



AISIN Introduces New Global Vision, Dedicated Aftermarket Company

Company showcasing current and future aftermarket product lineup at AAPEX in Las Vegas this week

LAS VEGAS, November 5, 2024 – **AISIN Corporation**, consistently a Top 10, global Tier One supplier of automotive components and systems, unveiled plans today at AAPEX for the future of its global aftermarket segment, with a goal of becoming a total parts and service provider. Additionally, company executives introduced a new Americas-focused aftermarket company: **AISIN Aftermarket & Service of America, Inc.**

This new company will form through a merger between AWTEC – an AISIN company focused on transmission remanufacturing – and the aftermarket business unit of AISIN World Corp. of America (AWA).

Expanding globally

To best meet customer needs around the globe, AISIN is actively expanding its product lines in various regions, focusing on being a one-stop shop for automotive parts. Until now, AISIN’s aftermarket products have been limited to in-house brands. Going forward, AISIN will grow its inventory and become a universal service provider of parts for the automotive aftermarket. New additions will complement and enhance its current lineup which includes cooling systems, drivetrain products, steering & suspension, chemicals & fluids, and more. It will also look to source maintenance related items, such as wiper blades, high quality lubricants, batteries, tire accessories, wheel balancers, car lifts and more to bolster its AISIN portfolio. Other equipment such as tools and paints will also be available for vehicle maintenance.

“This evolution in the way we do business in the global aftermarket will transform the experience for our customers, giving them access to a wider variety of parts and more comprehensive service offerings,” said AWA President and CEO, Scott Turpin. “There are many exciting developments underway at AISIN.”

The AISIN Aftermarket business currently has 36 locations in 17 countries; each region will strategically determine which parts best serve their respective customers.

“AISIN first began serving the automotive aftermarket in the 1970s. Since then, our product lineup has steadily grown to meet customer demand,” said Masahiro Shiiya, president of AISIN Corporation’s Global Aftermarket company. “What we’re seeing in today’s market is an opportunity to evolve – to leverage our comprehensive strengths and global network to further support the global automotive community.”

Enhancing locally

AISIN Aftermarket & Service of America, Inc. will operate as a stand-alone company focused on both aftermarket sales business and growing remanufactured product business. The restructure is planned to be completed in April 2025.

With its creation, AISIN leadership will expand its manufacturing capabilities for service parts, leveraging and uniting the combined expertise of AWTEC and AWA Aftermarket Sales. Operations will also be streamlined and optimized to increase efficiencies and better position the aftermarket team for growth.

“Agility has become key to success in the aftermarket business and this merger makes us more nimble and more flexible,” said AWA Senior Vice President of Aftermarket Sales, Dwayne Bates. “Beyond opening doors to more opportunities and strengthening our alignment internally, the restructure should be seamless to our customers and suppliers.”

The leadership team for the new company will include Turpin, Bates and General Manager, Tomoyuki Furuta. Jobs and facilities are not expected to be impacted as a result of the spin off.

Beyond servicing North America, AISIN Aftermarket & Service of America, Inc. will work with AISIN Sales Latin America (ASLA) – which is wholly owned through AWA following the recent acquisition of business assets of strategic partner, Leon Import, S.A – in South America. Since its establishment, ASLA was able to shorten product delivery lead time and improve customer service, resulting in significant business expansion and aftermarket sales in the region.

AAPEX participation

Visitors to the company’s AAPEX booth the rest of the week will have the chance to see AISIN’s new branding and current aftermarket product offerings. Some recently introduced products are onsite, including the latest additions to its coolant/antifreeze lineup for North American and European passenger and light-duty vehicles and its EFI Tank Additive for gasoline engines.

In addition, ADVICS – the aftermarket’s leader in advanced braking technology – is also participating at its parent company’s booth, debuting new packaging on core products and expanded SKUs to its ultra-premium disc brake rotors lineup.

For more information about the company’s technologies, visit AISIN at its AAPEX booth located at Booth A4656, Venetian Expo Level 2, Nov. 5-7 or visit www.aisinaftermarket.com.

About AISIN Aftermarket

AISIN Aftermarket (Americas), a business division of AISIN Corporation, is based in Torrance, Calif., and provides OE-quality premium parts and components to the automotive aftermarket, utilizing the engineering expertise, technological competencies, and resources as one of the largest Tier One suppliers in the world. AISIN Aftermarket offers an extensive line of automotive products in categories such as: cooling, engine, drivetrain, body, electronics, chemicals, and fluids. AISIN Aftermarket is a distributor of ADVICS brake and brake-related products. AISIN brings OE quality to consumer driveways through a vast global distribution network as well as warehouse locations in California and Tennessee to service North America (Canada and USA) and in Panama, home of AISIN Sales Latin America. Please visit AISINaftermarket.com or connect with us at NA_Sales@AISINworld.com.

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