Suppliers are a driving force in the motor vehicle industry, transforming mobility through innovation and technology while generating environmental improvements through sustainability. We are focused on vehicle safety and making a strong contribution to the U.S. and global economies.

THE ECONOMIC IMPACT

734,000 direct U.S. jobs
3.6 million total U.S. jobs

Vehicle parts suppliers manufacture more than

2/3 of the value in today’s cars

2.7% of U.S. employment
2.6% of total U.S. wages
2.3% of U.S. GDP

We are the largest U.S. manufacturing employer.
LEADING THE INDUSTRY

1904 Leading industry companies join together to form MEMA
1933 MEMA co-sponsors the first Automotive Service Industries Show
1960 MEMA opens an office in Washington, D.C.
1970s MEMA establishes the first of its many councils, serving as valuable forums for active industry executives
1983 MEMA forms the Heavy Duty Manufacturers Association (HDMA)
1987 MEMA establishes the Japan Automotive Advisory Group (JAAG), supporting suppliers doing business in Japan
1992 MEMA helps form the Automotive Aftermarket Industry Week (AAIW) event
1998 MEMA’s Original Equipment Suppliers Association (OESA) forms
2002 MEMA forms Trilateral agreement on behalf of our members with the European association of automotive suppliers (CLEPA) and the Japan Auto Parts Industry Association (JAPIA)
2002 MEMA establishes the Automotive Aftermarket Suppliers Association (AASA), exclusively serving aftermarket product manufacturers
2010 MEMA establishes its Political Action Committee (MEMA PAC)
2011 MEMA forms the Motor & Equipment Remanufacturers Association (MERA)
Today MEMA celebrates over 110 years serving its more than 1,000 members

IN TIMES OF CHANGE
MISSION
Advance the motor vehicle supplier and mobility industry and the business interests of our members

VISION
A growing, profitable, innovative, and influential motor vehicle and mobility supplier industry

In 2015, MEMA redefined its strategic goals and focused on a clear mission to advance the business interests of its members, and a vision of strengthening motor vehicle suppliers as a growing, profitable, and influential industry.

In addition to the value MEMA already provides its members, MEMA has identified three critical areas of strategic importance that will shape its initiatives over the next five years:

1. Be a relevant force and resource on advanced vehicle technologies
2. Pursue an active international role
3. Elevate MEMA’s presence and influence in Washington, D.C.

MEMA will make significant investments in support of these strategic initiatives to increase the value and relevance it delivers to members.
“The motor vehicle industry is expected to change more in the next five years than it has in the last 50. MEMA is ready.” — Steve Handschuh, MEMA President & CEO

The rapid transformation in vehicle technology brings both opportunity and risk to suppliers and our industry. Regulators and policymakers need a keen understanding of new technologies and how their decisions will affect motorists, the supplier industry, and the U.S. economy.

To address this need, MEMA has invested in the newly-created position of Chief Technology Officer, who will serve as a senior technical advisor to MEMA executives, its members, and policymakers. In this role, MEMA’s CTO will provide forward-thinking insight and industry leadership on evolving mobility technologies and serve as a vital resource, providing technical education and understanding on critical legislative and regulatory decisions.
INTERNATIONAL ROLE

STRATEGIC INITIATIVE

Advance the business interests of motor vehicle suppliers on a global basis by leveraging MEMA’s core competencies.

Our industry is a global marketplace and MEMA is raising its profile as a respected voice on behalf of North American parts suppliers within the global motor vehicle community. Global markets are expected to represent an increasing portion of MEMA members’ growth, revenue, and profits. As members seek support on both international issues and emerging market opportunities, MEMA is investing in resources to support member business growth.

In 2015, MEMA announced the opening of a new China Center serving AASA, HDMA, and MERA members. MEMA aggressively defended supplier needs in trade pacts and expanded its role as a resource for global market knowledge by facilitating relevant dialogue, networking, events, and insights within all four of its divisions. Over the next five years, MEMA will continue to leverage these core competencies, grow its international relationships, and support initiatives such as harmonizing standards and promoting free trade.

“Globalization is creating tremendous opportunity for suppliers, requiring a greater knowledge of international markets and trends.” — Doug Grimm, MEMA Board Chairman
INFLUENCE IN WASHINGTON, D.C.

STRATEGIC INITIATIVE

Command a meaningful seat at the table of influence for motor vehicle suppliers

MEMA is aggressively engaged on behalf of AASA, HDMA, MERA, and OESA members on the complex policy issues that will advance member business interests. MEMA is increasing staff and resources to advocate for the industry before the U.S. Congress, the administration, federal regulators, and state officials on domestic and international policy issues. Over the next five years, MEMA will focus on policies that: promote and protect technology, addressing cybersecurity, V2V, autonomous vehicles, fuel efficiency, and the protection of intellectual property; encourage safer vehicles, including accelerated adoption of ADAS technologies in the NCAP program and on heavy vehicles; and provide for long-term growth through the ratification of meaningful trade agreements, implementation of tax reform, and passage of a national energy policy.

MEMA’s 2015 ADVOCACY SUCCESSES

- Regulatory requirements to add ADAS to NCAP and incentivizing other safety technology in FMCSA’s Compliance, Safety, Accountability program
- Mandated installation of ESC in trucks and buses
- Testimony before the EPA on “Phase 2” heavy- and medium-duty vehicle GHG emissions and fuel efficiency standards
- Influenced initiatives on remanufactured parts, access to vehicle diagnostics for the aftermarket, copper-free brakes, West Coast ports, proposed chemical substance bans, intellectual property issues, counterfeit parts, and the Trans-Pacific Partnership

“The business value at stake from government and regulatory intervention is huge: about 30 percent of earnings for companies in most industries.” — McKinsey & Co.
WHO IS MEMA?

The Motor & Equipment Manufacturers Association represents motor vehicle and mobility suppliers, and parts manufacturers and remanufacturers. We are a high-tech, safety-focused industry helping transform the future of mobility. MEMA member companies supply components and systems to the original equipment and aftermarket segments of the light vehicle (car and truck) and commercial vehicle (heavy-duty on- and off-road) industries.

Celebrating over 110 years serving the needs of motor vehicle suppliers and advancing member business interests

www.MEMA.org