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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