

Antitrust Guidelines

- ✓ It is the unqualified policy of AASA and MEMA to conduct operations in strict compliance with the antitrust laws of the United States. This antitrust policy prohibits any discussions which constitute or imply an agreement or understanding that restricts competition.
- ✓ All meetings and other activities will comply with this policy.
- ✓ The full version of the Antitrust Policy, Procedures and Guidelines can be found at aftermarketsuppliers.org.
- ✓ This meeting uses a prepared agenda. Please stick to the agenda.
- ✓ If you have any questions, please ask them.
- ✓ If you are concerned that there may be an antitrust issue with any activity or discussion, please immediately notify AASA's President, Paul McCarthy at pmccarthy@aasa.mema.org or AASA's legal counsel, Brian Schneider, at brian.schneider@arentfox.com.



Antitrust Guidelines

Discussions Not Permitted

- ✓ Any discussion that constitutes or implies an agreement on: prices and/or price -related terms (including discounts, payment and warranty terms); profits or margins; labor costs; allocation of markets; and selection/rejection/termination of customers or suppliers
- ✓ Discussions about “best practices” for responding to terms or issues like those listed above which may signal or otherwise suggest a common approach or outcome
- ✓ Confidential company information should not be shared, especially in a way that is suggestive of how other companies should act.

Permitted Discussions

- ✓ Reporting non-confidential information about a common supplier or customer and general discussion about that information (but not in a way to suggest a common response)
- ✓ Hypotheticals that do not refer to specific negotiations or urge specific outcomes
- ✓ Lobbying the government to impact government policy (as long as there are no agreed upon marketplace effects)

Any questions?



Dorman – Where to Buy



AASA Diversity & Inclusion Statement

AASA fosters a respectful, diverse and collaborative community. We are stronger together because we promote inclusion in all aspects of our industry. Please join us by embracing and honoring this commitment.



Dorman – Where to Buy





WHERE TO BUY

Driving website traffic directly to in-store sales

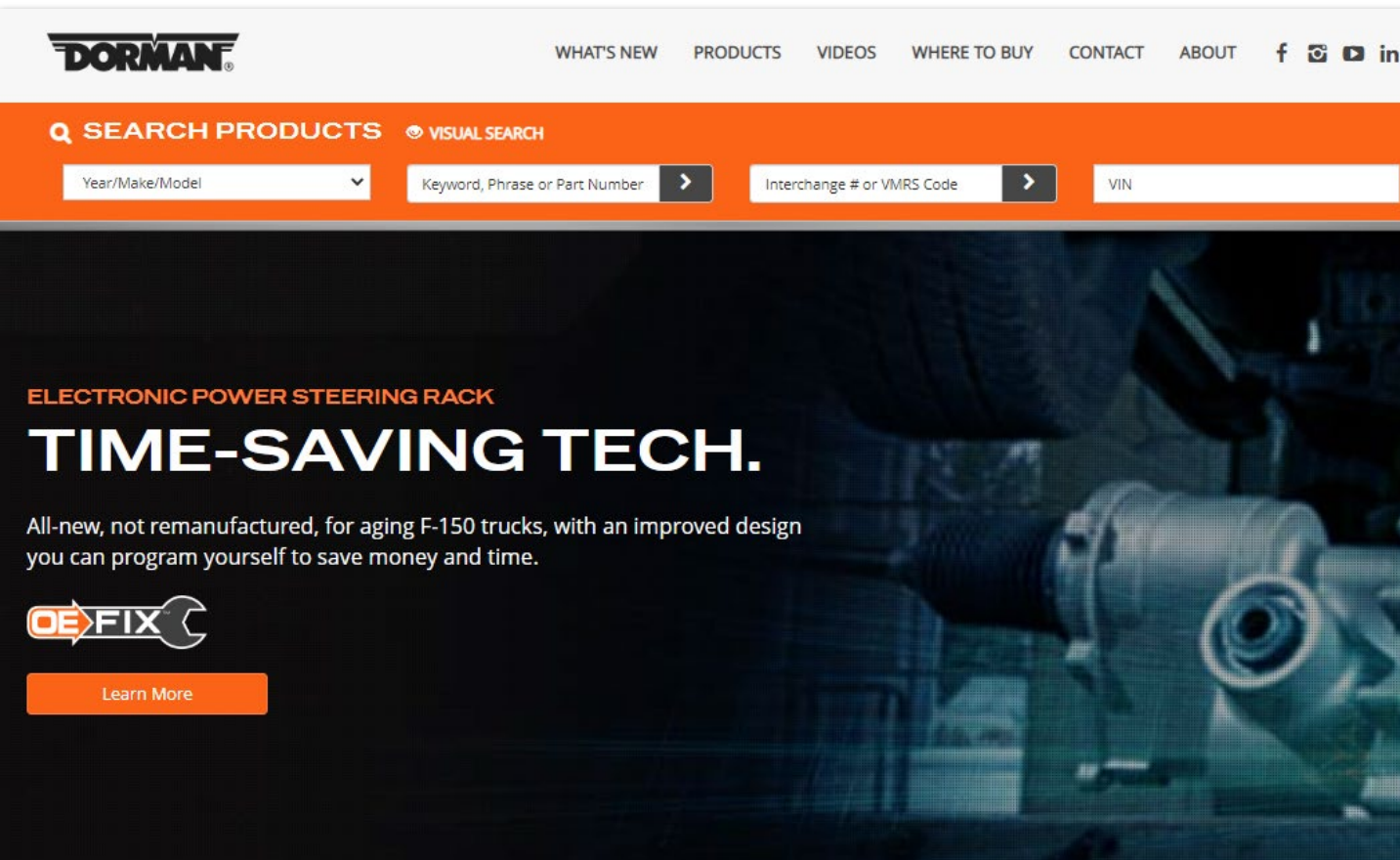


Technology Council

aftermarketsuppliers.org/atc



Dorman Products Website – Solving Problems



The screenshot shows the Dorman Products website homepage. At the top is the Dorman logo and a navigation menu with links: WHAT'S NEW, PRODUCTS, VIDEOS, WHERE TO BUY, CONTACT, and ABOUT. Social media icons for Facebook, Instagram, YouTube, and LinkedIn are also present. Below the navigation is an orange search bar with the text 'SEARCH PRODUCTS' and 'VISUAL SEARCH'. The search bar contains four input fields: 'Year/Make/Model' with a dropdown arrow, 'Keyword, Phrase or Part Number' with a right arrow, 'Interchange # or VMRS Code' with a right arrow, and 'VIN'. Below the search bar is a large banner image of a truck's steering rack. The banner text reads: 'ELECTRONIC POWER STEERING RACK' in orange, 'TIME-SAVING TECH.' in large white letters, and 'All-new, not remanufactured, for aging F-150 trucks, with an improved design you can program yourself to save money and time.' in white. At the bottom of the banner is the 'OE\FIX' logo and an orange button that says 'Learn More'.

>20 NEW PARTS DAILY



REPLACE THE
PIECE, NOT THE
ASSEMBLY



UPGRADED
TECHNOLOGY



MORE
DURABLE
MATERIALS



TIME SAVING



Dorman – Where to Buy



Dorman Products Website – A Search Engine



WEEKLY STATS



120k USERS



800k PAGEVIEWS



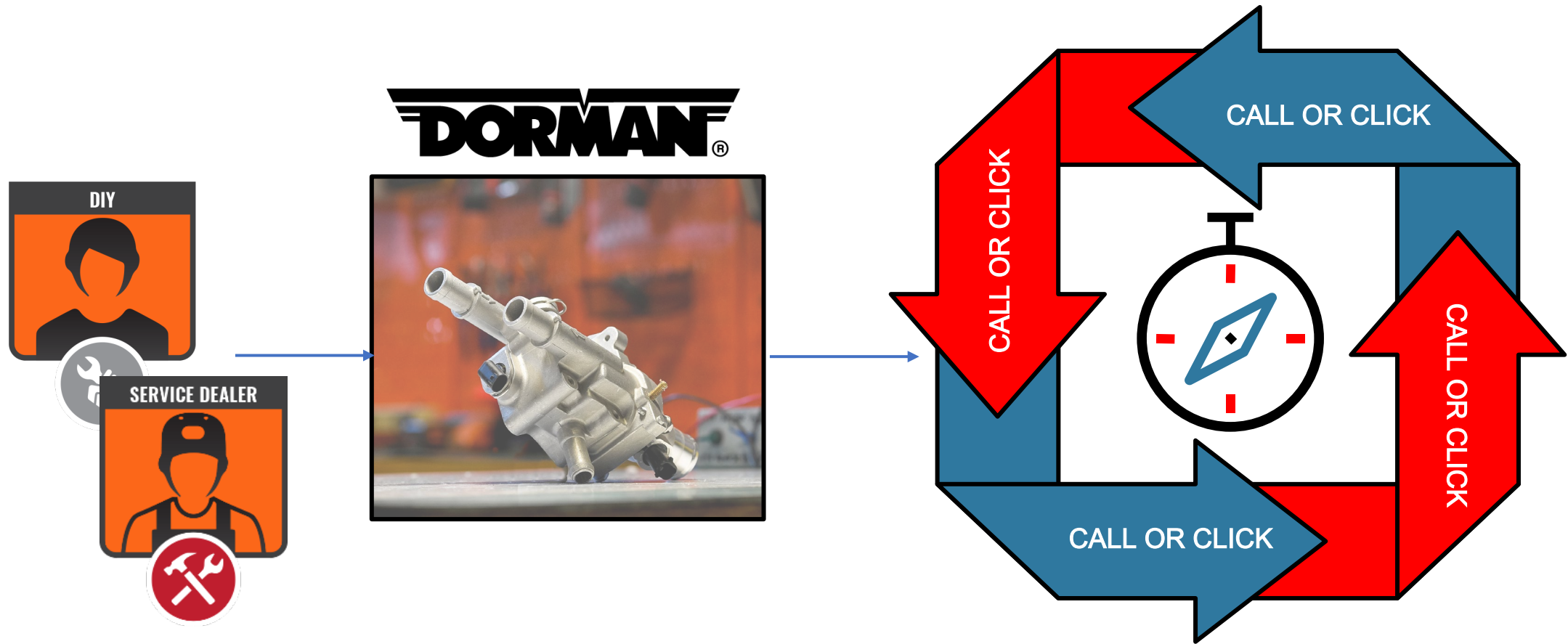
20k PART SEARCHES



Dorman – Where to Buy



Finding a Local Dorman Part...



Dorman – Where to Buy



Focus on The Experience



Show Local Availability

Eliminate steps for users to check other websites and professional systems to find a part they can get **TODAY**



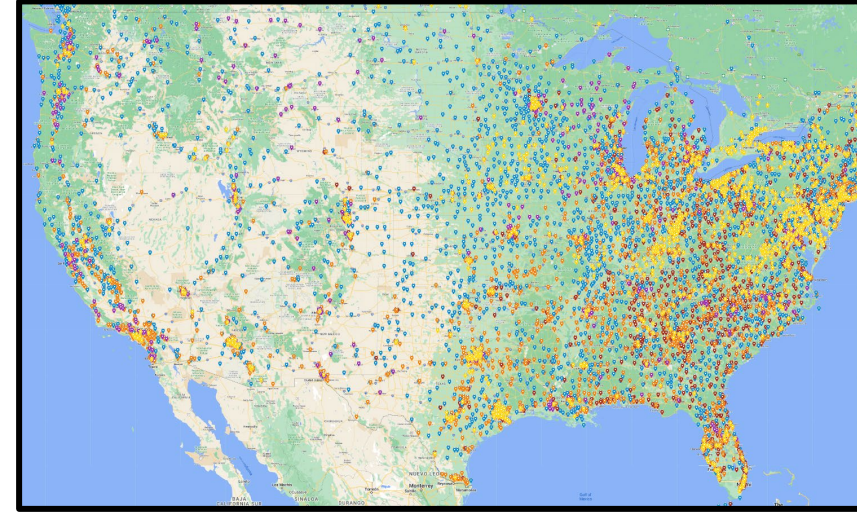
Drive Consumers to a Store

Put consumers in touch with those locations that have the part via phone numbers and directions



Make Connecting Easy for Our Customers

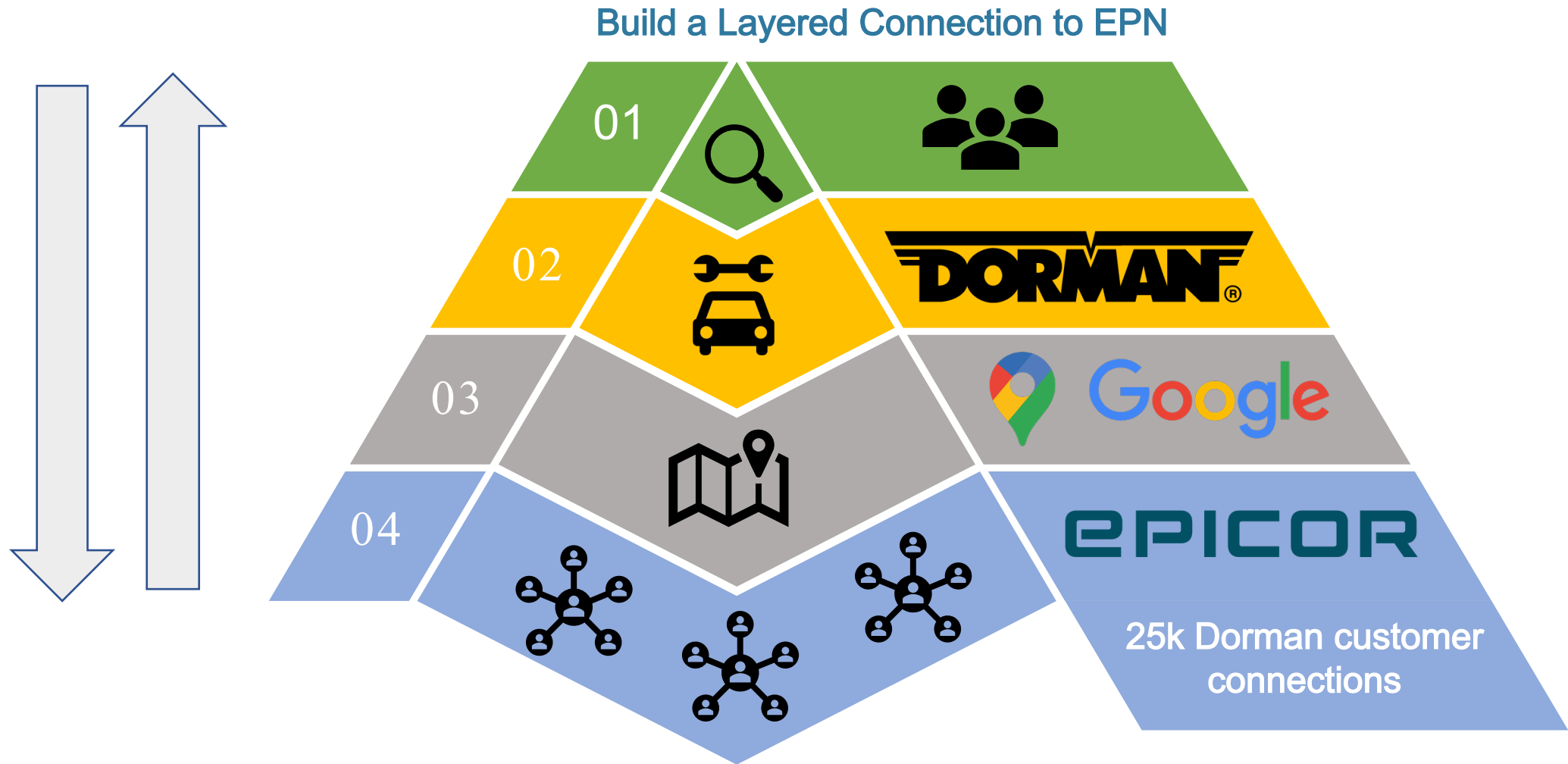
Minimize our customer's efforts to connect their inventory



Dorman – Where to Buy



Technical Solution

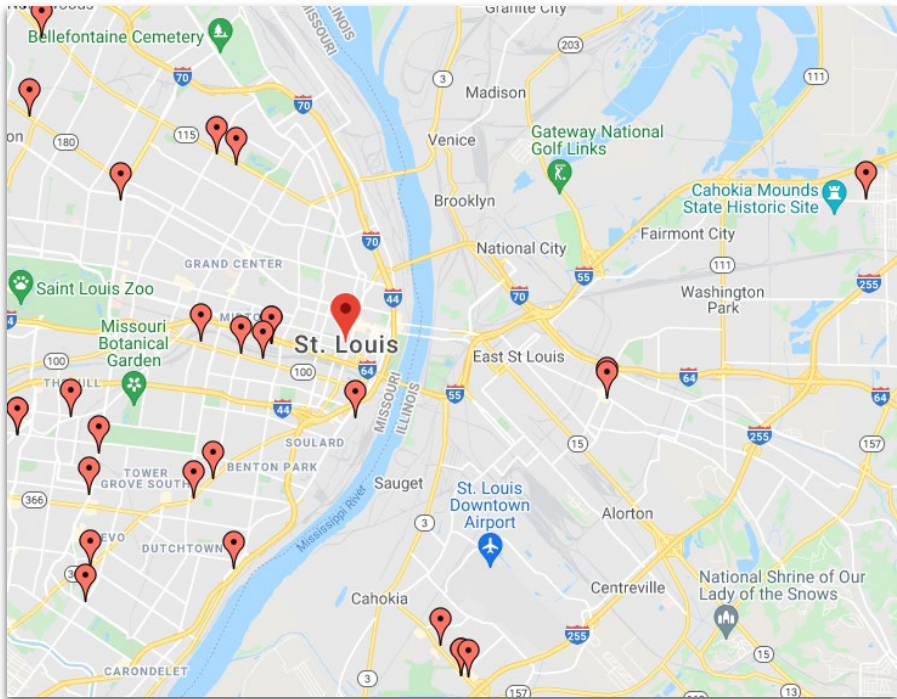


Dorman – Where to Buy



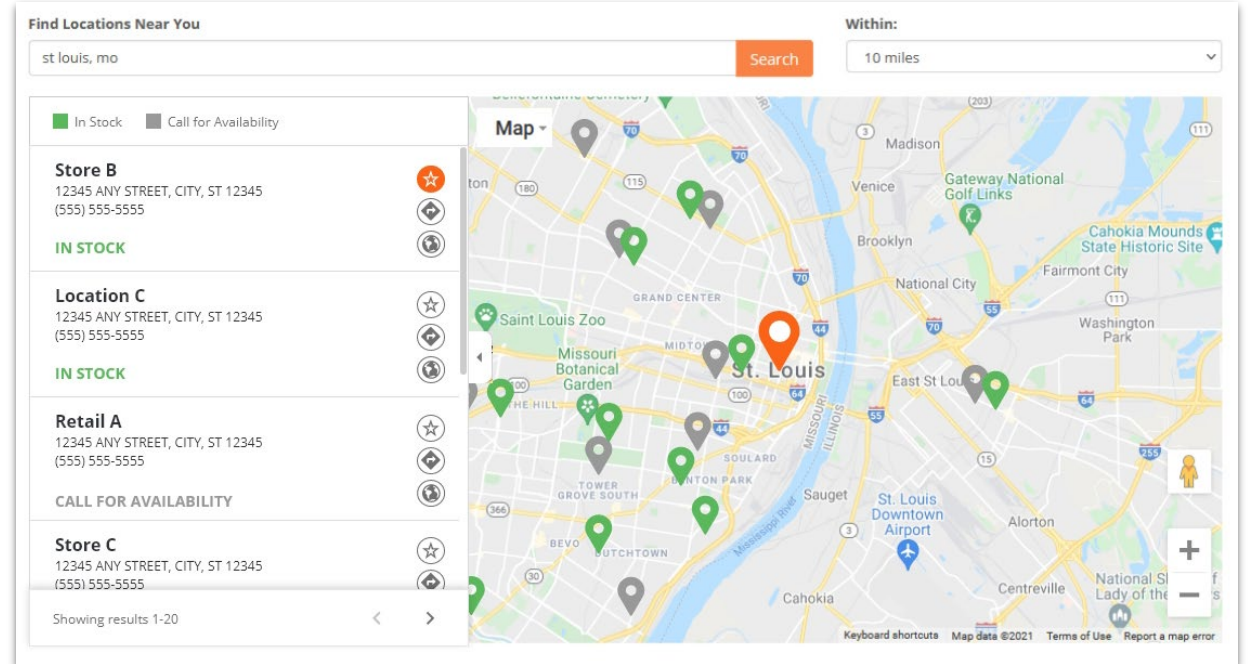
The Solution | January 2022

Approximately 71k daily location inquiries
↑ Increased usage from 150 to 2,100 per day



Pins showing all locations that sell
ANY Dorman parts

- Part level inventory from over **16k locations**
- **Color coded** pins on a map
- **Directions** to locations
- **Click to call** functionality on map



Dorman – Where to Buy

The Voice of the Customer



*Displaying live inventories on a store locator, on one of the most-used automotive aftermarket websites **is a game changer** and shows Dorman's commitment to supporting its distributors.*



Auto-Wares
GROUP OF COMPANIES



**Local
Availability**



**Physical
Stores**



**Ease of
Connection**



Dorman – Where to Buy



Thank You



Dorman – Where to Buy

