# AISIN outlines ambitious plans for the global aftermarket segment



During a recent media conversation at the Automotive Aftermarket Products Expo (AAPEX), executives from AISIN detailed their ambitious plans for the global aftermarket segment. The discussion featured Masahiro Shiiya, president of AISIN Global Aftermarket; Scott Turpin, president and CEO of AISIN World Corp. of America; and Dwayne Bates, senior vice president of Aftermarket at AISIN World Corp. of America. The executives shared insights into the formation of a new company and an array of products aimed at maintaining vehicle performance across various applications.

A significant announcement from AISIN was the formation of AISIN Aftermarket & Service of America Inc., a new entity created through a merger between AWTEC—a subsidiary of AISIN focused on transmission remanufacturing—and the aftermarket business unit of AISIN World Corp. of America. Bates elaborated on the merger, noting, “Right now, the merger here in the US is just taking place. It’ll be effective April 1. With this merger, it’s not a departure from what we normally have done. We sell 80% of AWTEC-branded product through our sales organisation already. It’s an alignment and correlation of our departments, making it more streamlined and more effective for the customer.”

In addition to the merger, AISIN has expanded its product lineup, showcasing a range of tyres under the AITERRA brand name, including specific models like the AIECO EC50 for passenger cars, the AICROSS CR60 for SUVs, and the AIWAGON WA70 designed for delivery vans. Bates commented on the comprehensive vision spearheaded by company president Masahiro Shiiya, explaining, “It’s Mr. Shiiya’s vision—he’s been looking at building a maintenance empire from the top all the way down to the tire. Any maintenance-related issue, he’s going to try to fix it.” This approach emphasises AISIN’s commitment to addressing common maintenance needs across various vehicle types, integrating products such as wiper blades and filters alongside their tyre offerings.

The executives also discussed the evolving landscape of the automotive market, particularly in relation to emerging vehicle technologies. Larrow Kaufman, senior sales manager for the North American Aftermarket at AISIN World Corp. of America, addressed the challenges posed by the increasing complexity of automotive parts, noting, “One of the things that is changing is the parts proliferation from everybody. We’re looking at ICE vehicles and asking, ‘Is that part mix changing in regard to cars being more reliable now than they’ve ever been?’ Then, on the EV vehicle side, we ask, ‘Are some of those parts the same or are they different?’" He suggested that the industry is in a period of assessment to determine future product ranges in response to new technologies.

As for industry forecasts, Kaufman provided a positive outlook for the automotive aftermarket, despite recent global disruptions. He stated, “One of the nice things about the automotive aftermarket is that, regardless of what we’ve been through—be it COVID, be it pre-pandemic, be it post-pandemic—we’ve been relatively steady. I think the market’s still looking at single-digit growth throughout the year, and we plan to take advantage of that.”

Overall, AISIN's efforts to merge its businesses and innovate its product offerings signal a proactive approach within the automotive aftermarket industry, as leaders anticipate ongoing growth and navigate the complexities introduced by technological advancements in vehicle design and maintenance needs.

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://www.vehicleservicepros.com/distribution/aftermarket-business/ambw-news/news/55242043/aisin-introduces-future-visions-and-aftermarket-lineup-at-aapex> - Corroborates the formation of AISIN Aftermarket & Service of America Inc. through a merger between AWTEC and the aftermarket business unit of AISIN World Corp. of America, and the expansion of AISIN's product lineup.
2. <https://www.autoserviceworld.com/aisin-transforms-its-aftermarket-business/> - Supports the announcement of AISIN's global aftermarket strategy transformation, including the creation of AISIN Aftermarket & Service of America Inc. and the expansion of product offerings.
3. <https://www.aisinworld.com/news/north-american-news/press-releases/> - Provides details on AISIN's plans for the future of its global aftermarket segment, including the merger and the expansion of manufacturing capabilities.
4. <https://www.vehicleservicepros.com/distribution/aftermarket-business/ambw-news/news/55242043/aisin-introduces-future-visions-and-aftermarket-lineup-at-aapex> - Quotes from Scott Turpin and Dwayne Bates on the merger and its impact on streamlining operations and customer experience.
5. <https://www.autoserviceworld.com/aisin-transforms-its-aftermarket-business/> - Explains AISIN's goal of becoming a total parts and service provider and the integration of various maintenance-related products.
6. <https://www.aisinworld.com/news/north-american-news/press-releases/> - Mentions AISIN's acquisition of Leon Import and its strategic expansion in Latin America, aligning with the broader aftermarket strategy.
7. <https://www.vehicleservicepros.com/distribution/aftermarket-business/ambw-news/news/55242043/aisin-introduces-future-visions-and-aftermarket-lineup-at-aapex> - Details the global presence of AISIN's aftermarket business, including 36 locations in 17 countries and region-specific product lines.
8. <https://www.autoserviceworld.com/aisin-transforms-its-aftermarket-business/> - Discusses the expansion of remanufacturing capabilities and the collaboration with AISIN Sales Latin America (ASLA).
9. <https://www.aisinworld.com/news/north-american-news/press-releases/> - Highlights AISIN's commitment to innovation and quality, including the introduction of new products like hybrid batteries and other OE-quality parts.
10. <https://www.vehicleservicepros.com/distribution/aftermarket-business/ambw-news/news/55242043/aisin-introduces-future-visions-and-aftermarket-lineup-at-aapex> - Addresses the evolving landscape of the automotive market and the challenges posed by emerging vehicle technologies.
11. <https://www.autoserviceworld.com/aisin-transforms-its-aftermarket-business/> - Provides a positive outlook for the automotive aftermarket despite global disruptions, aligning with industry forecasts.
12. <https://s19532.pcdn.co/aisin-mergers-streamlining-operations/> - Please view link - unable to able to access data