



2021

**ANNUAL
REPORT**



AIA Canada is the VOICE and RESOURCE for the automotive aftermarket, uniting the entire supply and service chain.

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MESSAGE FROM THE PRESIDENT

Despite the uncertainty of the ongoing COVID-19 pandemic, I am pleased to say that AIA Canada was able to thrive and grow in 2021.

We focused on the future, and the future of the aftermarket is tied to the right to repair. We began the year with a successful campaign around access to vehicle data – a foundational concept for any right to repair legislation. With the help of our campaign champions, we garnered over 40K signatures on a petition demanding consumer control of vehicle data.

While the early election cut these efforts short, it showed that Canadians care about the right to repair. It also showed that grassroots advocacy works: ***every party included the right to repair in their election platforms.***

Building on that, we welcomed Alana Baker as the new Senior Director of Government Relations, to help shape our advocacy efforts and engage our members to build a strong grassroots movement.

To develop that movement, we needed to focus on getting our message out. We brought on Brendan Mullen as our new Senior Director of Digital Marketing and Communication to drive engagement and ensure we remain the voice of the Canadian automotive aftermarket industry in the years to come.

These efforts are part of important strategic review exercises by the Board of Directors, to develop a practical vision for the association and build the strategic imperatives needed to drive us forward to 2025. As our industry becomes increasingly consolidated in response to the growth of electric and connected vehicles, we will continue to provide the knowledge and resources needed to address the changing landscape.

I want to thank the board, volunteers, staff, and members who helped make 2021 a success.



Jean-François Champagne,
CAE, President –
AIA Canada

MESSAGE FROM THE CHAIRMAN

2021 was another challenging year. But despite the challenges, AIA Canada continued to effectively represent our industry and our members with new and ongoing projects and events.

The Your Car. Your Data. Your Choice™. campaign helped promote the Right to Repair in Canada. I was very happy with the effort of the board of directors to ensure sufficient resources were allocated to this important file that helped build visibility for the issue across the industry. It was also a great pleasure to work with our sister organizations and our divisions on this important project.

While I was hoping to be able to meet and mingle with members at AIA Canada events, COVID kept us mostly online yet again in 2021. Though it was unfortunate that we weren't able to host Canada Night in Las Vegas, I was proud to represent our industry at the AAPEX conference. There, we were able to take part in important industry updates and renew connections with partner associations on both sides of the border. Best of all, I was able to connect with a few of our members who were in attendance that week.

Another highlight for me was being able to host our video podcast series, Curbside Chat. It was my pleasure to meet with key stakeholders throughout the year. I want to thank all of you for tuning in.

I want to acknowledge the continued support and work of our volunteers of the Board of Directors, our committees, and divisions. To the staff of AIA Canada, thank you for your daily contributions. It has been a pleasure working with you and with JF over the past year.



Bob Jaworski,
Chairman –
AIA Canada

GOVERNMENT RELATIONS – ADVOCATING FOR OUR INDUSTRY

The Right to Repair

2021 was the year that the fight for the right to repair took center stage. We launched a successful awareness campaign that culminated in our petition calling on the federal government to protect vehicle owners' right to repair receiving over **43K** signatures on change.org.

Our members played a vital role in our efforts as:

- they helped gather the **500** signatures required to table a petition before the House of Commons;
- they engaged in a letter writing campaign during the federal election; and
- they helped us launch our grassroots campaign.

As a direct result of the industry's advocacy efforts, MP Brian Masse (NDP, Windsor West) introduced an automotive right to repair bill (Bill C-231) in Parliament in the early days of 2022.

Face to Face with Policy Makers

In 2021, we hosted **71** meetings with members of government, both provincial and federal.

- We met with MP Bryan May and MP Brian Masse to discuss the right to repair, and, as a result, both of them introduced right to repair-related bills.
- Participated in ongoing meetings on connected and automated vehicle cyber security hosted by Transport Canada.
- Held multiple meetings with the Commissioner for Employers on workforce development.
- Conducted a virtual right to repair lobby day attended by **25** representatives from the Government of Quebec.

Our Members Make the Difference

Our advocacy efforts in 2021 were made stronger by the active participation of our members.



Join our efforts in 2022!

Contact our Government Relations team to find out how to lend your voice.

RESEARCH AND PUBLICATIONS – KEEPING OUR MEMBERS INFORMED

With ongoing disruptions in the aftermarket, having a solid data foundation to plan for the future is increasingly important. AIA Canada’s research publications and knowledge tools are your go-to source for the information you need.

2020 Outlook Study in French

2021 marked the first time the Outlook Study has been available in French!



Data Visualization Tool

A new interactive tool that includes pertinent data points from the 2020 Outlook Study in a dynamic and easy-to-access manner.



New Car Dealer Landscape 2021

What is bought today is what will be in the shop tomorrow.



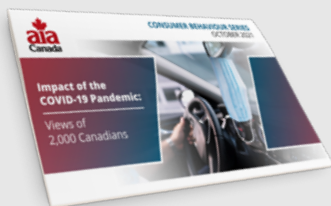
Global Auto Demand Tracker from IHS Markit

Providing members with real-time data to make real-time decisions.



Impact of COVID-19 Pandemic: Views of 2,000 Canadians

How did COVID-19 affect the way we looked after our vehicles?



Kilometers Driven Data

The more a car is used, the more it will require maintenance.



EVENTS – MAKING CONNECTIONS IN A DIGITAL SPACE

As COVID-19 continued to impact how we delivered events in 2021, online learning and webinars became the norm. AIA Canada adapted quickly to deliver informative content to its members' screens across the country.

Curbside Chat

AIA Canada Chairman Bob Jaworski hosted a new season of our live vodcast, Curbside Chat, with special guests from across the Canadian aftermarket:

- Mauro Cifelli, President and CEO, Groupe Del Vasto
- Mike Kealey, Executive Vice President – Commercial, Dorman Products
- Élisabeth Lambert, Vice-President and General Manager, Pièces d'Auto Joliette
- Jasna Smiljic, Canadian Country Sales Director – Gates Corporation



Mauro
Cifelli



Mike
Kealey



Élisabeth
Lambert



Jasna
Smiljic

Online Events

- AIA Canada's 2021 Annual General Meeting
- The State of the Industry Panel Discussion
- Student Aftermarket Day with the Automotive Business School of Canada and the Southern Alberta Institute of Technology



EVENTS – MAKING CONNECTIONS IN A DIGITAL SPACE

Webinars

- Gaining Traction, Keeping Momentum: The Status of Your Car. Your Data. Your Choice.™ in Canada and United States / Mise à jour sur la campagne Your Car. Your Data. Your Choice.™ au Canada et aux États-Unis.
- Election 2021: What Matters to the Aftermarket, Matters to Canadians. / Élection 2021: Ce qui compte pour le marché secondaire, compte pour les Canadiennes et les Canadiens.
- Consumer Behaviour Series: COVID-19 and the Vehicle Owner: Consumer Behaviour & Attitudes
- 9 Executive Updates
- 10 exclusive webinars on Your Car. Your Data. Your Choice.™ presented by the AIA Canada Quebec Division



Canadian Collision Industry Forum Events

- CCIF Toronto 2021 Virtual Experience
- CCIF Business Development Series: Structuring Your Business for Growth in the Post Pandemic Boom
- CCIF Business Development Series: Born Leaders / Developed Leader – Which is Reality?
- CCIF Education Management Webinar: OEM Repair Procedures Best Practices
- CCIF Education Management Webinar: HR Best Practices for On-boarding, Developing, and Retaining Employees

COMMUNICATIONS – KEEPING OUR MEMBERS UP-TO-DATE

As the voice of the Canadian automotive aftermarket industry, we have kept in touch with our members through social media and email campaigns designed to engage and inform them on what's going on in the industry.



Over **2,800** people subscribe to our monthly newsletter



Over **500K** people visited our website in 2021



Over **10.5K** followers on social media



Our social media posts were viewed over **3M** times

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 on behalf of the YPA Committee to an outstanding young professional in the aftermarket.

Kathryn Jones,
Key Account Manager, Dorman Products



AIA Canada Distinguished Service Award

The AIA Canada Distinguished Service Award recognizes a lifetime of outstanding service and leadership. It is the highest award presented by AIA Canada to an individual member.

Mauro Cifelli,
President and CEO, Groupe Del Vasto



PROGRAMS – BUILDING A COMMUNITY FOR THE ENTIRE AFTERMARKET



I-CAR Canada is *the* leader in skills development for the collision repair industry. 2021 saw the implementation of a major update to the number of French courses available online, with over **115** courses now available in both official languages.



Over **32K** online courses taken



Over **8K** registrants



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.



CCIF held **9** online events in 2021



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.



Over **\$31K** in grants and donations

THE AIA CANADA HIGH FIVES FOR KIDS FOUNDATION

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

In 2021, the AIA Canada High Fives for Kids Foundation distributed over **\$31,000** to charities across the country.



**AIA HIGH FIVES FOR
KIDS FOUNDATION**

High Fives for Kids Foundation Grants

\$2,500 | Anne Marie D'Amico Foundation

\$3,000 | Childrens Breakfast Club

\$3,000 | Make a Wish Foundation

\$3,000 | YWCA

\$5,000 | The Redwood

\$5,000 | Fondation Papillon

\$10,000 | Junior Achievement



THE AIA CANADA HIGH FIVES FOR KIDS FOUNDATION

Scholarships: Building the Future

Scholarships are awarded annually across Canada to qualified students and monetary assistance is provided to those who wish to further their education in the automotive aftermarket field.

2021 Arthur Paulin Scholarship WINNERS - \$700

Ayan Haqqani | Automotive Business School of Canada

Myungjin Choo | Southern Alberta Institute of Technology

Morganna Sampson | Camosun College Interurban Campus

Nicolai Paladi | Southern Alberta Institute of Technology

Gregor Dayman | Automotive Business School of Canada

Madhavkumar Mendapara | Southern Alberta Institute of Technology

Gedeon Ouedraogo Wendfanre | Débosselage peinture et carrosserie

2021 AIA Canada and the University of the Aftermarket Foundation (UofAF) Scholarship Program - \$1000

Vanessa Wong | BC

Jasmine Gill | AB

Mulei Mao | ON

Elaha Amiri | ON

Zoe Espanol | ON

Sarah Ahmed | ON

Tyler Ruttle | ON

Alex Zeng | AB

Nolan Clark | ON

Hailey Sharp | BC

Quebec Division Scholarship

Amelie Genereux | \$500

Tarik Talahmelek | \$500

Pietro Marone | \$500

Alberta Division Scholarship

Northern Alberta Institute of Technology | \$1,500

Ontario Division Scholarship

Georgian College of Applied Arts | \$1,500

AIA CANADA STAFF

Alana Baker

Senior Director of Government Relations

Ayah Stretch

Executive Assistant

Andrew Shepherd

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

Andrew Stacey

Communications Coordinator

Brendan Mullen

Senior Director of Digital Marketing
and Communication

Caroline Lacasse

Director, Canadian Collision Industry Forum

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Erin Chreptyk

Policy and Government Affairs Analyst

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Manager, Research and Knowledge Mobilization

Sophie Meunier

Collision Sector Coordinator

Stewart Kerr

Collision Sector Coordinator

Tanya Scheidl

Manager, Collision Sector

Zoe Zhou

Senior Finance Coordinator



BOARD OF DIRECTORS

Chairman

Bob Jaworski
Auto Electric Service

First Vice Chair

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WorldPac

Second Vice Chair

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Wakefield Canada Inc.

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Automotive Aftermarket E-Learning Centre Ltd.

Steve Leal

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Ryan Bruno

CSN Collision Centres

Bill Hay

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Graham Jeffery

Canadian Tire

Bruno Leclair

Unimax Ltd./Point S Canada

Craig Jalbert

3M Canada Company
(Automotive Aftermarket Division)

Derek Suen

Dorman Products Inc.

Tony Kuczynski

Mister Transmission

SERVING THE AFTERMARKET

AIA Canada runs thanks to the efforts of the volunteers across the country.

AIA Canada Division Chairs

Alberta | **Marcia Hay** | Advance Auto Parts (Worldpac & CARQUEST Canada)

Atlantic | **Jeff Austin** | Uni-Sélect Canada Inc.

British Columbia | **Ken Morrison** | Chrobak Marketing + Lyman Agencies

Manitoba | **Nathaniel Willsie** | Grote Industries Co.

Ontario | **Brad Thomas** | Mevotech LP

Quebec | **Patrick Saint-Pierre** | Groupe Monaco (January to December 2021)

Quebec | **Mario Comtois** | Carrus Technologies Inc. (December 2021)

Saskatchewan | **Ray Wilson** | Wakefield Canada Inc.

COMMUNITIES OF PRACTICE

We look to our members to validate the research we carry out. Our Communities of Practice (CoP) are a group of professionals with the expertise and willingness to work towards the common goal of producing knowledge products and services that have been vetted by industry experts.

CoPs offer industry professionals an excellent opportunity to shape industry trends by deep diving into issues that matter. Participating businesses gain competitive advantage by having early access to data and foster a learning environment to exchange knowledge and best practices with likeminded industry professionals.

2021 Consumer Behaviour Series CoP

The 2021 Consumer Behaviour Series is a market research study that allows to better understand specific consumer attitudes towards e-tailing, repair and maintenance, and in-vehicle data. This series is a reiteration of the 2019 and 2017 quantitative researches where over **2,000** Canadian car owners were surveyed. The industry stakeholders who contributed in shaping the 2021 research to its final forms are:

Derek Suen | Dorman Products

Denise Gohl-Eacrett | Fountain Tire

Natasha Corbett | Canadian Tire

Zineb Ahnou | Uni-Select Canada Inc.

Josie Candito | Master Mechanic

Nathan Naslund | OK Tire

Andrew Shepherd | AIA Canada

Shamsia Quraishi | AIA Canada's Communities of Practice Lead

If you wish to get involved in AIA Canada's Communities of Practice, contact Shamsia Quraishi, Manager of Research & Knowledge Mobilization at shamsia.quraishi@aiacanada.com

Thank you to all of our volunteers!

**For a complete list of division/council/committee members,
visit aiacanada.com.**



AD HOC AIA CANADA COMMITTEES

AIA Canada Membership Review Committee

The Membership Review Committee is a board committee composed of eight (8) representatives from AIA Canada member & non-member companies that regularly convened at monthly meetings from March 2021 to November 2021. This Committee was mandated to take a closer look at AIA Canada's membership model, and assess its impact on member acquisitions and member renewal rates. The Committee provided a report to the Board of Directors indicating their findings and recommendations for implementation as part of the 2022 fiscal year plan.

Committee composition & management:

Chair | **Graham Jeffery** | Canadian Tire

Shannon Spano | Wakefield Canada

Derek Suen | Dorman Products Inc.

Rick Hatswell | Craftsman Group of Companies

Patrick Saint-Pierre | Groupe Monaco

James Channer | Tirecraft Canada

Brett Cozens | Sutherland Automotive

Josie Candito | Master Mechanic High Park

Liaison: Shamsia Quraishi, Manager of Research & Knowledge Mobilization, AIA Canada

With support from: Jean-François Champagne, President, AIA Canada

Grace Moreland, Manager of Member Relations, AIA Canada



AD HOC AIA CANADA COMMITTEES

AIA Canada Education & Training Committee

The Education & Training Committee is a board committee composed of seven (7) representatives from AIA Canada member & non-member companies that regularly assembled at monthly meetings from March 2021 to October 2021. Ongoing education and training are essential for businesses to keep abreast of rapidly changing vehicle technologies. The Committee was mandated to closely examine this fragmented landscape in order to identify existing gaps and AIA Canada's potential role in addressing these. The Committee presented a report outlining their findings and recommendations for implementation as part of the 2022 fiscal year plan.

Committee composition & management:

Chair | **Jason Yurchak** | WorldPac

Bill Hay | Bestbuy Distributors Ltd.

Dan Collado | OK Tire

Jason Homenick | Canadian Tire

Patrick Saint-Pierre | Groupe Monaco

Yvan Domingue | Groupe Monaco

Andrew Shepherd | AIA Canada

Liaison: Shamsia Quraishi, Manager of Research & Knowledge Mobilization, AIA Canada

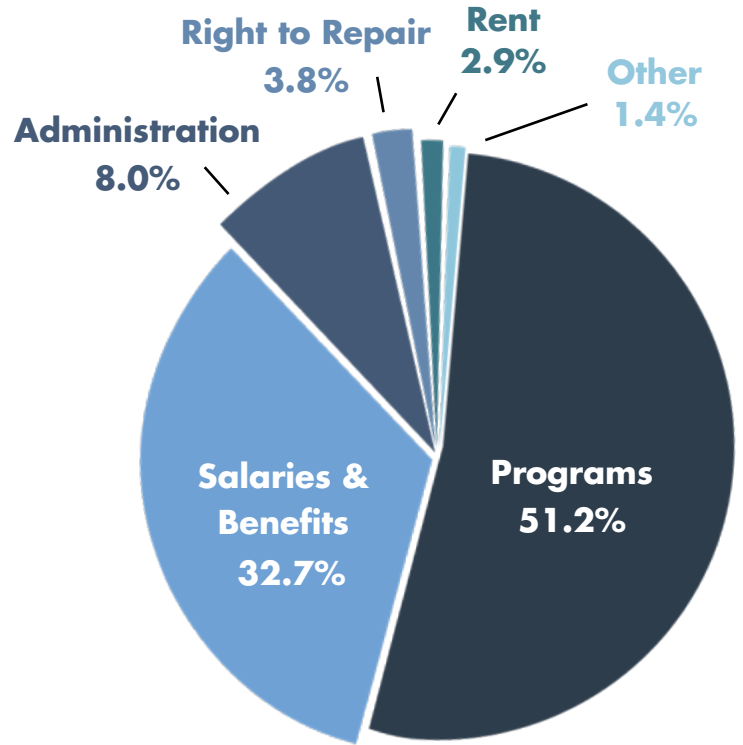
With support from: Derek Suen, Dorman Products; Wilson Almeida, Vast-Auto Distribution; Kelly Tran, Automotive Service Excellence; Trish Serratore, Automotive Service Excellence; and Norman Rose, Excel Sales Consulting



FINANCIALS



Revenue
\$6,801,609



Expenses
\$5,369,363



SPONSORS

AIA Canada acknowledges the support of our 2021 sponsors.





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Association of Canada**
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aiacanada.com