


## ARA: Advancing Profitability in the Automotive Recycling Industry

The Automotive Recyclers Association (ARA)  
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## You Can Do Anything...But Some Things You Can't Do Alone!

**ARA is Dedicated to:**

- Improving YOUR profitability
- Increasing YOUR sales
- Insuring YOUR business success
- Guarding YOUR industry's rights & interests
- Paving the path for YOUR prosperity




## ARA: Promoting and Improving the Automotive Recycling Industry




- Salvage
- Training & Certification
- Mercury Switches
- Airbags
- Insurance
- Industry News Developments & Updates
- Federal Advocacy & Protection
- Networking & Business Development




## ARA Protects the Salvage Supply

**National Salvage Legislation:**

- ARA has secured the introduction of VIN Disclosure legislation in the U.S. Congress – the first step in a national effort to rid the industry of illegitimate and fraudulent use of salvage.
- ARA is pushing for Congress to add an export provision to the bill aimed at preventing the multiple export of motor vehicles using the same VIN number.
- ARA established the ARA Legislative Fund and the ARA PAC to increase the industry's influence in Washington, D.C.









Senator Tom Latham (R-MD) along with Rep. Cliff Swanson (R-FL), Rep. Bobby Rush (D-IL), and Sen. Green (D-TX) talk with ARA member Scottie Davis at an ARA press conference on Capitol Hill.





## ARA Training & Certification

- **Certified Automotive Recycler (CAR)** – Drives customers to you by showing you meet all environmental, safety, general business and licensing standards
- **Gold Seal** – Sets you apart from competitors by showing you have proven quality customer service.
- **ARA University** - Virtual classroom educating and training industry professionals on industry standards and techniques
- **Standards & Codes** - Promote all forms of industry commerce by creating a unified description of recycled parts
  - Parts Descriptions
  - Part Type Categories
  - Parts Damage Locator
  - Parts Grading
  - Recycled Parts Guide
  - Color Codes
- **Airbags** - increase airbag sales through airbag handling training, inspection and tracking software


## ARA Secures Funding for Mercury Switch Removal

- **National Vehicle Mercury Switch Removal Program (NVMSRP)**
  - Signed August 11, 2006
  - Voluntary for Recyclers
- **IFCC Fund**
  - Guarantees minimum \$1.00/switch
  - Some states have higher incentive
  - ARA sits on IFCC board to monitor strict compliance
- **Shipping Savings**
  - NVMSRP allows recyclers to ship switches as UNIVERSAL waste
  - Thousands (\$\$\$) saved annually because switches are no longer shipped as HAZARDOUS waste

ARA Member John Campbell shows EPA Administrator Steve Johnson how to pull a mercury switch.

ARA CEO George Ellades meets with US EPA Administrator Steve Johnson at NVMSRP signing ceremony.





## ARA is Increasing Airbag Sales

- Who?
  - ARA Product Services, LLC and Gulfstream Technologies
- What?
  - Raise the bar with **ARAPro** brand airbags
  - Conquer the market
  - Eliminate illegitimate mail order houses
- Why?
  - Increase part & airbag sales & purchasing ability
  - Save autos from being totaled
- How?
  - Electronically training employees by 3<sup>rd</sup> party specialists
  - A comprehensive online system for insurers to buy **ARAPro** airbags
- Benefits:
  - \* **ARAPro** Bags are Prominently Displayed on Inventory Systems
  - \* Collision Industry will See Our Bags



## ARA Workers Comp Initiative

- **Goal:** Establish Competitive Workers Comp Coverage for all Qualified ARA Members
- **How:** Create a Captive Insurance Program for Automotive Recycling Industry – **resulting in lower group rates for participants**
- **Status:** ARA has secured interest from an insurance provider and is working to get recycling companies to join the feasibility study required by the insurance provider.
- **Get Involved:** ARA needs 25 more companies to participate in the study!



## ARA Keeps You In the Loop

- Exclusive Weekly Industry News Updates
- ARA Automotive Recycling Magazine
- ARA Political Frontline Newsletter
- Certified Automotive Recyclers SOURCE Newsletter



## ARA is the Voice of the Industry in Washington – Protecting & Advocating for Favorable Laws

- Capitol Hill Representation
  - Government Affairs Cmte & ARA Staff
  - Professional Lobbyists
- Monitoring National Government Regulation Trends
  - Aiding state chapters and recyclers nationwide detect & fight the latest attacks on the automotive recycling industry
- Pro-Active Environmental Advocacy
  - Turned back obtrusive federal storm water regulations
  - Prevented industry from being targeted by EPA inspectors with ECAR partnership



## ARA Offers Exclusive Business Development & Networking Opportunities

- Annual Convention & Exposition
  - Featuring the Industry's Biggest Brand Names
  - Equipment Demonstrations
- Mid-Year Business Development Conference
  - Top Notch Networking with Colleagues Nationwide
  - Industry Trends & Decisions
- Regional Meetings
- Educational Training



## ARA: Join the Family!

Join TODAY and get the edge on your competitors!

- **Online** – [www.a-r-a.org](http://www.a-r-a.org)
- **Phone** – Call Kelly at 888.385.1005
- **Fax** – 703.385.1494

Already a Member? – Share the Secret of Success with a Friend! Get a Friend to Join with the new **Member-Get Member** program

