



Dwayne Bates,  
Senior Vice President,  
Aftermarket, AISIN World  
Corporation of America

# AISIN EYES US AND GLOBAL BRAND EXPANSION

## AUTO PARTS MALL – REALIGNMENT INFO – WHAT THEY WANT CUSTOMERS TO KNOW

**“THE LAUNCH OF AISIN AFTERMARKET AND SERVICE OF AMERICA WILL ALLOW US TO OPERATE INDEPENDENTLY OF THE OE ARM AND MORE CLOSELY WITH THE AISIN GLOBAL AFTERMARKET. THIS WILL ALLOW US TO REACT MORE QUICKLY TO MARKET DEMANDS AND OFFER A WIDER VARIETY OF PRODUCTS AND SERVICES.”**

**- DWAYNE BATES, SENIOR VICE  
PRESIDENT, AFTERMARKET, AISIN WORLD  
CORPORATION OF AMERICA**

AISIN is already a big name in the automotive aftermarket, but with recent restructuring, the company continues to aim higher. Its current strategy: To create an affordable auto parts mall. It's a modern approach to one-stop shopping where customers will be able to purchase service parts for all levels of car maintenance.

The plan is to work through current distribution channels and then grow from there. In the longer term, AISIN wants to have a combination of physical locations and online spaces depending on the region. The idea originated in the company's global headquarters with the goal of being more value added and convenient for the consumer. AISIN's vision is to make this affordable auto parts mall accessible to current customers, while also adding additional access based on regional needs.

“Our recent realignments allow us access to resources that will help us in reaching that goal,” Dwayne Bates, senior vice president, aftermarket, AISIN World Corporation of America, said. To make this goal a reality, all eyes are on the Americas. At AAPEX 2024, AISIN

announced the launch of AISIN Aftermarket and Service of America (AASA), expected to debut on April 1, 2025. The new organization realigns AWTEC and AISIN World Corporation of America – Aftermarket Division. It's a standalone focused on the aftermarket and the company's growing remanufacturing business.

"AISIN's aftermarket in the U.S. has traditionally operated under the umbrella of AISIN World Corp. of America (AWA), the OE arm of AISIN in the U.S.," Bates said. "The launch of AISIN Aftermarket and Service of America will allow us to operate independently of the OE arm and more closely with the AISIN Global Aftermarket. This will allow us to react more quickly to market demands and offer a wider variety of products and services."

No jobs are impacted by the restructuring. Acquisitions have been key in making sure that AASA will have the manufacturing strength to back up the greater focus the company is giving the Americas. Consumers can expect to see new AISIN service part options in 2025, with the company anticipating a short runway for customers to get familiar with the new product offerings.

## **BENEFITS OF AMERICA-BASED AFTERMARKET FOCUS**

As AISIN shifts its focus in America, it will also aim to become a universal parts provider instead of offering only in-house brands. A focus remains on manufacturing the quality cooling, drivetrain, steering and suspension, chemicals, fluid products and more for which the company is

known. AISIN also will source maintenance-oriented items like lubricants, batteries, car lifts and more.

"We recently acquired our joint venture partner in Panama, which has increased our reach into the South America region. The acquisition gained us access to additional products, customers and warehouse space that we will use to expand our business more rapidly," Bates said. "Our new alignment with AWTEC Company in Plymouth, Michigan, will allow us to run the OE service portion of our business more efficiently while also becoming independent of the AWA OE business."

With these strategic moves, Bates anticipates that all of the AWA service parts distribution will take place under one roof and it will expand its remanufacturing reach. "We are negotiating with several high-volume OES reman companies now. We want to purchase and brand their products as AISIN brand reman if they meet our high-quality standards," Bates explains. "We are mainly looking into additional transmission options, but we are also considering expansion of hybrid batteries and possibly a brake caliper reman program."

## **BUILDING TOWARD THE FUTURE**

AISIN's 2030 business plans anticipate a 200 percent revenue increase from this year's levels.

Customers can still expect the same quality products they've always purchased from AISIN. Bates makes it clear that with a focus on expansion, this is a merger, not a departure. AISIN's

# **AISIN**

## **DWAYNE BATES**

**SENIOR VICE PRESIDENT, AFTERMARKET,  
AISIN WORLD CORP. OF AMERICA**

Dwayne Bates is senior vice president of AISIN World Corp. of America's Aftermarket Division, which covers parts sales and distribution for the Americas as part of the AISIN Global Aftermarket Group. He also holds an executive vice president and board of directors position with AISIN Sales Latin America.

Bates joined AISIN more than 35 years ago and oversees sales, remanufacturing and warehousing operations at AISIN facilities in California, Tennessee, Michigan, Texas and Panama. He began his career with AISIN at AWTEC, an AISIN Group company, in Plymouth, Michigan, where he helped develop the transmission remanufacturing business.

Bates earned a Bachelor of Science Degree in business administration from Wayne State University in Detroit. He and his wife, Amy, have four adult children and are proud grandparents of four grandchildren.





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focus will mean that products will be more readily available and new products will be added to existing lines.

While these changes focus on the Americas, coming up with a plan was a global effort. AISIN Global Aftermarket Division paved the way by developing the strategy and getting approval from upper management, while AISIN Shanghai played a vital role in vetting and acquiring high-quality, affordable products. AISIN World Corporation of America's leadership team made the final decision for the aftermarket to be independent in the Americas and arranged the changes

that needed to take place for the company's restructuring to become a reality, according to Bates.

“We plan to build up our supply chain to better support the changing needs of the market. We plan to beef up our ERP and EDI systems to better support the expected increased demand and new customers,” Bates said. “One thing's for sure; AISIN's Aftermarket Division is evolving and will remain a major player in this dynamic marketplace.” **AMN**

