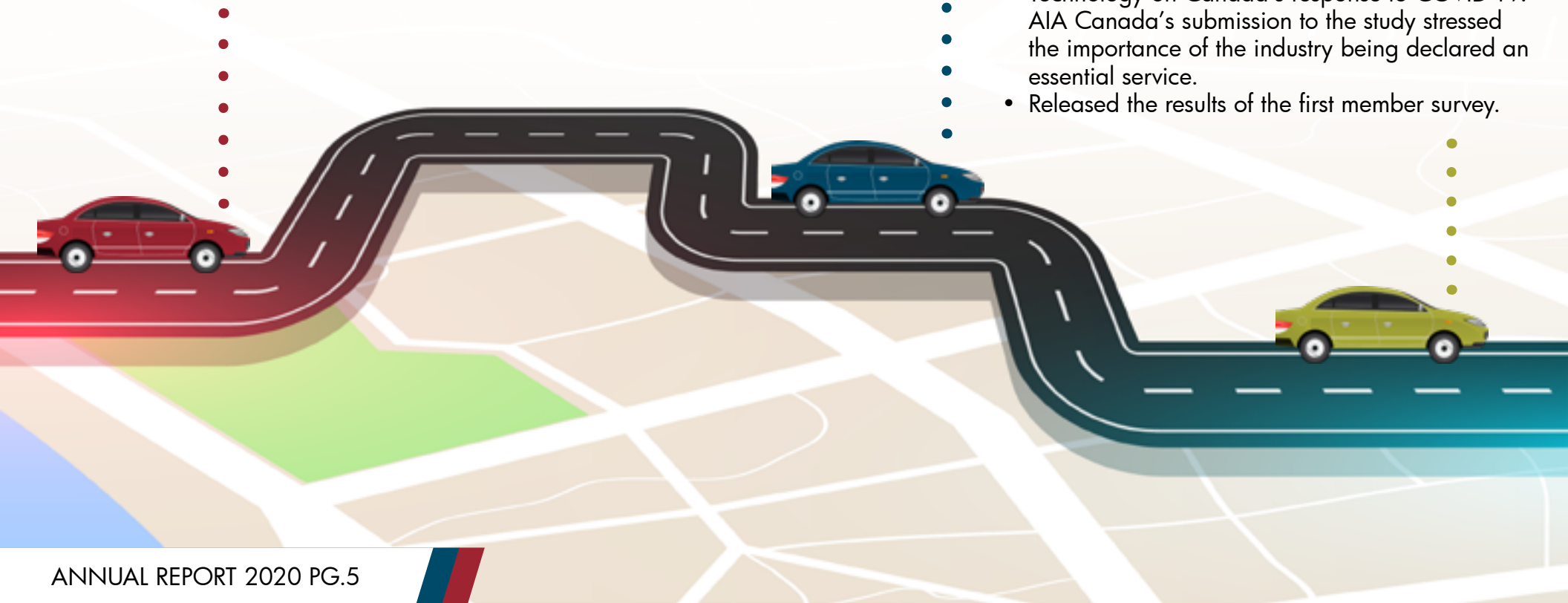
- Lockdowns begin across Canada.
- AIA Canada staff begins working from home.
- AIA Canada releases, *Auto Aftermarket - An Essential Business Providing an Essential Service: Memorandum to Governments Across Canada*, a memorandum calling for the aftermarket supply chain to be designated an essential service.
- AIA Canada website hosts a shared file that provides members with provincial and federal updates.
- AIA Canada begins posting a weekly COVID-19 update with resources for aftermarket businesses to help navigate the pandemic.

### April

- AIA Canada gathered input from the automotive aftermarket to help build financial and other supports for companies large and small during the COVID-19 pandemic with our first member survey: *Impact of COVID-19: Aftermarket Business Conditions Survey*.

### May

- AIA Canada participates in a federal study by the Standing Committee on Industry, Science and Technology on Canada's response to COVID-19. AIA Canada's submission to the study stressed the importance of the industry being declared an essential service.
- Released the results of the first member survey.



# The Big Story: COVID-19 and the aftermarket



## June

- Conducted and released results of second member survey: *Impact of COVID-19: Aftermarket Business Conditions Survey*.

## August

- AIA Canada testifies before the Government of Ontario's Standing Committee on Finance and Economic Affairs on the impact of COVID-19 on the industry.

## September

- Conducted third member survey, *Impact of COVID-19: Aftermarket Business Conditions Survey*, with a special focus on the Canada Emergency Wage Subsidy (CEWS).

## October

- AIA Canada advocates for the entirety of the auto aftermarket supply chain to be legally designated an essential service at all times, not just during crises.

## November

- Third member survey: *Impact of COVID-19: Aftermarket Business Conditions Survey*.
- Released the results of the third member survey.



# Advocating for the industry. Advocating for change.

COVID-19 kept our government relations team busy. In response to pandemic restrictions, AIA Canada reached out to every provincial government requesting that the industry supply chain be designated essential during periods of future economic lockdown to avoid the ambiguity and confusion that occurred during the first phase of COVID-19 lockdowns.

In 2020, we provided consultation to:

- Federal Government Standing Committee on Industry, Science and Technology
- Government of Ontario's Standing Committee on Finance and Economic Affairs
- Transport Canada's Vehicle Cyber Security Strategy and Security Credential Management System
- Employer forum sessions hosted by the Canadian Employment Insurance Commission
- Environment and Climate Change Canada
- Commission des partenaires du marché du travail (CPMT)

**When governments needed to know how COVID-19 affected the automotive sector, AIA Canada was the one they called.**

## Our Key Files

Even with COVID-19 occupying many of our government relations efforts in 2020, we continued to advocate for the issues important to the aftermarket.

### Access to Vehicle Data

See pages 3 & 4 to learn more about our Your Car. Your Data. Your Choice.™ campaign and the fight for vehicle data.



### Industry Workforce Development

Fast-paced changes in automotive technology mean industry professionals must be given the tools and support they need to keep their skills up-to-date.



### Zero-emission Vehicles

Zero-emission vehicles will transform the aftermarket parts and vehicle servicing sectors; the industry will need to adapt to new realities.



### Cyber Security

Keeping our data secure is important to everyone, but it can't be used as an excuse to give automakers undo control over consumer data.





# Research – putting knowledge at your fingertips

COVID-19 didn't keep us from releasing more ground-breaking research and other necessary information to our members – including the latest version of our always anticipated Outlook Study.



## Data Dilemma: Canadian Consumer Attitudes Toward In-Car Data

How much do vehicle owners know about the data their vehicles produce? Do they worry about the amount and types of information their car gathers, and who owns that data?



## 2020 Outlook Study

We examine the industry through a holistic lens, outlining year-over-year trends that will show how the industry will be shaped in the coming years. The newly designed report is an excellent read for anyone in the aftermarket industry.



## Understanding Millennials: A Quick Profile of Young Canadian Vehicle Owners

Take a deep dive into millennials' practices and attitudes regarding their views and habits towards vehicle ownership, maintenance, online shopping, and vehicle data.



## At Your Service: How Do Canadians Select Their Automotive Repair Shop?

Keeping existing clients has a far better return on investment than winning new ones. Exploring what Canadian car owners look for in a service provider is of paramount importance.



## National & Provincial Programs, Grants and Incentives: A Guide for Automotive Aftermarket Industry Learners, Workers & Employers

An invaluable tool for anyone looking to enter the aftermarket workforce, upgrade their training, or for employers who want to keep their workforce up-to-date to face the challenges of tomorrow.



# Events – real connections in a virtual world

COVID-19 changed everything in 2020; some events were cancelled, while others moved online. Despite the challenge of quickly pivoting to an online format, our live events and on-demand videos reached an audience of nearly **2,500** industry professionals.



**AIA Canada’s chairman of the board, Susan Hitchon, launched her podcast series, where she discussed the important issues of the aftermarket in Canada with the people who make things happen.**



**Brad Cochrane**  
Director of Sales  
Operations  
for NAPA  
Auto Parts

**Steve Leal**  
President and  
CEO of Fix  
Network World

**Malcolm Sissmore**  
VP Sales  
for Delphi  
Technologies

**Bill Gardiner**  
Canada’s  
Car Doctor &  
Motoring  
TV Host

## **Canadian Collision Industry Forum (CCIF) Events**

- CCIF Toronto 2020
- CCIF 2020 Virtual Experience
- CCIF Education Webinar: How to Build a Business Continuity Plan for Your Collision Repair Centre
- CCIF Education Webinar: Managing Your Supply Chain and Credit During COVID-19
- CCIF Education Webinar: Mitchell Cloud Estimating - Management Webinar presented by Mitchell International
- CCIF Education Webinar: Making Panel Repairs Faster and Easier - Technical Webinar presented by BETAG Innovation

[Click here](#) to check out the CCIF Youtube channel for videos of past webinars.

## Webinars

- Leveling the Playing Field for Canadian ASPs: NASTF & AIA Canada’s Webinar on Securing Better Access to OE Repair Information
- Understanding the 2020 Outlook Study: Key Findings from the Report
- 6 Webinars on COVID-19 Updates



## Online events

- AIA Canada’s 2020 Annual General Meeting
- Student Aftermarket Day



[Click here](#) to check out the AIA’s Youtube channel for videos of past webinars and podcasts!

# AIA Canada Communications – a prescription for information

Keeping our members informed with the latest news about COVID-19 measures, provincial closures, and support services for businesses kept us busy in 2020.

Over **875** people read our newsletter every month



Averaged **3** posts per day

[www.aiacanada.com](http://www.aiacanada.com)

Close to **500,000** people visited our website in 2020

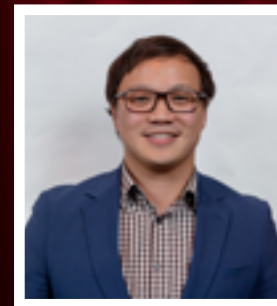


Nearly **3,000** subscribers receive our e-communications

## Awards - recognizing excellence

### Young Professionals in the Aftermarket (YPA) Young Leader of the Year Award

The YPA Young Leader of the Year Award is presented annually to an outstanding young aftermarket professional for their dedication to the industry, leadership, and innovation.



#### Derek Suen

Manager –  
New Product Development/Innovation  
Dorman Products



Over **8,000** followers on Twitter, Facebook and LinkedIn



**475,000** impressions on Twitter, Facebook and LinkedIn



Gained nearly **3,000** new LinkedIn followers

# Programs – sharing resources and building value



From career paths to job listings — AutoConnex is the place for employers, job seekers, and educators to come together to help grow the aftermarket.



CCIF provides the entire Canadian collision industry with a venue to network, share information, and collaborate to develop solutions to common industry issues and challenges.



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



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



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.

Learn more about our programs at  
[www.aiacanada.com](http://www.aiacanada.com)

# The AIA High Fives for Kids Foundation

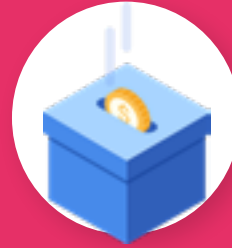
The AIA High Fives for Kids Foundation (H5s4Ks) is a way for AIA Canada's members to give back to their community. H5s4Ks grants support registered charities that work to improve the lives of children and youth.

In 2020, the AIA High Fives for Kids Foundation distributed over **\$45,000** to charities across the country.



## Grant Recipients

- George Jeffrey Children's Foundation | **\$2,500**
- Make a Wish Foundation of Canada | **\$5,000**
- YWCA Edmonton | **\$5,000**
- Child & Family Services of Western Manitoba Foundation | **\$1,500**
- Kerr Street Mission — Community Social Services | **\$5,000**



## Food Bank Donations

Because of COVID-19 restrictions, many Canadians faced financial hardship.

The H5s4Ks Foundation designated \$24,000 for AIA Canada Divisions to distribute funds to local food banks across Canada.

- **British Columbia** | Greater Vancouver Food Bank Society and Surrey Food Bank Society
- **Northern Alberta** | Edmonton Food Bank
- **Southern Alberta** | Lethbridge Food Bank
- **Saskatchewan** | Saskatoon Friendship Inn
- **Manitoba** | Winnipeg Harvest
- **Ontario** | Ernestine's Women's Shelter
- **Quebec** | Les Fourchettes de l'espoir
- **Atlantic** | Peter McKee Food Centre



## Honouring Commitment to Others

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

The recipients of the 2020 AIA High Fives for Kids Foundation Recognition Awards are:

- Company | **Lordco Auto Parts**
- Division | **AIA Canada Northern Alberta Division**



AIA HIGH FIVES FOR  
KIDS FOUNDATION

# Scholarships – paying it forward

Administered by the High Fives for Kids Foundation, AIA Canada's scholarships provide funding to help qualifying students pursue their post-secondary education. In 2020, we distributed **\$21,900** in scholarships.

## **Arthur Paulin Automotive Scholarship - \$700 each**

**Brooke Warner** | Durham College, ON

**Yuber Alexander Marin Serrano** | SAIT, AB

**Steven Swanky** | SAIT, AB

**Josie Lynn Burke** | Nova Scotia Community College, NS

**Michael Beaudry** | MacEwan University, AB

**Kodjo Albert Kapou** | CCNB Bathurst, NB

**Vanessa Boudreau** | CCNB, NB



## **Division Scholarships**

### **Quebec Division - \$500 each**

**Kevin Gilbert** | CFP de l'Agile, Joliette

**Marc-Jebson Caraoa Balintec** | ÉMÉMM

**Williams Morneau-Lucier** | Centre de formation Compétence de-la-Rive

### **Atlantic Division - \$1,500**

Distributed through the Collège communautaire du Nouveau-Brunswick & New Brunswick Community College.

### **Saskatchewan Division - \$1,500**

Distributed through Saskatchewan Polytechnic.

### **Northern Alberta Division - \$1,500**

Distributed through the North Alberta Institute of Technology.

### **Ontario Division - \$1,500**

Distributed through Georgian College.

## **University of the Aftermarket Foundation (UofAF) Scholarship - \$1,000 each**

**Emily Boucher** | St. Thomas University

**Josie Lynn Burke** | Nova Scotia Community College

**Botond Ivan** | University of Waterloo

**Thomas James** | University of Manitoba

**Anthony Tremblay** | Douglas College

**Prasith Wijeweera** | University of Waterloo

**Taryn Williams** | University of Regina

**Michael Zhai** | University of Calgary

**Santina Dowbush** | King's University

**Angela Wang** | McGill University



## 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

### Ibti Ridha

Senior Director, Finance and Operations

### Jean-François Champagne

President

### Kalli Foster

Events and Marketing Coordinator

### Katelyn Young

Senior Collision Sector Coordinator

### Larissa Karimwabo

Senior Manager, Events & Programs

### Mahad Ahmed

Finance Officer

### Ornella Gatore

Collision Sector Coordinator

### Pamela Fraser

Collision Sector Coordinator

### Rachel Leduc

Regional Manager, Quebec Division

### Rosa Azizi

Operations and Membership Coordinator

### Sadia Danish

Finance Manager

### Sebastien Guindon

Graphic Designer

### Shamsia Quraishi

Manager, Research and Knowledge Mobilization

### Sophie Meunier

Collision Sector Coordinator

### Tanya Scheidl

Manager, Collision Sector

### Zoe Zhou

Senior Finance 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 Canada Inc.

#### Quebec Division

Patrick Saint-Pierre  
Entrepôt de Montréal Inc.

#### Ontario Division

Brad Thomas  
Mevotech LP

#### Manitoba Division

Nathaniel Willisie  
Grote Industries Co.

#### Saskatchewan Division

Ray Wilson  
Uni-Select Canada Inc.

#### Northern Alberta Division

Marcia Hay  
Worldpac Canada Inc.

#### Southern Alberta Division

Joshua Braithwaite  
NAPA Autopro - West Pacific

#### British Columbia Division

Ken Morrison  
Chrobak Marketing + Lyman Agencies



## Board of Directors

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

### Susan Hitchon

Chairman | Automotive Aftermarket E-Learning Centre Ltd.

### Bob Jaworski

First Vice Chair | Auto Electric Service

### Jason Yurchak

Second Vice Chair | Worldpac Canada Inc.

### Jason Best

Past Chair | Uni-Select Inc.

### Samantha Coates

Lordco Parts Ltd.

### Ryan Bruno

CSN Collision Centres

### Bill Hay

Bestbuy Distributors Ltd.

### Graham Jeffery

Canadian Tire

### Steve Leal

Fix Auto Network

### Bruno Leclair

Unimax Ltd./Point S Canada

### Shannon Spano

Wakefield Canada Inc.

# Communities of Practice - cultivating industry knowledge and perspectives

Communities of Practice (CoPs) are a great way of developing social capital, nurturing new knowledge, stimulating discussion, and sharing knowledge. They represent professionals that have the expertise and willingness to work towards common issues and solutions.

## 2020 Outlook Study CoP

The flagship AIA Canada research report provides information on current industry conditions, along with forecasts and trends that will impact the aftermarket in the future.

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

- Zineb Ahnou, Uni-Select Canada Inc.
- Kristi Dubeau, Fountain Tire
- Nathaniel Willsie, Grote Industries
- Pascal Daudelin, Wakefield Castrol
- Derek Suen, Dorman Products Inc.
- Kathryn Jones, Dorman Products Inc.
- Melissa Arbour, Canadian Tire
- Andrew Shepherd, AIA Canada
- Michael Paul, AIA Canada

With special thanks to Michael Chung, Director of Market Intelligence at the US Auto Care Association.

“

Being a part of the '2020 Outlook Study CoP' was a new experience for me entirely, but I am happy that I was able to participate from my vantage point. In my role, I often present to customers across the country in regard to new products now available. However, being able to first explain context from an industry perspective helps to convey a better understanding of the market dynamics. This can help both parties tailor their business needs accordingly. A win-win for both. I encourage you all to take advantage of the data visualization tools to help tell 'your' story to the audience you are presenting to.



**Derek Suen**

*Manager, R&D/New Product Development, Dorman Products Inc.*

”

“

I enjoyed conversing with my fellow industry peers on topics that impact our day to day activities. It was valuable to me to hear the opinions and view-points from other areas of the aftermarket supply chain.



**Kathryn Jones**

*Key Account Manager - Canada, Dorman Products Inc.*

”





“

Participating in this outlook study brought a deeper understanding to the industry! It was an experience I highly recommend, as it will benefit future AIA studies and your career.



**Nathaniel Willsie**  
Technical Specialist, Grote Industries

”



“

Being apart of the 2020 Outlook Study CoP was an excellent experience. It allowed me to network with new peers in the industry, have an advance look at the research findings as well as contribute to an important initiative in our industry.



**Melissa Arbour**  
Associate Vice President Car Care and Accessories, Canadian Tire

”

“

Participating in the 2020 Outlook Study was an amazing experience for me. It helped me first learn a lot about latest and emerging trends, and to interact with my peers in the industry. Our regular exchanges with the different participants from various companies were enriching. The quality of the report and the depth of the data will allow many of us to direct strategically our action plans. I recommend to everyone to read and use the report.

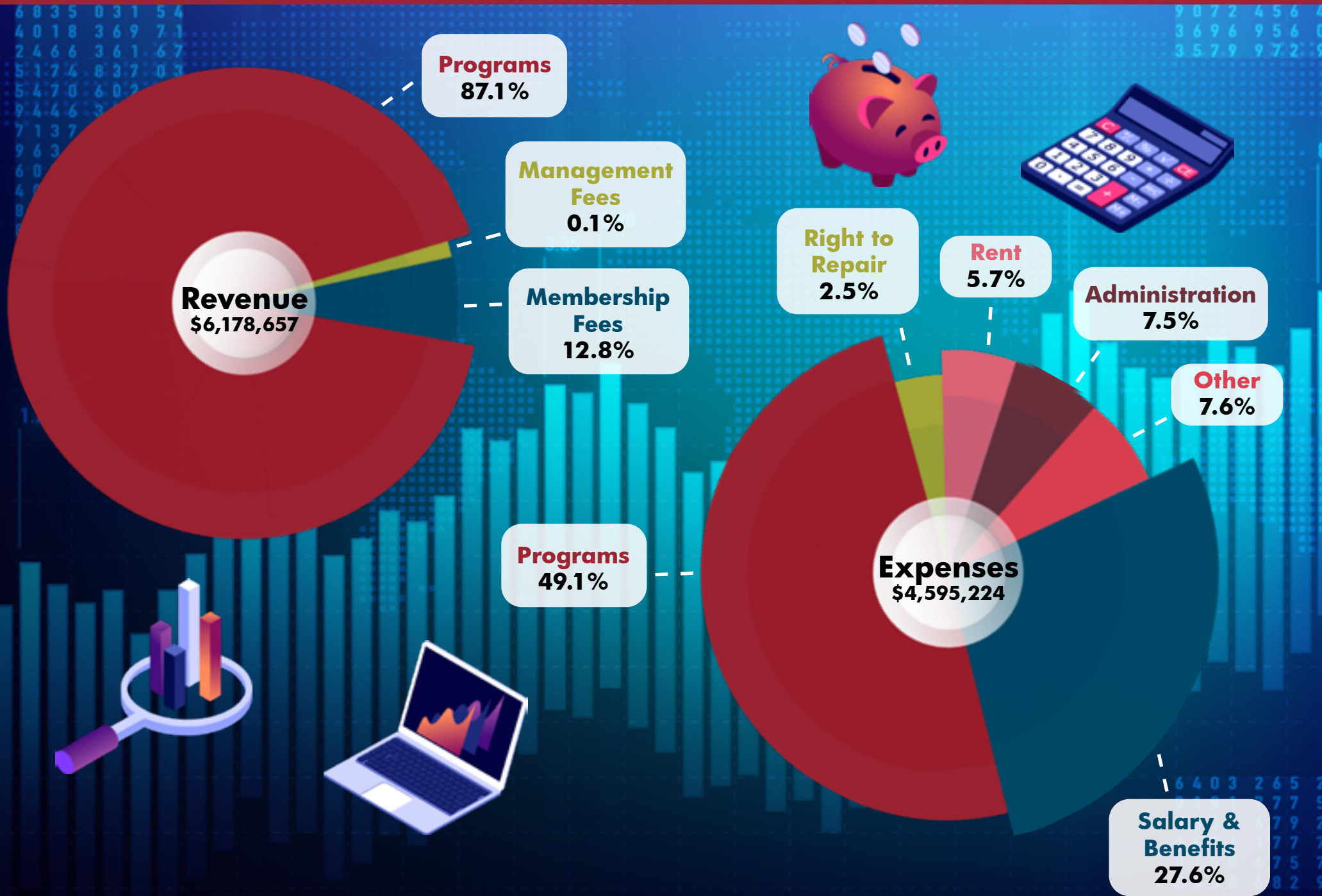


**Zineb Ahnou Ghouila**  
Director, Marketing Strategy and Business Intelligence

”



# Financials



AIA Canada would like to acknowledge the support of our  
**2020 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)

