

MANIFESTO FOR THE AUTOMOTIVE AFTERMARKET



**An inspiring place for exceptional
professionals.**

The Automotive Aftermarket

The automotive sector is facing a huge transformation, which is opening up interesting and innovative new opportunities. Developing the powertrain into a CO₂-neutral power unit enables new technologies such as connected cars, automated driving, hybrid- or e-mobility and fuel cells.

Connectivity, automation and new drive solutions are having a significant impact on the automotive sector. Equipped with breakdown prevention, driver assistance, safety, infotainment and convenience functions, vehicles are becoming increasingly sophisticated. Optimised hybridisation, electrification and fuel cells increase the efficiency of drive systems, thereby reducing the emissions they produce down to the lowest possible level. This is both a major challenge for automobile manufacturers and an immense opportunity for the Automotive Aftermarket. Even today, many new offers and business models are emerging. On the one hand, the Automotive Aftermarket supports the effective and efficient maintenance of current stocks of vehicles by means of innovative service concepts. On the other, it is preparing to meet the ever-increasing challenges of tomorrow.

The Automotive Aftermarket is a sector of great importance for both society and the environment, catering for sustainable mobility all over the world.

New talents and younger generations are unfamiliar with the aftermarket as a business sector and do not consider it a place in which they could pursue their careers. This is an issue that needs attention. The aftermarket must become more attractive and highlight its inherent advantages in order to win the competition for young talents and secure its future, especially in light of the growing challenges posed by technology, connectivity and digitalisation.

This manifesto brings to light the most attractive aspects of the aftermarket and presents a path along which talented young professionals can pursue promising futures and careers.



A multidimensional, all-inclusive, modern business sector

The Automotive Aftermarket is a business sector centred on the servicing and maintenance of vehicles after their production and initial sale.

The sector is deeply involved in the cyclical economy, taking care of the entire life cycle of the vehicle after its production. This includes the manufacture, remanufacture, distribution, retail, repair, maintenance and installation of all vehicle parts, chemicals, equipment and accessories, and the provision of these respective services to private, corporate or public users.

The companies in this sector develop intelligent and sustainable ways to serve the automotive mobility of people and goods. They take responsibility for managing resources appropriately, reducing waste and striving to live more harmoniously with our environment.

The aftermarket offers professionals the full range of business activity: from production to services, data to digitalisation, supply chain management to advanced marketing concepts and strategies.



The Automotive Aftermarket encompasses all possible actors

The Automotive Aftermarket is a uniquely fascinating business sector; it supplies both products and smart solutions.

The Automotive Aftermarket is composed of

- spare parts manufacturers,
- garage and test equipment manufacturers,
- data and information providers,
- repair and service garages,
- distributors of automotive parts, services and components.

No matter which side of the supply chain, the aftermarket offers professionals access to a huge variety of attractive companies and organisations – from large multinational enterprises to innovative family businesses – which generate both interesting work and prosperity, acting as data providers, manufacturers, software developers, service solutions providers or simply great distributors.



The Automotive Aftermarket safeguards mobility and guarantees consumer choice

Mobility is one of the biggest needs worldwide and the Automotive Aftermarket provides users with the means of keeping vehicles on the road

- by granting individual or professional vehicle owners and users the option and the choice of servicing, maintaining, or customising their vehicles
- in car manufacturers networks, independent chains or local workshops

The sector serves both urban and rural areas, where other mobility solutions are limited. It continuously develops services to enable improvements in mobility. Servicing modern and highly technological vehicles requires high levels of expertise and a comprehensive approach. The Automotive Aftermarket is providing professional services of high quality. As an employer, it offers great opportunities to get involved in a challenging world, requiring multidisciplinary skills, while offering excellent benefits to both professionals and society at large.



The Automotive Aftermarket is sustainable and socially responsible on a global scale

The Automotive Aftermarket actively participates in sustainable development, because repairing and replacing parts is more eco-friendly than replacing entire cars. It also makes road mobility more accessible to the general population and more affordable for those on lower incomes in particular.

As a business sector, the Automotive Aftermarket serves mobility in a way which is

- safe
- clean
- affordable
- sustainable
- accessible

This guarantees essential services for individuals, society, and the wider economy.



The Automotive Aftermarket contains all the elements of a thrilling occupation

The Automotive Aftermarket offers everything that makes a professional requirement for a great career. It

- is omnipresent and global
- makes mobility affordable
- contributes to sustainable development
- provides innovative solutions and services
- deploys highly advanced technologies
- creates intelligent solutions
- drives the data connectivity highway
- has social dimensions
- is human and person-centric
- constitutes a highly digitalised working environment
- follows the continuous improvement process
- supports continuous further education

With a huge portfolio of offers, the Automotive Aftermarket provides excellent opportunities for talent development and empowers all talents to grow. It specifically calls for more participation from women, people of colour and young talent to shape future mobility. New talents are provided the opportunity to learn about the newest technologies and a large variety of vehicles on a daily basis – from the classic and vintage car to the newest connected and electrified vehicle!