

Telematics: The Aftermarket Perspective

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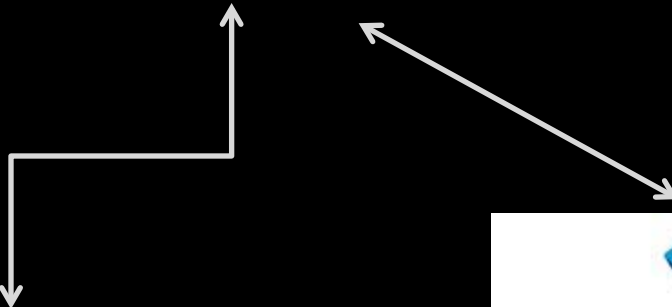
Defining Aftermarket Telematics

- Not Navigation, Safety or Infotainment
- Not Text Messages, Tweets or Pandora
- We Keep America Moving
- We Need Diagnostic/Service Information
- Consumers Need Freedom to Choose

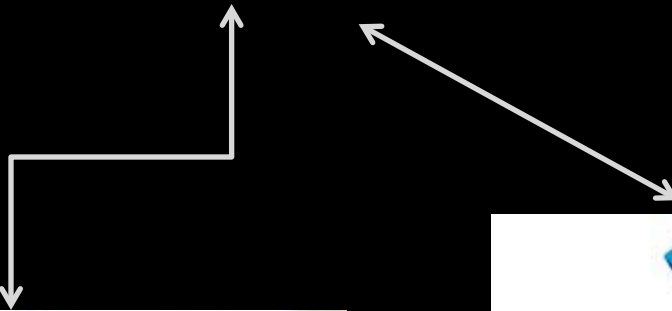
What Keeps Us Up at Night



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Current State

- The Aftermarket Can Do Telematics
- 160 million vehicles accept OBDII plug-in
- Shop of Tomorrow demonstration at AAPEX



Aftermarket Telematics Challenge



The Standards & Technology Exist

- Plug-in OBD II devices
- Web Service Standards for Registration and Notification
- Integration with SMS and Cloud-based Service Information
- Web Service Standards for Internet Parts Ordering (IPO)
- Integration with Other Shop Equipment (i-SHOP)

Issues with Telematics

- One Hardware Port Limits Opportunity
- Limited (Generic) Information Limits
Functionality
- OE Connectivity Put the Aftermarket at a
Disadvantage
- Needed – Standardized Software Interface (API)
- Needed – Equal Access to Diagnostic Information

The Aftermarket Vision



It's All About The Data



You've Heard of Google Glass



Bring the Data to the Tech



The Aftermarket Telematics Strategy

- Form a Global Coalition of Stakeholders
- Collaborate with SAE International, ISO, FIGIEFA
- Define Standards
 - Software Interface (API)
 - Information Availability
- Make the Business Case
 - Partners in Brand Equity and Consumer Satisfaction
- Consumers Deserve to Choose

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