

Aisin Corp. announces global aftermarket strategy overhaul at AAPEX 2024

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Aisin will merge AWTEC and AWA's aftermarket units, aiming for comprehensive parts service by April 2025

At the AAPEX 2024 event, Aisin Corp. unveiled its ambitious plan to overhaul its global aftermarket strategy, aiming to become a comprehensive parts and service provider. This strategic shift involves the creation of Aisin Aftermarket & Service of America Inc., a fusion of AWTEC — a Transmission Remanufacturing division — and the Aftermarket Business unit of Aisin World Corp. of America (AWA).



Source: Getty

Scheduled to commence operations in April 2025, this restructured entity seeks to streamline processes and broaden its product range to better satisfy a variety of customer demands.

Scott Turpin, the president and CEO of AWA, underscored the importance of this change, highlighting its potential to greatly enhance the customer experience within the global aftermarket. Aisin's expansion will not be limited to its proprietary brands; the company plans to offer a diverse array of maintenance products including wiper blades, high-quality lubricants and batteries, thereby augmenting its existing lineup of cooling systems, drivetrain components and chemicals.

With a presence in 17 countries across 36 locations, Aisin's global aftermarket operations will tailor its product lines to suit local needs. Masahiro Shiya, the president of Aisin's global aftermarket company, sees the current market environment as an opportunity for evolution, aiming to utilize Aisin's comprehensive strengths and global network to better serve the automotive community.

Aisin Aftermarket & Service of America will also focus on amplifying its remanufacturing efforts, striving for greater efficiency and uninterrupted service for customers and suppliers. The organization intends to collaborate closely with Aisin Sales Latin America (ASLA), making use of strategic acquisitions to fortify its standing in the region. According to Dwayne Bates, AWA senior vice president of aftermarket sales, this merger is aimed at enhancing the company's agility and internal alignment without affecting its customers and suppliers. The leadership team of the new entity will feature Turpin, Bates and general manager Tomoyuki Furuta, and the restructuring is anticipated to have no adverse effects on employment or facilities.

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