

# state of auto care 2020

## CELEBRATING MORE THAN 100 YEARS OF YOUR TRUST

Power. Support. Longevity. Strength. Authority. Partnership. Respect. Honesty. Credibility. Loyalty. Reliability. Collaboration. Reputation. Resiliency. Commitment. Integrity. Confidence. Assurance. FAMILY. These are just a few of the words associated with trust, and the Auto Care Association has worked to earn and deserve yours for **over 100 years**.

### our members trust us to:

**DRIVE YOUR AWARENESS**



reaching  
**881 M**  
readers through media



**185% growth**  
in social engagement

**FUEL CHANGE**



**10<sup>+</sup>** advocating for  
10+ key issues



**34** Auto Care  
Caucus  
members

**PROVIDE NEW OPPORTUNITIES THROUGH EMERGING TECHNOLOGIES**



Standardizing  
ADAS



Access to  
vehicle data



Access to  
embedded software

**INNOVATE SUPPLY CHAIN EFFICIENCY AND STANDARDS**



**4 BRAND NEW**  
technology products

**DRIVE YOUR GROWTH PERSONALLY...**



**94** awards  
presented  
annually

**60**



scholarships

**... AND PROFESSIONALLY**



global events with  
**100,000+ peers**  
with whom to network



**12 communities**  
and **8 committees**  
to lead initiatives

From bolstering the industry's profile and influence, to leading the way on emerging vehicle technologies; from fostering global growth to innovating supply chain efficiency and standards; Auto Care Association enables you and your industry to thrive. Thanks for trusting us to provide over a century of services for your unique needs.

autocare™  
ASSOCIATION  
Independence drives us.

trust: it's in our name