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trucks, up from about 56 per cent in 2019.  
“With consumer preferences shifting away from passenger cars, the growth was entirely attributed to the light truck segment,” the study noted.

## AFTERMARKET'S APPROACH TO CREDIT CARD FEES

**FOR NOW, MOST** automotive aftermarket businesses won't pass on credit card fees to their customers. But at least a third of the industry is undecided.

Following a class action lawsuit, most Canadian merchants are now able to pass on credit card processing fees to their customers. Those in Quebec, however, will not due to the province's consumer protection laws.

*Auto Service World*, the online portal for CARS, asked its readers how they will approach this. When asked if they would pass on fees to consumers, most (43 per cent) said no. But not far behind were those who are still thinking about it — 39 per cent said they're undecided. One in five (19 per cent) said they would.

When looking at whether they'd pass on fees to business customers, aftermarket professionals were more likely to pass on those costs (25 per cent) in this case. However, like with consumers, most (43 per cent) said they wouldn't and almost a third (32 per cent) were undecided.

## FIRST FEMALE CHAIR OF AIA'S QUEBEC DIVISION

**ÉLISABETH LAMBERT HAS**

been named chair of the Automotive Industries Association of Canada's Quebec Division Committee.

She's the first woman to hold the seat in the group's history. Lambert spent the last two years serving as the committee's vice president and has been an active member since 2019.

Lambert is the vice president and general manager of Pièces d'Auto Joliette. Apart from representing the parts store sector on the committee, she is also



**ÉLISABETH LAMBERT**

involved in several subcommittees, including the "I am AIA" committee as well as the succession group.

## IDEAL SUPPLY ACQUIRES WYEBRIDGE

**IDEAL SUPPLY HAS** acquired Wyebridge Machine Limited, run by the MacLennan family in Midland, Ontario.

The deal closed on Nov. 4. Wyebridge opened its doors in 1962 with John and Mary MacLennan running operations. The shop stayed in the family with siblings Robert, Ronald, Barry and Anne overseeing the business.

In an announcement from Howie Pruden, Ideal's vice president and general manager, he noted that "the siblings are quick to credit the success of the business to the great staff they have at the store now and have had over the years."

## TORONTO SCHOOL OFFERING EV PROGRAM

**GEORGE BROWN COLLEGE** has launched an Electric Vehicle Technician Certificate Program.

It's a self-paced distance education program — students can learn at their own pace from anywhere. It's designed for automotive technicians interested in upping technical knowledge to diagnose, service and repair high voltage EVs. The Toronto school said it's also open to other trades professionals, like electricians, to learn to install, design and maintain residential or

commercial charging stations.

“Right now, the demand for electric vehicles is growing at unprecedented levels, but the infrastructure to support that growth with technicians that can service EVs or maintain charging stations isn’t there yet,” said Colin Simpson, the school’s centre for continuous learning dean.

## CARQUEST, WORLDPAK MOVE UNDER ONE DC ROOF

**CARQUEST AND WORLDPAK** have opened a combined distribution centre in Ontario, the first time both companies have teamed up on operations.

Both are subsidiaries of Advance Auto Parts, which announced the opening of the new DC in Bolton, about an hour northwest of Toronto.

The new facility measures approximately 580,000 sq ft. It has the capacity to hold more than 350,000 automotive parts, serving the majority of domestic and import vehicles in Canada. More than 200 employees work out of the new Carquest and Worldpac building.

More than 130 Carquest stores and Worldpac branches in central and eastern Canada are served by the DC. In turn, they serve more than 37,000 professional repair shops and automotive dealerships, including 500 TechNet Professional repair shops.

## AFTERMARKET PRODUCT PRICE INCREASES UNSUSTAINABLE

**THE RISING COST** of automotive aftermarket prices is starting to erode demand from consumers.

A forecast from The NPD Group found that key aftermarket products like spark plugs, tires, wipers, motor oil and paint have seen a 30 per cent increase in prices. This is forcing consumers of all income levels to shy away from auto care, it said.

“The automotive aftermarket is in a tug of war between the headwinds and tailwinds swirling in the consumer’s

economic existence,” said Nathan Shipley, automotive industry analyst for NPD.

“Caught between mobility needs and elevated prices, consumers have moved from a mindset of getting what they need when they need it, to one of prioritized spending and making do.”

Lower-income households most prefer the DIY route. But NPD reported they’re deferring maintenance to stretch their dollars as they feel the burden of higher grocery, gas and other costs.

NPD noted that households earning more than \$100,000 were the biggest drivers of aftermarket growth for a few years. But these consumers are now taking their discretionary dollars elsewhere — such as travelling and other activities missed during the pandemic.

## HOW DIFFERENT GENERATIONS APPROACH AUTO REPAIR

**MILLENNIALS, OR GENERATION Y**, are the fastest-growing generation in the do-it-for-me marketplace, according to a new report.

Between 2012 and 2022, those born between 1981 and 1999 — aged between 23 and 41 — saw their DIFM volume soar from 28 per cent to 36 per cent, reported Lang Marketing in its Aftermarket iReport, *Generation Changes Alter DIFM Buying Habits*.

That places them just ahead of Gen X (born between 1965 and 1980) who went from 33 per cent to 35 per cent market share over the same period.

Baby Boomers, aged 58-76, saw their reliance on DIFM drop, down to 29 per cent from a high of 39 per cent.

Gen Zers (born between 2000 and 2014) weren’t included in this year’s research.

These trends show how the rest of the decade will play out, Lang noted. It estimated that by 2030, Baby Boomers’ market share will be in the low double digits. Gen Xers will hold steady at 37 per cent by that time. That leaves Millennials in the leading spot as the biggest generator of DIFM volume.



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## ATTENTION: INDEPENDENT TRANSMISSION SHOP OWNER

- ✓ Are you thinking about stepping back from business ownership?
- ✓ Are the challenges of business ownership wearing you down?
- ✓ Have you thought about selling your business?
- ✓ Have you wondered what your business is worth?
- ✓ Are you aware that Mister Transmission has a proven track record helping independent transmission shop owners transition into retirement?
- ✓ Would you like to have a confidential conversation about how Mister Transmission might help you **MAKE THE SHIFT** into retirement?

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FROM YOU!**

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