

DATE: September 1, 2019

TO: ALL INDUSTRY MEMBERS

FROM: FLAVIO VOLPE
PRESIDENT

APMA Industry Tracker™

*All of the Automotive Data a supplier needs
on your PDA, tablet, or computer of choice.*

APMA has recently launched its newest product, the ***APMA Industry Tracker™***. This Internet-based tool provides a one-stop location for every piece of historic automotive data a supplier might require in their day-to-day business. The tool covers all aspects of the NAFTA automotive environment, including Sales and Production, key industry indicators, economic statistics as well as special market studies.

Specifically designed for automotive suppliers, the ***APMA Industry Tracker™*** puts the industry in the palm of your hand. The Sales section provides comprehensive historic sales and inventory analysis information for the NAFTA region including Mexico, the United States and Canada. The Production section features historic industry production by country, OEM, platform, plant, and segment, and includes production information for medium and heavy-duty trucks. Finally, from a production perspective, comprehensive production change reports are provided on both a monthly and annual basis. The tracking reports provide detail for year-over-year change, lagging three-month and six-month comparisons, calendar year-to-date figures, and so much more.

In the Economic Data section, the ***Industry Tracker™*** provides access to a wide range of economic indicators that are of significant use to automotive suppliers. This data includes import and export trade statistics, consumer price index, and price changes for key commodities such as oil, steel, copper, and aluminum. It also tracks consumer confidence and other factors that help you to get a better understanding of where the automotive industry within NAFTA is headed. As with production, a historic change analysis is provided.

APMA also distributes key intelligence information and presentations, such as the current “State of the Auto Industry” presentation, through the ***Industry Tracker™***.

Member Directory

This is one of the most significant aspects of the ***APMA Industry Tracker™*** and one where we encourage participation from all of our member companies. Historically, the APMA has produced a printed Member Directory that was sent out globally to members, OEMs, Canadian Embassies and Trade Commissioners. It was also used for promotional purposes on trade missions and at trade

shows. The *Industry Tracker™* now provides that annual directory in an electronic format. It is more comprehensive; it will be constantly updated and is available online to all subscribers.

We actively encourage every member to make sure that their corporate profile data in the *Industry Tracker™* is complete, comprehensive, and current in order to provide the most accurate information possible to potential customers and subscribers. This member directory is shared with our OEM customers, Consulates and Embassies around the world, and other *Industry Tracker™* subscribers.

Free to Member Companies

The *Industry Tracker™* is truly one of the most significant benefits of APMA membership. Online access to this tool is free to all APMA member companies. Non-members can purchase access to the *Industry Tracker™* as well. If you are interested in purchasing a subscription, please review the table on the following page and complete and submit the subscription form to APMA. If you have any questions you may contact Glenda Tedesco at 416-620-4220 ext. 223 or gtedesco@apma.ca for assistance.

Android or Apple?

Since there is so much industry data available in one spot via the *Industry Tracker™*, we have worked hard to ensure that this data is accessible from a tablet, PDA, or computer of your choice. The *Industry Tracker™* works on everything including iPad, Android, Surface tablets, and any laptop or desktop computer.

Summary

Since we introduced the *Industry Tracker™*, the response has been extremely positive. A few OEMs who were not even the original targets for the tool have requested additional user accounts so that more people within their companies could access to the data. While they recognized that this information is available from a variety of other sources, they also recognized that there is no other single location where an automotive parts supplier can go to get such a comprehensive listing of data affecting the automotive industry. Sales, production, economic statistics, data tracking of inflation, commodities, exchange rates and full trend analysis along with a comprehensive database covering every APMA member company are all provided in a single, easy to access location.

We continue to investigate opportunities to add additional functionalities to the *Industry Tracker™*. One consideration is to add forward-looking automotive data such as Future Product Programs, Production volume forecasts (5 years ahead), plant by plant outlook analysis, and member promotional opportunities. We are also considering the possibility of adding the ability to undertake virtual tech shows. In this way, we can provide comprehensive technical information to Canadian trade commissioners at our Embassies and Consulates around the world for their use with OEM customers without you actually having to travel to be part of the meeting, thus reducing travel costs. If you see benefit in having such capabilities available, we want to hear your suggestions and feedback.

The ***APMA Industry Tracker™*** - another great reason to be an APMA member.



APMA Industry Tracker™ Subscription Form

Category	Cost*	Options (1 year)
Regular Members have access for all employees registered with APMA	Included with membership	
Associate Member	<u>One</u> employee has free access	\$250 for each additional subscription \$500 for 3 additional subscriptions \$750 for 10 additional subscriptions
Non-Member, part of industry	\$500 each	\$750 for 3 additional subscriptions \$1,000 for 10 additional subscriptions
Affiliates (OEM, Associations)	\$500	\$750 for 3 additional subscriptions \$1,000 for 10 additional subscriptions
Governments**	\$500	\$750 for 3 additional subscriptions \$1,000 for 10 additional subscriptions
Public Library	\$200	

***All prices above are subject to applicable taxes (HST 13%)**

****Unlimited Licenses can be negotiated. Please contact APMA for more information.**

PLEASE PRINT CLEARLY:

NAME: _____ COMPANY: _____

TEL: _____ EMAIL: _____

SUBSCRIPTION TYPE: _____ ADDITIONAL SUBSCRIPTIONS _____

TOTAL COST (PRE-HST): \$ _____

MEMBERS ONLY: Cheque Enclosed (Bulletin 2019-17)

If paying by **VISA, MasterCard** or **American Express**, please complete the following:

Cardholder's Name: _____ Signature: _____

Card Number: _____ Expiry Date: _____ / _____

To activate your subscription, please complete and fax this form to (416) 620-9730. APMA will confirm reception of your form, process payment, and provide you with the necessary login information. You will be assigned a Member Representative to submit your company information to the Member Directory. APMA reserves editorial privilege for all Directory submissions. APMA reserves the right to suspend accounts for misuse of login information.