

NASTF Communications Committee
Conference Call Meeting
June 10, 2015

Attending:

Aaron Lowe
Tony Molla
Donny Seyfer

Skip Potter, Executive Dir.

Absent:
John Cabaniss, OEM Co-chair

Potter convened the meeting at 11:10am Eastern time.

Potter reviewed the pending recommendation to the NASTF Board that the Board's Marketing Task Force be terminated and that the findings and directions of that task force be integrated into Communications Committee activities. Further, Molla and Jessie Korosec have both been nominated as an Independent co-chair from which the Board will make an appointment at their next meeting. An OEM representative is being sought for the position of OEM Co-chair.

Lowe reviewed the findings and recommendations of the Board's Marketing Task Force citing the following:

- NASTF.ORG should provide more advanced methods of communicating to technicians various "how to" instructional and educational guides relating to OEM website resources.
- Prioritize updates to the OEM Reprogramming pages on nastf.org and build a video library beginning with instruction specific to each OEM on programming with J2534.
- Provide obvious and easy-to-use instruction on nastf.org of "How to find" various OEM resources including education, programming files, OEM website user help, OEM contact us emails, etc.

Seyfer presented the early statistics of the ASA technician survey on OEM website use (as requested by the NASTF Board's Marketing Task Force). The statistics are included as an appendix to these minutes. Seyfer noted significant improvement in NASTF awareness since a 2011 survey by Motor Magazine: NASTF awareness was 26.9% in the 2011 survey and 89.5% in ASA's 2015 inquiry, where only 30% of the respondents were ASA members. Further, Seyfer noted low awareness (slightly more than half) of technicians in where they would find security codes. The implication is that NASTF has a significant opportunity to achieve results with promotion of the VSP program by making techs aware of their need for an LSID in performing repairs.

Potter related that J-device manufacturers have been asked to respond to an invitation for their involvement in creating a library of reprogramming demonstration videos that could be shown from NASTF.ORG. Drew Technologies had already pledged their support.

NASTF staff is completing a brief 2-minute video to be used on NASTF.ORG as an awareness promotion of NASTF resources including the OEM website index, VSP program and the SIR feedback system.

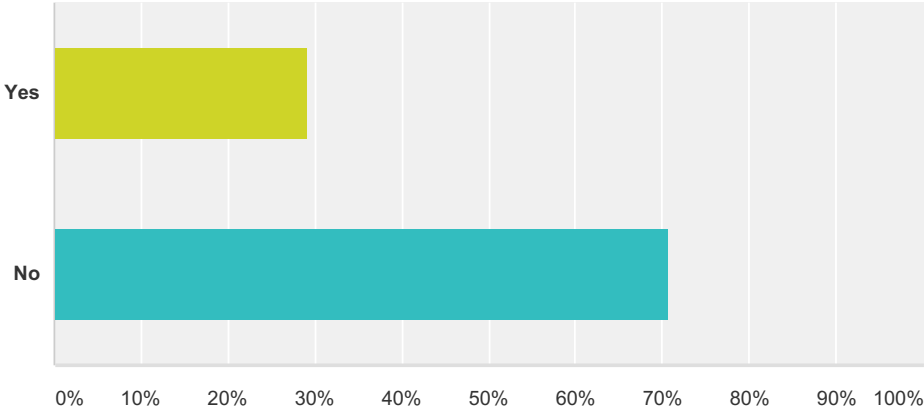
NASTF staff is developing a video for use by educators in making NASTF's OEM resources known to their students. Seyfer recommended 2 or 3 MS Powerpoint slides be produced as part of this effort for use by educators when the video may not be appropriate.

Potter noted that additional videos are planned to include instruction on "how to find" various OEM resources.

The meeting was adjourned at 11:48am ET.

Q1 Are you a current ASA Member?

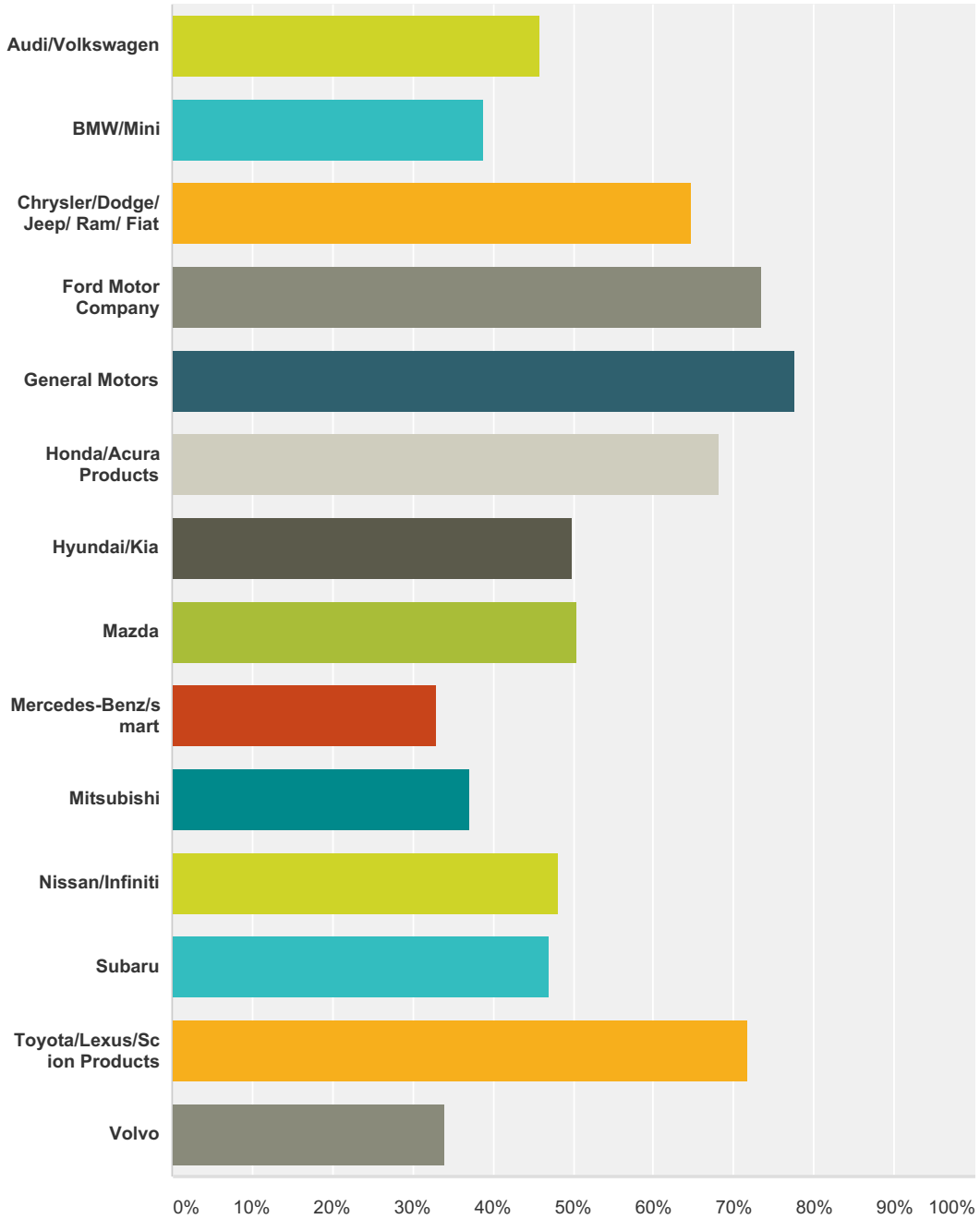
Answered: 230 Skipped: 5



Answer Choices	Responses	
Yes	29.13%	67
No	70.87%	163
Total		230

Q2 Do you specialize in servicing a particular make of car? If so, which brands (select all that apply).

Answered: 170 Skipped: 65



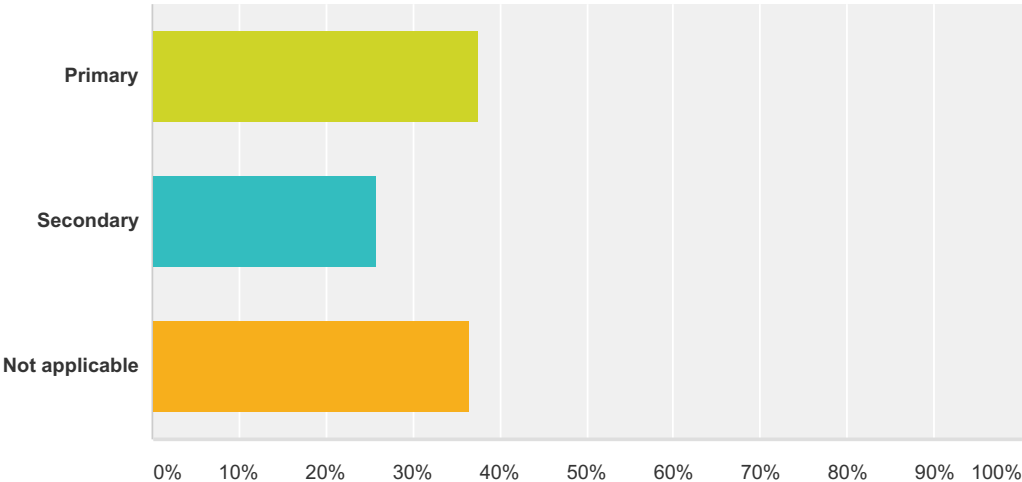
Answer Choices	Responses
Audi/Volkswagen	45.88% 78
BMW/Mini	38.82% 66
Chrysler/Dodge/ Jeep/ Ram/ Fiat	64.71% 110

Usage of OEM Service Information Websites by Independent Shops

Ford Motor Company	73.53%	125
General Motors	77.65%	132
Honda/Acura Products	68.24%	116
Hyundai/Kia	50.00%	85
Mazda	50.59%	86
Mercedes-Benz/smart	32.94%	56
Mitsubishi	37.06%	63
Nissan/Infiniti	48.24%	82
Subaru	47.06%	80
Toyota/Lexus/Scion Products	71.76%	122
Volvo	34.12%	58
Total Respondents: 170		

Q3 Is Mitchell1 your primary or secondary service information provider?

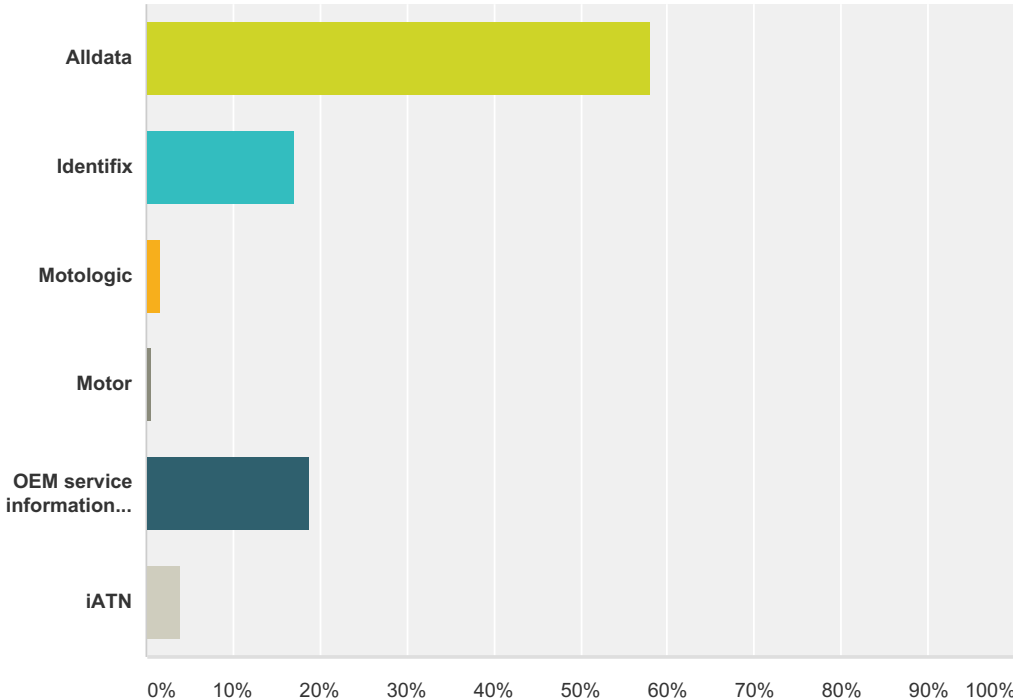
Answered: 93 Skipped: 142



Answer Choices	Responses	
Primary	37.63%	35
Secondary	25.81%	24
Not applicable	36.56%	34
Total		93

Q4 What is your primary service information provider (mark only one)?

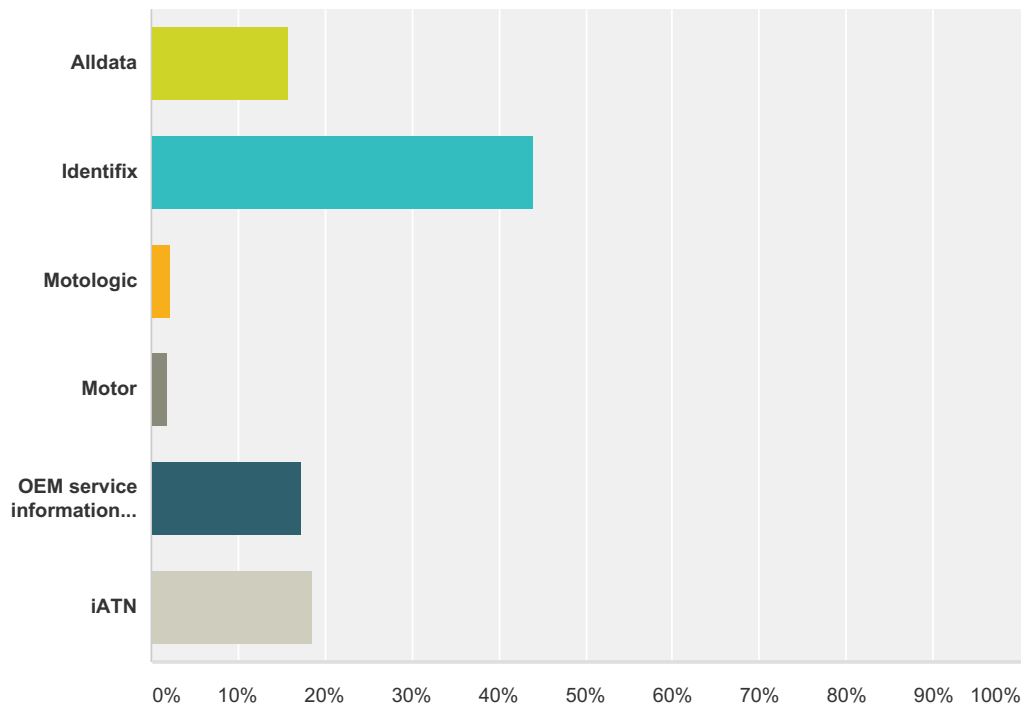
Answered: 181 Skipped: 54



Answer Choices	Responses
Alldata	58.01% 105
Identifix	17.13% 31
Motologic	1.66% 3
Motor	0.55% 1
OEM service information website	18.78% 34
iATN	3.87% 7
Total	181

Q5 What is your secondary service information provider (mark only one)?

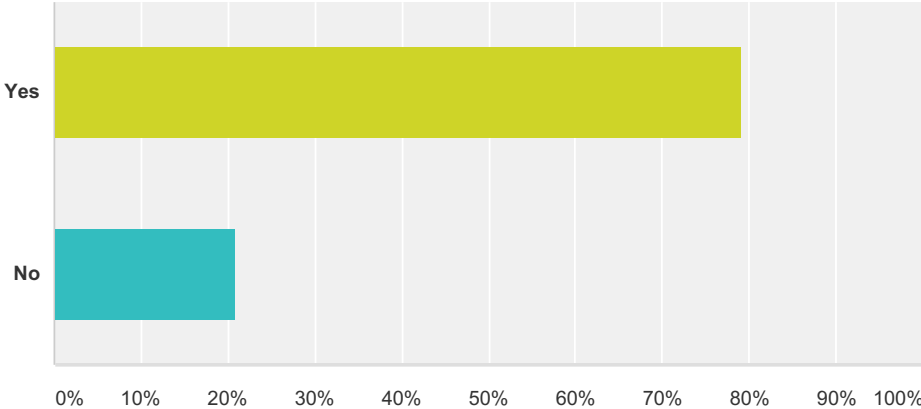
Answered: 209 Skipped: 26



Answer Choices	Responses
Alldata	15.79% 33
Identifix	44.02% 92
Motologic	2.39% 5
Motor	1.91% 4
OEM service information website	17.22% 36
iATN	18.66% 39
Total	209

Q6 Do you use original equipment manufacturer (OEM) websites?

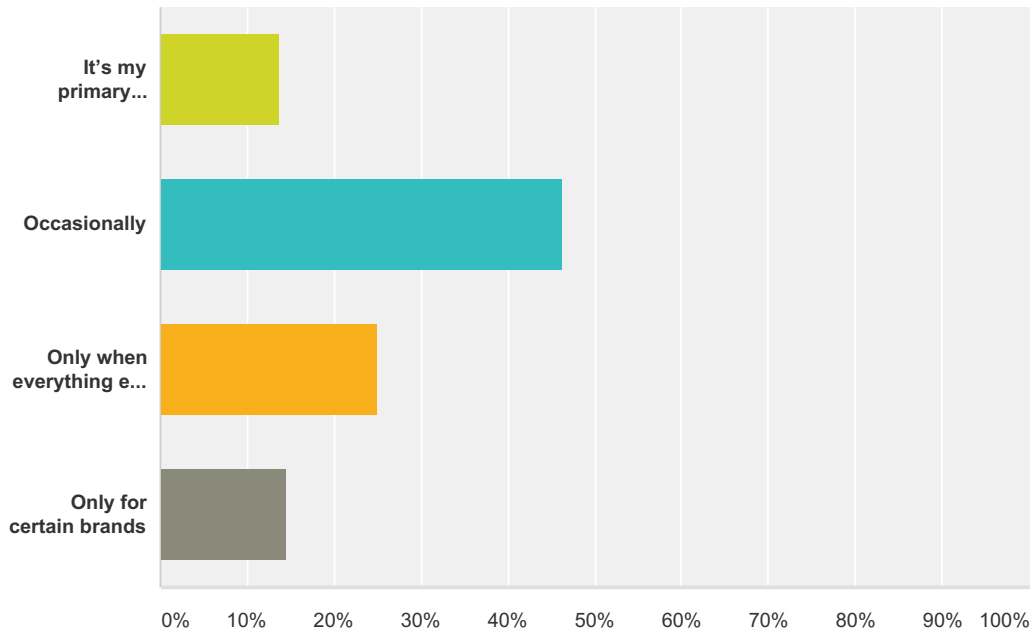
Answered: 229 Skipped: 6



Answer Choices	Responses
Yes	79.04% 181
No	20.96% 48
Total	229

Q7 How often do you use an OEM website (mark only one)?

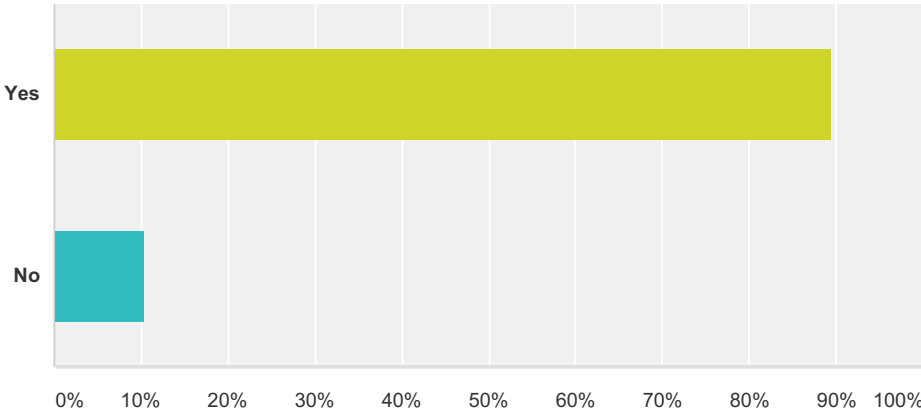
Answered: 211 Skipped: 24



Answer Choices	Responses	
It's my primary information source	13.74%	29
Occasionally	46.45%	98
Only when everything else fails	25.12%	53
Only for certain brands	14.69%	31
Total		211

Q8 Do you know how to find OEM websites?

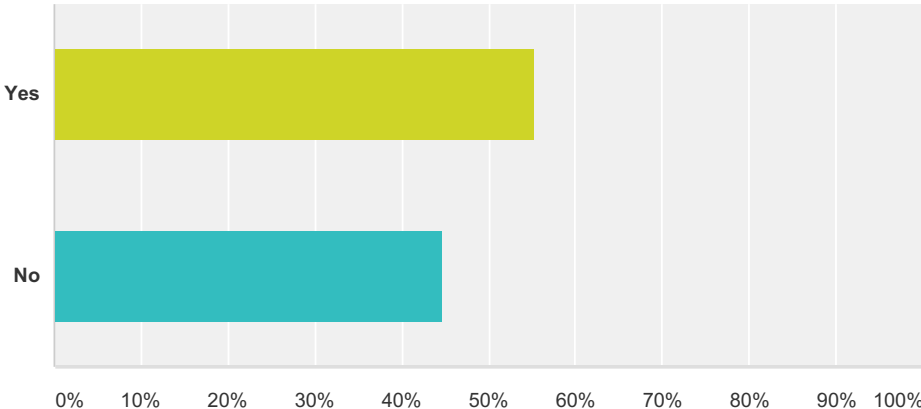
Answered: 229 Skipped: 6



Answer Choices	Responses
Yes	89.52% 205
No	10.48% 24
Total	229

Q9 Do you know how to find key and security codes when you need them?

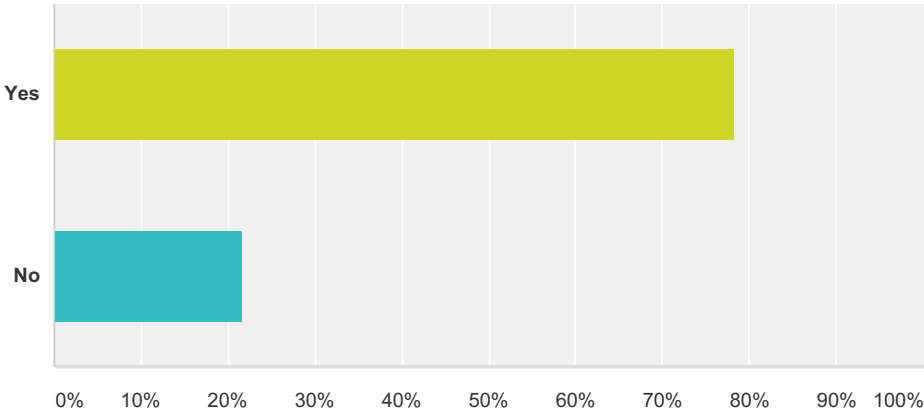
Answered: 228 Skipped: 7



Answer Choices	Responses
Yes	55.26% 126
No	44.74% 102
Total	228

Q10 Are you aware of the National Automotive Service Task Force (NASTF)?

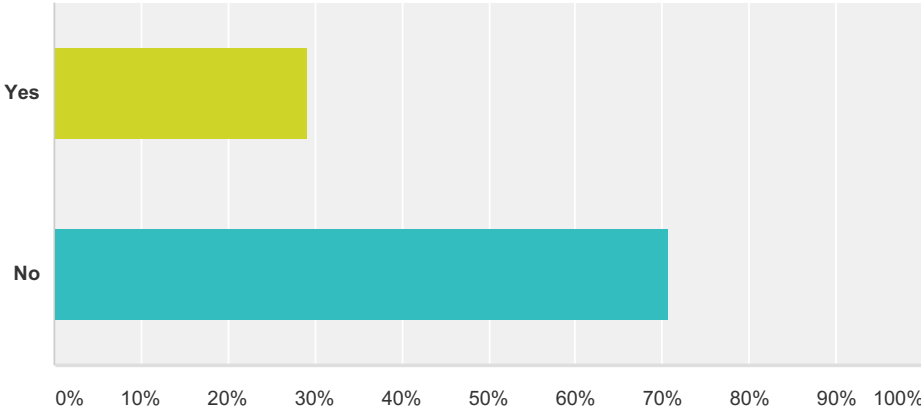
Answered: 231 Skipped: 4



Answer Choices	Responses
Yes	78.35% 181
No	21.65% 50
Total	231

Q11 Are you aware of the Scan Tool Resource Center at www.scantoolresource.com?

Answered: 230 Skipped: 5



Answer Choices	Responses	
Yes	29.13%	67
No	70.87%	163
Total		230