

A PUBLICATION OF THE EQUIPMENT AND TOOL INSTITUTE **WINTER 2008** INSIDE PAGE 1.....LETTER FROM THE PRESIDENT 2-3.....News 4.....ETI MEMBERSHIP 5-6-7....JAPAN TECH WEEK RECAP 8.....DETROIT TECH WEEK PREVIEW 9-10.....ToolTech Preview 11.....EXECUTIVE MANAGER REPORT 12.....CALENDAR OF EVENTS 13..... MEMBER SPOTLIGHT 14.....MEMBER SPOTLIGHT et/



LETTER FROM THE PRESIDENT

John D. Wiedemann

As we close the year, most of us in our businesses look back to see how we did against the plans we committed to earlier. Often times, we have "mixed" feelings about our accomplishments. As I look back at ETI's accomplishments and our plans over the last year, I come away thinking our association really hit the mark.

First and foremost, our organization continues to be financially healthy and we are growing. Our membership roster is larger this year than last... ETI's dedicated team; our Executive Manager, our Marketing Manager, and now our recently appointed Technical Manger, teamed with our highly engaged Board and Committee Members, are really adding value to our association.

And speaking of our recently appointed Technical Manager, Mr. Rich Pershell, we now have some much needed horsepower to help us create, implement and administer plans and programs to maintain and enhance ETI's position as THE provider for automotive tool and equipment information throughout the world. Rich will be a very busy guy!

After years of planning and discussion, we now have a new membership structure which includes "Associate Members" to effectively provide an affordable membership option for companies who have wanted to join ETI before, could not afford to.

Making the massive amount of technical data in our "electronic" or TEK-NET library more easily accessible to our members has been another initiative that we have had for years. With the help of some "experts' that we contracted in data retrieval and data management, we are about to turn this into a reality; a real plus for our members.

These are just a few of the things that we have been able to address over the past year, but we are far from finished. With the ever changing technology of today's vehicles and with the challenges that our OEM partners face in needing new tools and equipment to repair and service them, ETI and its members will continue to face challenges in making sure we are focused on hitting the mark.

I am certain we can do it.

San Whideyaru_

John D. Wiedemann





NEWS

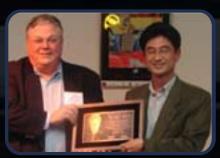
The Equipment and Tool Institute Honors Yoshifumi Uneme With Their Prestigious Founder's Award

Yoshifumi Uneme of Mazda Motor Corporation was awarded ETI's 15th Founder's Award at this year's Japan Tech Week. As with most trade associations, ETI thrives on volunteerism from its members as well as its business partners. Unselfish dedication to the principles that drive ETI can also be demonstrated by individuals who work for the vehicle manufacturing community.

Uneme-san is the Chairman of the ETI JAMA working Group. This JAMA committee interfaces with ETI and helps plan Japan Tech Week. He has always gone out of his way to help his OEM colleagues understand what information ETI members are asking for. When tensions rise he is always the calming voice that allows everyone to work out a solution. He has also been instrumental in explaining to ETI some of the nuances of the Japanese culture and why some things are the way they are. He epitomizes the intent of ETI's Founders Award.

Uneme-san graduated from the Nagoya Institute of Technology in 1982. Following graduation he joined Toyo Kogyo now known as Mazda Motor Corporation. While at Mazda he has worked in the overseas service and product planning areas. He also worked for Mazda of Canada Inc. in Toronto as Assistant to the President. Since 2001 he has been General Manager of the Vehicle Service & Program Department at Mazda Motor Corporation. During that same year, 2001, he began his long tenure as Chairman of the JAMA ETI working Group.

The ETI Founder's Award was established in 1985 to honor those individuals who have made numerous contributions to the Institute.







NEWS

Rich Pershell Joins The Equipment and Tool Institute as Technical Manager

The Equipment and Tool Institute is pleased to announce the addition of Rich Pershell in the role of Technical Manager. Rich will be responsible for all of the Institute's technical programs and activities including managing and planning all technical aspects of ETI's Tech Weeks, the Tek-Net Library, and technical content for ETI's website and publications. Rich will also oversee the activities of ETI's Vertical Groups and the Technical Committee, as well as develop their annual goals and objectives. Rich will act as ETI's liaison with other organizations that affect tool and equipment design and manufacturing.



Rich Pershell

Rich was most recently with Chrysler LLC in the role of Production Releasing Manager/Special Projects Program Management and had previously held various positions within the corporation for more than 29 years.

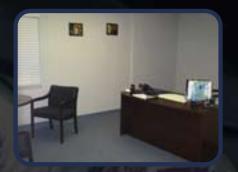
Rich holds an Associate's Degree of Science in Automotive Technology and a Bachelor of Science Degree in Occupational Education, both from Southern Illinois University.

Rich will be working out of ETI's headquarters in Rochester, Michigan.

Equipment and Tool Institute Moves Corporate Headquarters to Larger Suite

ETI has moved its corporate office across the hall to Suite 205 to make room for its expanded staff. ETI will continue to strengthen its ties to the OEM's in the Detroit area and to continue serving its members by working together closely and sharing information and remaining committed to its key goals. Come visit us!









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ETI MEMBERSHIP

ETI now offers two types of Membership: Full Membership and Associate Membership.

The difference between the membership classifications has to do with access to the technical side of ETI. Full members have access to the TEK-NET Library, vertical group activity and ETI Tech Week Meetings. Additionally, Full Members, if nominated and elected, can become a Director or Officer of ETI.

Associate Members can participate in the marketing side of ETI's business only. This includes ETI ToolTech event. Companies should consider Associate Membership if they have little interest in ETI's technical activities and information, or want to try out ETI before becoming a Full Member.



- Attend Detroit Tech Week
- Attend Japan Tech Week
- Attend ToolTech
- Have access to the TEK-NET Library
- Hold Leadership positions within ETI Vertical Group Chairs, Officer and Director seats
- Have voting privileges
- Have access to the ETI Website
- Receive News and Views
- Networking Opportunities

NEW ETI Associate Members

Harloff Manufacturing

OBD Systems

SAE International

- Be part of the collective process to objectively address and achieve consensus on industry issues
- Be part of information exchange forums

ASSOCIATE MEMBERS CAN:

- Attend ToolTech
- Have voting privileges
- Have access to the ETI Website
- Receive News and Views
- Networking Opportunities
- Be part of the collective process to objectively address and achieve consensus on industry issues
- Be part of information exchange forums











NEW ETI Full Members

- Caflor, Inc.
- Drew Technologies
- GE Research
- HEM Data
- Par-Tech
- Sosy Technologies

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JAPAN TECH WEEK RECAP

Japan Tech Week 2007, held in Redondo Beach, California, proved to an outstanding event and many ETI Members commented on the amount and the detail of the information received this year. The OE's were impressed by the knowledge and enthusiasm of the ETI Members.

Japan Tech Week was Rich Pershell's first week as ETI's new Technical Manager and below is Rich's report on the presentations at this year's event. As a former OE presenter, and having a background in assembling the information needed for a Tech Week presentation, Rich understands just how much work goes into generating both the presentations as well as the reference materials that are provided. Here is a brief recap:



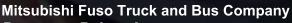
Presenter: Dennis Blough, assisted by Matt Rausch and Chuck Halper

The first OE presenter of the week, Dennis provided some interesting figures at the beginning of his presentation, most notably that Suzuki sells 2.5 million cars and 4 million motorcycles annually. Currently they are selling 100k vehicles yearly in the US. Suzuki vehicles may be built in Canada, Korea or Japan. Dennis is very open to working with ETI members and welcomes the opportunity to improve their coverage on Suzuki vehicles.



Presenters: Michael Wedgeworth and Takashi Matsuura

These knowledgeable presenters stated there are not a lot of changes between MY2007 and MY2008. After covering these changes, they overviewed their website and scantool coverage. Their Multi-Pack CDs contain both scan-tool software updates as well as reprogramming events and are released quarterly. During Q&A, it was stated the questions relating to collision will be in the soon to be introduced Body Repair Manuals.



Presenter: Robert Aquaro

MFTBC sells truck chassis for class 3, 4, 5, 6, & 7 truck markets. In the US they currently sell about 7k units/year. Robert, a twenty veteran with Fuso in their Philadelphia office, gave an expansive review of their line-up and spent considerable time explaining how they implemented their class 3 truck with OBDII. Compared to car offerings, trucks have a very low number of electronic modules. During Q&A, Robert asked the attendees to contact Bill Mohr their Director of Service Operations if they have additional questions.















JAPAN TECH WEEK RECAP

Mitsubishi Motors North America, Inc.

Presenter: Kurt Kurata, assisted by Jerry Ward and Dave Griffith

The MMNA group brought a group of vehicles including the New Lancer (fresh from the LA Auto Show) which is being introduced for 2008. The new for 2008 changes were presented including an overview of a new 2.0L engine. Information was presented on scantools support and items of interest for the undercar and collision groups. Body Repair Manuals are on their website.



Toyota/Lexus/Scion

Main Presenter: Mark Saxonberg, assisted by Roger Larsen, Ryan Buetzer, Chris Cocores and Adam Crawford

The presentation topic "Building Brand Loyalty through Outstanding Service Support" was emphasized a number of times during the presentation. Overviews of vehicle requirements such as special fluids were explained as were a few repair procedures. Their new scantool, TIS –techstream was released in the first half of 2007. The group was asked to support 2534-3 for better pass-thru programming support.



Nissan

Presenter: Jim Von Ehr and Paul Mathias

Nissan, Jim states, is on-board to provide the information that ETI members need. Much information was provided to ETI in October, 2007 and more will be provided in January 2008. One tip provided was to use nitrogen for tire fill on vehicles with TPMS because of its temperature stability. They have a new GTR coming out next summer.



Honda

Presenters: Wayne Waszkiewicz and Wes Arnold

The Honda group bought several vehicles, set-up outside and did not present a formal group presentation, but opted to hold their session outside and answer attendee's questions directly. There was a range of vehicles and props included their scantool as well as TPMS rims. The presenters were knowledgeable and answered all questions to the best of their abilities.



Isuzu

Presenters: Yasuo Hikosaka and Kenshi Andou

The Isuzu Truck presentation was described by ETI reviewers as one of their best presentations ever. They covered a variety of pertinent items and delved lightly into vehicle dimensions and answered questions about their vehicle networks.





JAPAN TECH WEEK RECAP

Hino

Main Presenter: Tom Marchini

The Hino Truck Group produces 8 models covering class 4 through 7 trucks. Their model numbers provide GVW and engine information, example provided was model 145, where 14 equals 14,000 GVW and 5 denotes the engine application. Hino offers a OBDII compliant class 3 truck. There is a demo on Hino website that is close to what was provided in other parts of their presentation.

Japan Tech Week concluded with the OEM Appreciation Banquet, which was held at the Astor Museum in Anaheim. ETI members and OE's mingled, ate, and drank amongst an impressive collection of cars, radio and communication equipment, and other memorabilia. During the Banquet, Yoshifumi Uneme of Mazda Motor Corporation was presented with ETI's 15th Founder's Award. Once again, Japan Tech Week was a success, and the information gained during the week was invaluable, the networking was outstanding, and a good time was had by all. Next year's Japan Tech Week will be held in Japan, and details will be forthcoming.





ETI was honored to have Art Astor speak about his passion and vast collection at this year's ETI OE Appreciation Banquet.

Art Astor is a California native, and created The Astor Museum in Anaheim which has some 270 cars now in the collection. The classics range from Packards to Pontiacs, Morgans to Mustangs, several Jaguars, Rolls Royces, and Howard Hughes' 1940 Cadillac Formal Town Sedan, to name just a few. The museum also houses the world's largest collection of working and beautifully restored antique telephones and radios. He has wonderful collections of model trains, gas pumps, antique slot machines, pedal cars, movie memorabilia and other interesting "stuff."











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DETROIT TECH WEEK PREVIEW

Each year at Detroit Tech Week more than 70 ETI engineers and product managers meet with key individuals from GM, Ford, Chrysler and VW/Audi to discuss new systems and the tools and equipment that will be needed to service them. Detroit Tech Week (DTW) was started as a joint venture between ETI and the Automakers in the early 1980's. Automakers recognized the need for a forum to communicate new information and tool requirements to the manufactures of tools and equipment that are used to service their vehicles. The main focus of DTW is to ensure that the proper tools, equipment, and information are in the shops by the time the new models hit the streets.



ETI members come to Tech Week for one purpose: to get information. What information they are looking for and what they do with it is not as obvious. With such diverse product offerings, each company may use the information in a different way than any other.



Detroit Tech Week also provides an opportunity to ensure that everything is updated for models that have already been released.

This year's Detroit Tech Week will be held June 21 – June 23, 2008 and will be head-quartered at the Hyatt Regency in Dearborn. The Banquet will be on Thursday, June 23, 2008 at the Henry Ford Museum.

















TOOLTECH PREVIEW

Don't Miss ToolTech 2008, April 22-24 at the Carefree Resort and Villas in Carefree, Arizona

Registration is now open for ToolTech 2008, along registration for the Company Showcase (this year booths are free and we encourage members to sign up early) and ToolTech Tee Time Golf Tournament.

The Equipment and Tool Institute's ToolTech conference is an unparalleled opportunity for companies to promote themselves, their capabilities, their products, and to network with industry insiders that make, sell, represent or buy automotive tools and equipment. It is also an exclusive gateway for buyers in the vehicle service industry to meet with the key companies in the marketplace. Attendees include OEMs, tool and equipment companies, national chain stores, large suppliers, dealer groups, distributors, manufacturer reps, and many other industry professionals.

ToolTech focuses solely on automotive-related tool and equipment companies and the individuals at the forefront of the industry. More than 140 professionals representing nearly 60 companies attend and network with industry peers, meet potential customers and potential product providers, confer with clients, convene in structured one-on-one meetings, and gain valuable insights from presentations by industry leaders.

There is no other forum offered like this for our segment of the industry and attendance is advantageous whether you are a purchaser of tools and equipment, an OEM, a retail service provider, a fleet representative, distributor, or manufacturer, company showcase exhibitor, or there to take advantage of the unique networking opportunities to meet and greet executives from throughout the automotive industry.



















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TOOLTECH PREVIEW

OEM's that are confirmed for participation in One-on-One's this year include:

Chrysler LLC

Ford Motor Company

General Motors

Honda Motor Co.

Mazda North American Operations

Mercedes-Benz USA

Suzuki Motor Corporation

Toyota Motor Sales USA, Inc.

Integrated Supply Network

Snap-On

SPX

Companies that attended ToolTech last year and who are expected to attend this year include:

ALLDATA

Autocom

AutoEnginuity

AutoLogic

AutoZone

Babcock Publications

Blue Streak Electronics

Cardone

Car-O-Liner

C.A.T. Inc./Run-Rite

Celette

Chief Automotive Technologies

Delphi

EASE Diagnostics

Equus

ERS Solutions

Firestone

Harloff

Hennessey Industries, Inc.

Hickok, Inc.

Hunter Engineering

INNOVA Electronics Group

JS Products, Inc.

Mitchell 1

Motor Age

Motor Information Systems

MOTOR Magazine

Omitec Inc.

Robert Bosch/ETAS/Vetronix

Rotary Lift









LETTER FROM THE EXECUTIVE MANAGER

2008 is going to be an exciting year for ETI. Our staff has grown from two full time employees to three with the addition of Rich Pershell as ETI's new Technical Manager. Rich will be responsible for all technical activities within the Institute.

In 1996 during ETI's Summer Board meeting held in Lutsen, Minnesota I gave a presentation entitled "ETI Enhanced Organization Proposal". The following is a quote.

"There are two important elements in this proposal. First, to create and fill two permanent positions within ETI. One to manage all technical issues before the institute and to provide expertise that will allow the Institute to enter the electronic data transfer age; and the other to manage and administer ETI's marketing/communications activities. Second, to adjust the dues and proration structure to more accurately reflect its members' ability to support the Institute and accommodate the above two positions." Obviously the Board did not approve the positions right away. First, there were changes to the dues structure allowing ETI to build equity, retain and build membership, and eventually become a self-managed organization. Then we hired a Technical Manager in 2000. In 2005 we hired a Marketing Manager and combined the Technical and Executive Manger positions into one.



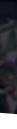
Now in 2008 we have completed the journey adding the much needed third position. The membership will notice improvements almost immediately. Not only will Rich be spending more time than I could with the OEMs securing the information you need to build your tools and equipment, he will also attend SAE and ISO meetings on your behalf, structure technical content at Tech Weeks, schedule and facilitate vertical group meetings and conference calls, and manage the TEK-NET Library.

It took eleven years to get to this point. The journey has been cautious and deliberate, but in the end well worth the wait. Now we have the potential to do even more than we could have hoped was possible in 1996.

2008 is going to be a great year.

Charles -

Charlie Gorman









CALENDAR OF EVENTS

SAE World Congress April 14 – April 17, 2008 Cobo Center Detroit, Michigan

ToolTech 2008 April 22 – April 24, 2008 Carefree Resort and Villas Carefree, Arizona

Detroit Tech Week
June 16 – June 19, 2008
Hyatt Regency
Dearborn, Michigan
Banquet: Thursday, June 19, 2008
at the Henry Ford Museum

AAPEX Nov. 4 – Nov. 8, 2008 Sands Expo Center Las Vegas, Nevada

NACE Nov. 5 – Nov. 8, 2008 Mandalay Bay Conference Center Las Vegas, Nevada

SEMA
Nov. 4 – Nov. 7, 2008
Las Vegas Conference Center
Las Vegas, Nevada

Congress of Automobile Repair and Service (CARS) Nov. 5 – Nov. 8, 2008 Mandalay Bay Conference Center Las Vegas, Nevada





MEMBER SPOTLIGHT

How long have you been in the industry?

My father started selling automotive equipment right after WWII. He eventually became a Manufacturer's Representative for John Bean. In those days, it was very much a family business so I started working for him when I was 12 years old.

What's new at your company?

The "new" at Snap-on Equipment has been evolving quite rapidly over the last few years. Snap-on Equipment is a company inside Snap-on. Most people recognize the Snap-on Tool truck; what they may not know is Snap-on owns over thirty other related businesses. The most "new" at Snap-on Equipment is the tremendous capability all these companies bring.

When and why did you join ETI?

If you mean me, personally, I have been affiliated with ETI for over 25 years. As to all the companies I have worked for, which includes Snap-on Equipment; wherever I have worked senior management has always recognized the value ETI brings in being one of the key providers of information that is so vital to keep pace with automotive technology that is extremely complex and evolving at a rate unheard of in the last 10 to 15 years. It is no longer adequate to just "keep up", you must constantly "keep ahead" and ETI is one entity that provides a unique forum for getting the information so necessary to keep the OEM's and equipment providers in contact. This interface benefits not only the industry, but the consumer who demands excellent value in the products and services from the OEM's and the aftermarket service companies of all types.

What are some of the benefits of ETI to you and your company?

ETI is like the Swiss. Snap-on Equipment makes and sells a variety of products and so do our competitors. Within the competitive environment we all need neutral ground where we remove our competitive hats and share information for the common good, relax, and exchange ideas. ETI is the vehicle in which we can all share equally. There are no "big" companies or "small" companies; no one gets the best seat at the table. We are all equal for a few days anyway, and involved in one common purpose - share information so at the end of the day we all produce our best products and services for the end user.

If they were making a movie of your life, what would it be called and which actor would play you?

I had to ask both my wife and my Administrative Assistant on this one as they know me best. My wife recommended Harrison Ford, he and I are both about the same age and every Harrison Ford movie she likes he is somewhere around the world. My wife decided the best title is "The Road to Nowhere"...maybe since we have lived in several states, way too many addresses, as I have wandered around in the Automotive Equipment business.

What kind of music do you like? Who are your favorite artists?

No special music, my favorite artist must be the Eagles since I like their song "Already Gone"... second favorite is the Rolling Stones "You can't Always Get What You Want", it was the tune playing on my first date with my wife.

What hobbies do you enjoy?

I have no hobbies. This industry has pre-occupied me so much I have never taken the time to cultivate anything. According to one of my past Administrative Assistants, this is me: "He has no hobbies...he has no friends...the Automotive Equipment business is all consuming...it is his LIFE." (PRETTY SAD).

What is your favorite place to relax and unwind?

Home, since I am seldom there.

What are the five things you can't live without?

My wife - She has stuck by me for over thirty years. My children. – Especially since both my sons have picked banking as their career choice. My dog - He is the most happiest one to greet me when I get home. All my Administrative Assistants over these many years – they make me seem smarter than I am. Coffee – Especially if it is FREE

What do you like best about your job?

I am closer to the end than the beginning and Snap-on is a very fine place for me to finish my career.

In your opinion, what is the biggest issue or challenge facing the industry today?

For me it has never changed. Trying to solve the issue of more complex vehicles, higher customer expectations and bridging the gap of the machine, technician, and vehicle interface.

Give us some words of wisdom...What is your favorite quote or saying?

You don't have enough column space...everyone knows I have so many. Probably the two I have used most often are:

"In the land of the blind...the one eyed man is King" (Unknown to me – a very good engineer told me this many years ago).

"The chicken is a very smart animal...it only cackles after it delivers the egg" (Abraham Lincoln)



Michael Alusick
Worldwide Product Manager
Undercar Products
Snap-on Equipment





MEMBER SPOTLIGHT

How long have you been in the industry?

I have always been interested in cars. Anything from repairs, to installing alarms, audio systems, and helping my friend at his service station. However, I have officially been in the industry for 15 years in the automotive electronics sector.

What's new at your company?

There's always something new. Since we deal with remanufacturing as well, we always have some sort of reverse engineering going on. Whether it's a new drive by wire or anti theft system, or the challenge of remanufacturing something that was intended to be "throw away", there's always something to do.

When and why did you join ETI?

We joined ETI in 1996 as we ventured into the diagnostic tool business to compliment our remanufactured electronics business. Joining ETI has proven to be a huge advantage both for our diagnostic business as well as providing some information to aid in our reverse engineering for engine control modules.

What are some of the benefits of ETI to you and your company?

It gave us a look into future trends in automotive electronics that would enable us to be proactive in offering products and solutions to our customers. It also gave us contacts at the OEMs that would enable us to forge relationships that would be mutually beneficial.

If they were making a movie of your life, what would it be called and which actor would play you? Slippery When Wet. Starring Brad Pitt.

What kind of music do you like? Who are your favorite artists?

My tastes in music are varied. I can listen to anything from Michael Buble, to dance, to hip hop, and heavy metal or alternative. I guess anything but Country music. Some of my favorite artists include Dr Dre, Akon, Rage Against the Machine, Metallica, Korn, and Disturbed.

What hobbies do you enjoy?

I don't have much time for hobbies, but I enjoy playing hockey (I'm Canadian of course), both ice and ball hockey. I also enjoy going out with friends for drinks at some of the local watering holes in Toronto.

What is your favorite place to relax and unwind?

My favorite place to relax and unwind is the beach. Preferably a white sandy beach in the Caribbean, but any beach will do, as long as there's hot sun, and plenty of cerveza.

What are the 5 things you can't live without?

My family, music, The Toronto Maple Leafs, Love, and Jack Daniels.;)

What do you like best about your job?

The best part about my job is dealing with my employees, getting to know them on a personal level and watch them grow and accomplish new things.

In your opinion, what is the biggest issue or challenge facing the industry today?

The biggest issue facing the industry today is the complexity of all the systems put on vehicles. Lack of information and tools to diagnose all these complex systems, coupled with lack of technician training, plagues the aftermarket today.

Give us some words of wisdom . . . What is your favorite quote or saying?

It's better to give than to receive!



John Cabral
Technical Manager
Blue Streak Electronics





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