

AUSTRALIAN AUTOMOTIVE AFTERMARKET

AUSTRALIA'S LEADING AUTOMOTIVE PARTS & ACCESSORIES INDUSTRY MAGAZINE

The Official Magazine of the Australian Automotive Aftermarket Association

AAA Magazine is there for you

The AAA Magazine is the industry's mouthpiece, offering wide reach, depth of content and credible features. Being the official publication of the Australian Automotive Aftermarket Association, it is established as the industry standard and as such is retained by readers as the definite industry reference. As a member of the AAAA, this is YOUR magazine, so why not use it to promote your products and services?

Be Seen, Be Read

The AAA Magazine (AAAM) is the ideal platform for communicating new, industry-related products, events or news items. With over 10,500 Mechanical Repairers, 1500 Auto Resellers and 1500 Auto Retailers receiving the magazine every month, it is the only industry publication with guaranteed readership! From CEOs of automotive retail chains to owners of mechanical workshops, with the AAA Magazine you can reach all the industry decision makers.

It's Easy and it's Free!

The AAA Magazine is there to support all the AAAA members. If you have a new product, product update, service, event or any industry-related news, we can help you share it with a wider audience. Simply send us your submission (see guidelines below) or contact the Editor on 03 9331 2608. It's that easy!



NEWS

THIS SPACE HAS BEEN RESERVED FOR YOU!

Send your submission now for the next issue of the AAAA Magazine.
editor@aaaa.com.au
 (03) 9331 2608

AUSTRAL JOINES THE AUTOLITE DISTRIBUTION NETWORK

The success of the Autolite spark plugs since being reintroduced in Australia continues with the news that Autolite has been added to the number of distributors all over setting this top USA brand.

The Sydney based company has been able to do this with a great new relationship with the Australian market as well as being listed in the Autolite brand book as the official spark plug for a number of USA based brands such as the high quality product.

"The top rated spark plugs are among the world's leading brands, and the extensive range cover all general applications with Standard Copper, Double Platinum, and Platinum Sport and the new Platinum Ultra Platinum."

The Autolite brand with its reputation for reliability and performance will be available in the next few weeks with Autolite's new distributor network in Australia. Our customers have noticed any Autolite spark plug.

1 Hella Australia celebrates 50 years

Hella Australia celebrates its 50th anniversary in 2011 and this historical milestone highlights the company as one of the true pioneers of the modern Australian automotive industry.

Hella Australia's aftermarket product range covers key market sectors that exemplify the company's world-renowned manufacturing and marketing expertise. The company has the highest quality automotive and commercial vehicle lighting products including the vast Mann Filter range of premium quality automotive filtration products and Behr Hella Service, featuring Australia's widest range of thermal management products for European vehicles in Australia.

Hella will feature a number of products at Australian Auto Aftermarket Expo including the Hella Rallye IX FF 4000 and Hella Predator IX Series spotlights, bringing the latest generation of compact internal ballast spotlights to the Australian 4WD, SUV and heavy-duty vehicle aftermarket.

Living up to their brand name reputations, both the Rallye IX FF 4000 and the Predator IX Series Xenon gas discharge driving lamps feature new and innovative designs, including a clear glass lens, high boost free form reflector and in-built ballast for quick and easy installation.

These Hella Xenon internal ballast spotlights have been extensively tested and

built tough to withstand Australian off road conditions with weatherproof die-cast zinc housing and brackets.

A range of accessories including clear protective covers, HB IX Pencil Beam inserts and chrome rims accompanies these new Hella aftermarket products.

The Hella Predator IX series is the larger spotlight of the two new products, with a diameter of 220mm.

The Hella Predator IX series is available in two variants, including pencil and spread beam 12 volt models, and a 24 volt spread beam configuration.

The Hella Rallye IX FF 4000 is the more compact of the two with a 170mm diameter and is available in two variants, pencil or spread beam, both 12-volt. The spread beam-driving lamp is fully compliant with third edition ADRs.

Visit Hella Australia at stand B14 at the Auto Aftermarket Expo for more information.



How to submit your article. It's easy!

- 1. Headline:** should be catchy and attention-grabbing.
- 2. Introduction:** should prompt the reader to read the article.
- 3. Body copy:** should explain all the main points about your new product and be no longer than 300 words. All copy is to be submitted in a Word (.doc) format. No PDF files will be accepted.
- 4. Contact details:** should include a "call to action" urging the readers to visit your website and/or call your number.
- 5. Image:** should be clear, eye-catching and high resolution. Images need to be supplied in a JPG or TIF format and be no larger than 3.5mb. No PDF files will be accepted.
- 6. Let us know who you are:** all submissions need to clearly identify the author or company, article subject and the magazine issue into which the submission is intended for.

For further advice on how to submit an article or to obtain a copy of our editorial policy please do not hesitate to call the Editor on (03) 9331 2608.

Send your submissions to: editor@aaaa.com.au