



FOR IMMEDIATE RELEASE

Contact: April Buford
abuford@mema.org / 616-446-8090

MEMA Reveals New Business Structure and Branding Strategy

The realignment will allow leading supplier association to better serve members and prepare for the future of mobility.

Research Triangle Park, N.C. – January 12, 2023 – MEMA, the Vehicle Suppliers Association, presented its new brand and business structure at a virtual member town hall. North America’s leading trade association for motor vehicle component manufacturers will now operate under one umbrella organization with two groups: MEMA Aftermarket Suppliers and MEMA Original Equipment Suppliers.

Over the decades, MEMA’s influence expanded as the industry evolved, establishing four divisions: the Automotive Aftermarket Suppliers Associations (AASA), Heavy Duty Manufacturers Association (HDMA), Motor Equipment Remanufacturing Association (MERA), and Original Equipment Suppliers Association (OESA). The new structure will create a stronger, more unified organization that can better serve and represent constituents by convening all members under just two groups.

“Rapid changes are impacting our industry. It was the right time to rethink our strategy to better address member needs,” says Bill Long, MEMA president and CEO. “Our member companies have more in common today than ever before. We will provide more effective programming and agility to react to industry changes by streamlining the organizational structure.”

Working with Gyro Creative, a Detroit branding agency, MEMA leadership went through a months-long review of its branding and value proposition, as well as member surveys and competitive analysis. The new look and color palette is modern, progressive, and bold.

“No other organization can compare with MEMA’s longevity, respect, depth of knowledge, and commitment to the vehicle supplier industry,” says Long, who adds that MEMA’s mission, vision, and dedication to its members and the automotive and commercial vehicle industry have not changed.

“Members will appreciate this structural simplification as it makes it easier for members to access the value MEMA provides today, and we believe it will create more value long-term,” he

said. “The new brand better represents our forward movement, said MEMA’s new executive director of Marketing and Communications, Megan Gardner.”

Other developments include:

- The Center for Sustainability – a new platform for all members as they navigate the increasingly complex processes and requirements of a successful sustainability program.
- A resource for Diversity, Equity, and Inclusion where staff and members can engage in meaningful dialogue and share best practices to develop safe and welcoming business environments.
- Greater access to member councils, programming, events, and MEMA’s advocacy staff in Washington, D.C.

For photos, high-res logos, questions, or more information, contact April Buford at abuford@mema.org, 616-446-8090.

About MEMA

MEMA, the Vehicle Suppliers Association, is the leading trade association in North America for motor vehicle and mobility suppliers, parts manufacturers, and remanufacturers. It has been the voice of the automotive and commercial vehicle supplier industry since 1904. Its more than 1,000 members are [Strong by Association](#).

MEMA supports members within its two groups: MEMA Aftermarket Suppliers and MEMA Original Equipment Suppliers. Vehicle suppliers are the largest manufacturing sector in the United States and lead the way in new vehicle innovations. Members conceive, design, and manufacture the OE systems and technologies that make up two-thirds of the value of every vehicle and supply the aftermarket with the parts that keep millions of vehicles on the road, fueling international commerce and meeting society’s transportation needs. MEMA members are committed to safety and sustainability.

MEMA has offices in Washington, D.C.; Southfield, Mich.; and Research Triangle Park, N.C. Learn more at MEMA.org.