Manufacturers’ representatives remain an integral partner for automotive manufacturers, as well as distributors, assisting with implementation of strategic initiatives and business development throughout all levels of the auto care supply chain. As our industry continues to evolve, so do manufacturers’ representatives, who are utilizing shared data resources, integrating sales management systems and improving efficiencies through enhanced channel communication while maintaining a core value of relationships.

\[50\%\]

Over half of the Auto Care Association’s North American manufacturer members use manufacturers’ representatives.

**WHAT PEOPLE IN THE INDUSTRY SAY**

**AN EXTENSION OF OUR TEAM**

Brett Blauner, National Sales Manager, The Timken Company

There are many benefits of using professional manufacturers’ representative agencies. One reason is the variable cost as a function of sales; however, more valuable is their relationship, coverage and local market knowledge. At Timken, we view our agencies as an extension of our team and a critical component to executing our strategy including field work which requires them to know our products. The agencies we work with invest in their people with respect to resources, talent and training to ensure mutual success between Timken, the agency and most importantly the WD.

**CRITICAL TO OUR SUCCESS**

Ted Bradley, Vice President, Sales, The B’laster Corporation

The partnerships that B’laster has with our manufacturers’ representatives are critical to our success. They help to formulate strategies that work for us as well as our customers, allow us to work on multiple national accounts with fewer internal resources, and enable us to maintain a strong relationship with customers even when faced with merchants who regularly shift roles. Plus, their industry expertise and knowledge is extremely valuable to us.

**AN INTEGRAL PARTNER**

Chase Baxley, COO, The Parts House

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**TREMENDOUS VALUE**

Bill Hanvey, President and CEO, Auto Care Association

As a former sales and marketing professional in the aftermarket for several major manufacturers, I’ve worked hand-in-hand with manufacturers’ representatives and experienced the tremendous value they provide. Getting involved with the Auto Care’s Manufacturers’ Representatives community is the premier way to network with other reps, enhance your professional skills as a rep or find the right rep for your business.

**WHAT’S NEW**

**TELEFORUMS**

The Auto Care Association’s Manufacturers’ Reps Council offers a series of free, one-hour teleforums to help members move their business to the next level. Visit autocare.org/reps and click teleforums to register to receive information on upcoming teleforums and listen to some of our past teleforums.

**CHANNELS**

- Automotive Audio
- Automotive Chains
- Convenience Stores
- Drug Chains
- E-tailing
- Farm and Fleet
- General Merchandise
- Grocery Chains
- Hardware/Home Center
- Heavy Duty
- Industrial
- Marine
- Paint, Body and Equipment
- Performance/Truck Accessories
- Program Distribution
- Restoration
- Recreational Vehicle Distribution
- Tire Wholesale
- Traditional Retail/Wholesale
- Tool and Equipment
WHY USE A MANUFACTURERS’ REPRESENTATIVE?

Manufacturers’ representatives provide a critical conduit to the many aspects of the diverse and often challenging market.