

**VIDEO;**

Up on a montage of NASCAR, which includes race scenes from various angles including grandstand view, in-car view, low angle from infield, etc. Also include scenes in the pits of mechanics and pit crew activity.

After establishing the NASCAR montage, inset boxes move through the screen area with automotive scenes. These could include commercial trucking, average drivers, new & antique cars, morning commute, home repair, service center repair, parts sales, WD scenes, parts manufacturing scenes.

Opening endorsement is by NASCAR driver. He is dressed in full racing attire standing next to his car.

Segue to funny car scenes including race, pits, shop, fans, etc.  
Split screen or inset of J. Force on-cam race and personal car scenes.

**AUDIO**

*High-energy music is punctuated by appropriately timed sound effects that match the NASCAR video scenes.*

*Music & SFX under narration*

**1-1 NASCAR Driver:**

**Hi, I'm Ken Schrader. And I drive racecars for a living. I enjoy that but you know, you don't have to be in the racing industry to be involved with cars.**

*Music & SFX up*

*SFX to match scenes and music*

**1-2 Funny Car Driver.**

**"Hi, I'm John Force and I drive funny cars. Most cars on the road don't go 300 miles an hour but there are lots of people having fun and earning a good living taking care of them in the Automotive Aftermarket."**

After driver testimonial, we go back to full screen montage with a crescendo of the checkered flag and winners circle.

With the new music we see Cars ... lots of cars ... old cars, new cars, modified cars, sports cars, minivans, etc., on the street

Scenes of people working on their cars, washing, waxing, customizing, buying parts and accessories, driving

Scenes continue with type graphics: “Automotive Aftermarket”  
Build on: “\$170 Billion”  
“5.8 Million Jobs”  
Hold type over scenes of manufacturing, distribution, service and retail.

Begins series of facial shots soft-edged over a continuation of aftermarket scenes. These are smiling faces of people we see in the WDs, factories, service centers and retail outlets where we shoot. They are young people of all races and genders. After each, we segue to scenes of them at their jobs. We don’t just see entry level jobs ... we also see job categories that include marketing, HR, training, management, etc.

*Music crescendo with the visuals ...*

*then segues into new music*

*Music up and under mid-twenties narrator*

**2-1 Narrator:**

“We love cars!

Ever since Henry Ford rolled the first model off his assembly line, we’ve bought, polished, modified, fixed and fixed up our cars. So much that we’ve grown a huge industry around what we do with our cars once they leave the new car showroom.

It’s called the automotive aftermarket and it’s big – generating over \$255 billion dollars a year, employing 5.8 million people! Manufacturers ... distributors ... service facilities, and retail stores. The aftermarket is a huge part of our nation’s economic pie.

**2-2 Narrator:**

So what’s it all got to do with you?

Well, maybe a lot.

The aftermarket is always looking for smart people who want to get ahead and are interested in careers that pay well. People who want careers that fit what they like to do and what they’re good at.

Maybe, people like you.

*Segue to new music*

Young Hispanic male sitting in work uniform is keyed over scenes of a WD. The background scenes include pulling product, supervisors, at a computer, etc.

Background segues to retail parts store scenes

Graphical transition supports music segue

Begin a variety of scenes that represent the vast array of occupations represented in the distribution side of the aftermarket ... WD and retail.

Focus on WD jobs ...

Segue to retail ops jobs

Mix the two in a montage

A twenty-something, black male is keyed over scenes of a retail outlet. Behind him we see a variety of store scenes with customers, products, employees

Segue to background scenes from a community college

Return to background of store scenes.

Background of black family scenes  
Segues to store background scenes

### 2-3 Young Hispanic:

You know, unless you win the lottery, everybody's got to work. But the good news is that I like what I'm doing. Right now I'm filling orders but as time goes on, I'll have some different things to choose from. The parts business offers all kinds of opportunities. I could stay in wholesale distribution ... sending parts out, or move into retail ... working in a store. Once I know the business, there's all kinds of things I could do.

3-1 Musical segue.

Narrator:

Distribution is the part of the automotive aftermarket that moves products ... parts, accessories, waxes, tires ... all the stuff we buy for our cars.

There are two sides of distribution. One is the wholesale side, which gets the products to your neighborhood auto parts store. The other is the retail side – which sells the products directly to the public. And there are lots of opportunities in a lot of businesses on both sides.

### 3-2 Success story #1 Mid-twenties Black Male

“When I got out of high school I didn't know what I wanted to do with my life, but I knew I needed money. So I got a job delivering parts. As I learned more about the business, I decided to see how far it would take me.

After a while, my manager said I should take some classes ... you know, get more skills. So I started doin' that, and I got a couple of promotions.

Now I've got a family and I'm doing all right. It won't be long before I'm managing a store. And then ... who knows! This is a big company ... with

Go to a close-up for this line.

Visual segue to indicate a change in subject.

Segue to Funny Car scenes then inset J. Force on camera.

Segue to shop and pit scenes with crew.

Segue to auto tech shots.

Segue to personal car usage.

Segue to family car scenes with tech scenes.

Scenes depicting the diversity of America. Segue to product manufacturing, service and distribution – food, pharmaceutical, trucks at docks, delivery vehicles, etc.

Segue to street and highways scenes with cars and trucks.

Continue the transportation scenes. Then start intermixing service scenes. Show some computerized diagnostic scenes as well as mechanical service. Feature young technicians working.

lots of stores. A smart guy like me can go a long way.

Hey ... life's good."

Musical segue supports the visual transition.

#### 4-1 Funny Car Driver:

**John Force:**

"When I'm going down a quarter mile track at over 300 miles an hour, you know that I rely on our crew to set that car up right. There's no room for error at that speed"

"Everyone on our team has one thing in common – we like working with cars. What we do makes us appreciate the technicians that take care of our personal cars. Our families aren't turning 4.8 quarter miles but the reliability and safety of those cars are just as important to us".

"All over the nation, there's careers waiting for people who can work on today's high-tech cars".

#### 4-2 Narrator:

We are a big, diverse nation. Our economy moves more products and delivers more services every day ... than any other country on earth.

And we do it in our cars and trucks. Over 2.4 million miles of road ... driving 2.6 trillion miles each year ... in 216 million vehicles!

Every one of those millions of vehicles needs maintenance and repair at some point. There's a big demand for skilled automotive technicians – people who can keep us, and our country rolling.

*Music up and segue to live ambient SFX.*

Stay with high tech scenes

Segue to young male keyed over service scenes.

Background of hands on repair, wrenches, parts etc.

Continue service scenes

Bring service scenes up front and center

Defocus scenes and put a graphic over “64 billion dollars”

Show some tech training scenes then segue to in-shop scenes

Scenes of a young boy working on bicycles, lawn mower, maybe a go cart as background with keyed actor over scenes.

Segue to background of vo-tech auto training.

Segue to background of shop

### 5-1 Young white male auto tech:

I never did want to sit in an office all day. I like working with my hands and ... you know - fixing things. And I like makin' money.

So being a service tech fits me. Oh, I have a lot to learn ... cars are pretty complicated today. But that's suits me just fine! It just means if people want their cars to run right, they've gotta bring them to me.

So I'm doing okay ... still working with my hands and fixing things. Only now I get paid for it.

### 5-2 Narrator:

The service part of the aftermarket is everything from oil changes to major overhauls of engines and transmissions. And it's a big part of this big industry.

Recent estimates say that in just maintenance, engine/power-train, under-car and cooling systems aftermarket service categories, the market size is over 64 billion dollars.

But there are service tech jobs going unfilled right now. Jobs that can lead to master mechanic positions, some paying 70 thousand dollars a year and up. Or even to a business of your own.

### 5-3 Success story #2 Early thirties male

“I always had a passion for anything with wheels and motors. Go carts, dirt bikes ... even lawnmowers. Mechanical things have always fascinated me.

In my high school automotive classes I learned so much that once I graduated, I chose a school that had an auto-technology program.

I paid my way through working in a repair shop. And

scenes. Focus in on ASE patch or certification.

by the time I got out, I was an ASE certified technician in eight automotive areas. I've kept my master status ever since.

Continue tight shots of service show some high tech diagnostics and under hood scenes.

After a few years of working and saving my money, I opened my own shop. Yeah, it was pretty lean for a while but I took care of my customers and eventually, I had to bring on another tech.

Continue scenes

Now, we've got ten people working with me. I'm proud of where I came from and where the business is going. I'm earning a living doing something I love.

NASCAR driver on-camera leaning against his car.

**6-1 NASCAR driver segue to manufacturing**

**I can't tell you how many parts are in this car or my wife's van, but I know we rely on every one of them. And on the people who make 'em the same as you do.**

**We both rely on aftermarket parts to make our cars run right and safely. So the parts we buy, they've all got to be the best.**

*Music up and under narrator*

**6-2 Narrator:**

Renew montage effect full screen of aftermarket segments we've seen so far.

"Up to now, we've seen two sides of the automotive aftermarket ... the distribution and sales side, and the service side. But where do all these auto parts come from?"

Segue to manufacturing scenes

They're manufactured by some of the strongest companies in America. They're brand names that you see advertised on television and at NASCAR tracks all across the country.

Show NASCAR cars with aftermarket companies identified.

Show plant and office scenes from manufacturing companies.

These companies have jobs in production, support, and management, sales ... just about every job title you can think of. These are global companies that need a lot of good people to help them run smoothly.

Key on-camera talent over background.

Change angles of talent as needed for effect.

Segue to a variety of job scenes including office, floor, distribution and sales.

Background of college scenes segues to office scenes with on-camera talent keyed in forefront.

Continue office and manufacturing scenes behind talent.

Change angles on talent as needed.

*Music up and under*

*Bring in ambient SFX*

**7-1 Young black woman** working in a high tech manufacturing facility.

“This is steady work ... with good pay. And I’m just getting started!

Every day I learn more about the systems we use here to put out products. I work hard at my job, and my supervisors have noticed. They want me to take some classes, and the company is going to help me pay for it. They’ve even sponsoring me for an aftermarket scholarship program.

*SFX down and segue to music*

7-2 Narrator:

“The aftermarket is big and it has room for all kinds of people ... with all kinds of skills ... in all kinds of jobs. And there are opportunities to learn on the job ... and through formal education.

**7-3 Success story #3**

“When I got out of college, I was thinking about grad school and looking for a way to pay some bills. So I took a part-time job working for an auto parts manufacturer. I didn’t know I’d entered this giant called the automotive aftermarket.

At first it wasn’t all that exciting. But then I got to do more interesting projects. So I went full time, and that’s when my career really took off.

I kept getting promoted, so I got to use my education and see how the real world works.

To make a long story short ... the president of the company called and offered me this job of sales and marketing manager. Well, this is a big promotion ... with some big challenges, but I’m

excited.

The aftermarket has been great for me. I feel like there's no stopping me now, and I know there's no stopping this industry.  
Music segues to new

### 8-1 Narrator:

Bring background to foreground and begin dynamic visual treatment of all the different job classifications we've seen.

There are so many opportunities in the aftermarket ... positions in marketing, training, Human Resources - entry level, skilled technicians and management - practically every job description you can think of is represented in this dynamic industry.

Segue to split screen of aftermarket scenes and college and vo-tech scenes.

The aftermarket also offers a variety of work-study programs and scholarships for high school graduates to attend 2-year, 4-year and vocational-technical schools.

Show scenes of Americana with cities and small towns with intermixed young people working in the aftermarket.  
There is a long shot that closes this section of an O'Reilly parts guy in a green shirt. We need to replace that with a variety of other aftermarket scenes and segue to NASCAR footage. Do Not show the O'Reilly logo so much.

In every part of the nation -- big cities and small towns, the aftermarket offers a variety of career opportunities – from making the parts, to sales and distribution, to actually putting the parts onto America's cars. And there's room for everybody!

The automotive aftermarket is looking for bright, motivated young people who want to earn a good living and jump start their careers. **Contact us to see what we can offer you.**

Funny car scenes with inset of J. Force

### Funny car SFX up

### John Force:

**"Why not join the team... and get in the race"!**



AWDA Store Operations & Sales Committee  
Life In The Fast Lane (working title)  
April 21, 2003  
#8 Revised – AS NARRATED

NASCAR scenes. driver standing  
next to his car,

8-2 NASCAR Driver from opening:

“See you in the fast lane!”

For more information concerning  
careers in the automotive  
aftermarket, please contact any of  
the following organizations:

Automotive Warehouse  
Distributors Association  
*awda.org*

Motor & Equipment Manufacturers  
Association  
*Mema.org*

University of the Aftermarket  
*univaftmkt.org*

Automotive Aftermarket Industry  
Association  
*aaia .org*

Specialty Equipment Market  
Association  
*sema.org*

**The Producers wish to than  
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**Automotive Warehouse  
Distributors Association**

**AWDA’s Store Operations and  
Sales Committee  
Bill Schlatterer, MAAP -Chairman**

**Aftermarket Auto Parts Alliance**

**Alliance Parts Warehouse**

**AMS Automotive**

**Automotive Supply Assoc. Inc.**

**Auto-Wares Inc.**

**Babcox Publications**

**Chicago Rawhide**

**Crow Burlingame Company**

**Dana**

**Dayco**

**Delphi Automotive Systems**

**Equus Products, Inc.**

**Federal Mogul**

**Federated Auto Parts**

**The Gates Rubber Company**

**Grote**

**Ken-Tool**

**Meineke**

**NASCAR**

**NASCAR Images**

**Parts Warehouse, Inc.**

**Point 5 Technologies**

**Raybestos**

**ROL Gaskets**

**Satisfied Brake Products Inc.**

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**Ken Schrader**

**Young Executives Society of AWDA**