

## what standards are

- + Standardization of crucial content so that your product is more accessible and available to buyers
- + Strengthening already existing product data
- + Communication of what makes your products more valuable versus the competition
- + A format to disseminate and consume data such as form, fit and function
- + A common language

## what standards aren't

- The sharing of intellectual property, confidential business information, proprietary information, or manufacturing processes or sources
- A data warehouse where manufacturers no longer control their own information
- A high-cost commitment



### Have you read the HD Industry Feasibility Study?

The feasibility study is an industry-driven roadmap to the development of heavy duty product data standards.

**Read it here: [www.autocare.org/HDFeasibility](http://www.autocare.org/HDFeasibility)**

## about hdda

**HDDA: Heavy Duty**, a community of the Auto Care Association, is the only community that serves the entire heavy duty aftermarket supply chain, from manufacturers, to distributors, retail and repair. As the primary source of information and communications to a growing membership that shares a common interest in the heavy duty market, we enable our members to make better business decisions through market intelligence, events, advocacy, education and more.

**Visit [www.hdda.org](http://www.hdda.org) for more.**

The Auto Care Association protects and advances the interests of businesses providing aftermarket products and services for all classes of motor vehicles. Visit [www.autocare.org](http://www.autocare.org) for more.

phone 301.654.6664    fax 301.654.3299    email [sheila.andrews@hdda.org](mailto:sheila.andrews@hdda.org)    [twitter/autocare\\_hdda](https://twitter.com/autocare_hdda)

# The HDDA Guide to Better Product Data

[hdda.org](http://hdda.org)

autocare<sup>™</sup>  
ASSOCIATION  
Independence drives us.

hdda  
HEAVY DUTY

# the starting point

**HDDA: Heavy Duty**, a community of the Auto Care Association, has been tasked by the heavy duty aftermarket industry to develop a set of data standards. Data standards convey product information between heavy duty aftermarket suppliers and its selling chain, comprising the major heavy duty buying groups, resellers, service centers and fleets. **Simply put, standards get you the right part, at the right place, at the right time.**

This concept was successfully executed in the light vehicle aftermarket in 2002, resulting in a library of standard “form-fit-function” and “performance” attributes for over **12,000 components.**

HDDA is undertaking a similar project for more than **8,200 key heavy duty components,** covering:



**we  
need  
you**

Be one of our subject matter experts that help write the future of the heavy duty industry and build this foundation of communication for product information. Contact Sheila Andrews to volunteer at [sheila.andrews@hdda.org](mailto:sheila.andrews@hdda.org).

HDDA: Heavy Duty is actively working on product data standards for the heavy duty industry to help you increase business efficiency, lower returns and positively affect your bottom line. Why are product data standards so important? **Here are the top five reasons:**

- 1 Manage your confidential product data once for all customers.**  
By using product data standards, a manufacturer can generate all relevant product information in a single file while maintaining ownership of their data. The result is managing data once for all customers. A distributor will benefit by having more consistent supplier product data in its business systems.
- 2 Accurate part data means accurate product selection.**  
Using product data standards enables clear definition of product specifications, images and other supporting data; ensuring the product is represented as the manufacturer intended. Customers then have more accurate “form-fit-function” characteristics to use in product selection.
- 3 Correct data means less returns.**  
Using product data standards ensures that part numbering, units of measure and other critical logistics data are correctly sent and understood by both suppliers and distributors, dramatically reducing ordering and shipping errors.
- 4 Data standards mean more customer service.**  
By leveraging product data standards internally, companies can now ensure complete and replete product information is available to the people who support your customers – the parts counter, technical support and customer support.
- 5 The right part, at the right price, at the right place, at the right time.**  
Using product data standards increases customer confidence that they are selecting the right part for the job, giving them more accurate product availability information and ultimately reducing vehicle down-time as much as possible.