

For immediate release

Business Training Video Sends Powerful Message to Independent Automotive Shop Owners

Mississauga, Ontario, Wednesday, May 9, 2001 — In a hard-hitting video titled ***Business Training or Bust: Surviving and Thriving in 21st Century Automotive Service***, Training Solutions / A Snap-on Services Group and the Automotive Industries Association of Canada (AIA) are sending a clear message to Canada's independent automotive shops — manage your business more professionally or you risk going out of business soon.

"Business focus...business plan...full bays maximizing your potential, or boarded up...business training or bust. These are the only choices for independent shops in today's aftermarket industry," is the closing message of the video.

Through interviews with leading figures in the industry this hard-hitting, 15-minute production explains what is wrong with Canada's independent automotive service businesses — that too many shops are being run by former mechanics who have technical expertise but no business management skills; and the crucial need for business training.

"Canada's independent automotive businesses are vital to the continued overall success of the aftermarket industry. We wanted to produce this video to help shop owners understand that their livelihoods are at stake, and that there's help available for them," said Cliff Young – Director, Business Development and Training, Training Solutions.

"We're also trying to help shops run more professional operations in order to elevate the perception of the entire independent automotive repair and maintenance industry in the eyes of the driving public," Mr. Young added.

"In many cases, how a shop is perceived — from the moment a customer walks up to the front counter — is critical to the amount of business coming into the service bays, and that shop's success and profitability. If the driving public doesn't trust or have faith in the shop servicing their vehicles, then that shop is going to lose customers and isn't going to remain in business. And we want all independents to have the opportunity to prosper — which comes from running a more professional, well-managed operation."

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In addition to explaining the problem plaguing the independent auto repair and service sector, the video outlines a unique business management training program for independent shop owners that was developed by Training Solutions / A Snap-on Services Group.

Business Training or Bust: Surviving and Thriving in 21st Century Automotive Service features interviews with shop owners, aftermarket journalists and leading figures in the aftermarket industry including Raymond Datt, President of the AIA; Randall A. Moore, AIA Chairman of the Board; and Richard Cooper, Senior Director of J.D. Power and Associates.

The video features success stories from two shop owners who have taken the business management training program outlined in the video, *Business Development for 2000 and Beyond*. Both shop owners relate how they have been able to increase their profitability and level of professionalism as a result of the program.

"We want every independent shop to have the opportunity to survive and thrive. We're planning to make sure that every independent shop owner sees this important video," said Mr. Young.

Business Training or Bust: Surviving and Thriving in 21st Century Automotive Service was produced by Training Solutions / A Snap-on Services Group in association with Front Row Productions of Toronto.

Training Solutions plans to offer the video to the entire aftermarket distribution system, which includes parts manufacturers, jobbers, warehouse distributors and Snap-on's network of mobile Dealers.

"It's especially jobbers and Snap-on Dealers who are an important part of the aftermarket distribution system. They can carry the message to shop owners effectively because of the relationships that they have with shop owners," said Mr. Young.

Jobbers and WDs can obtain copies of ***Business Training or Bust: Surviving and Thriving in 21st Century Automotive Service*** by calling 1 866 256-8666. Currently, the video is available in English only.

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