

2007/2008 Aftermarket eFactbook Information at Your Fingertips

The Aftermarket eFactbook

is a CD-ROM of the best-selling *Aftermarket Factbook*, and the 2007/2008 version offers an interactive presentation of the *Aftermarket Factbook* plus the ability to copy and paste data into other documents or software packages. The CD-ROM provides a comprehensive overview of the entire aftermarket industry and is filled with tables, charts and explanatory text. This year's *eFactbook*, powered by InterSlice Studios, offers a revolutionary new way to view the information and puts comprehensive aftermarket information at your fingertips.

Not Your Father's eFactbook

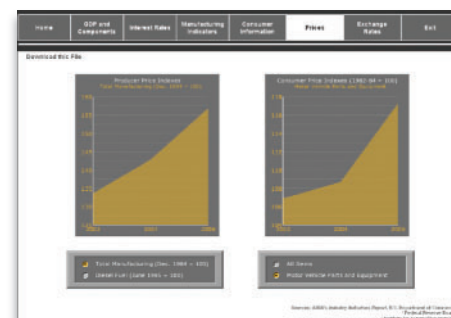
Load the *eFactbook* CD and the menu automatically launches. From the menu, users can view a PDF version of the *Factbook*, load the Microsoft Excel files containing the raw data or opt to view the information in an InterActiv™ format. Once users choose to view the information interactively, they enter a world of data mining and exploration that makes the data come to life. Each collection or grouping of information is contained in an InterActiv™ presentation that allows users to search needed information interactively. Data selected can be drilled into using Flash-based InterActiv™ charts and graphs.

Data becomes information when viewed in this unique new format. All of the information contained in the hard copy *Factbook* has been digitized into more than 300 InterActiv™ Chart Objects. Want to know the replacement rates for upper radiator hoses for vehicles more than 12 years old? It is just two clicks away. And when the information is instantly retrieved in the form of an easily readable comparative bar chart, two more clicks can cut and paste it into any PowerPoint presentation and the Flash object will retain all of its interactivity in the target presentation.

The 2007/2008 *Aftermarket eFactbook* is available to AAIA members for \$200 and \$450 for non-members. For more information or to order, visit www.aftermarket.org.



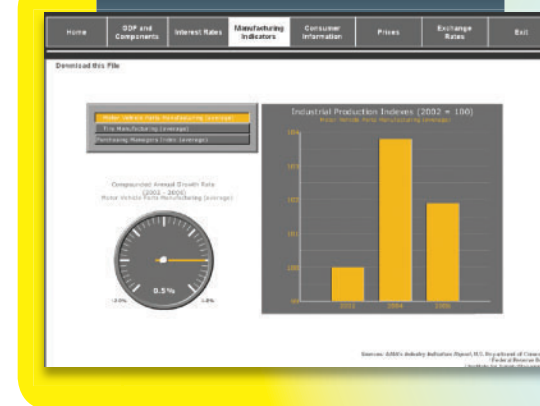
Choose from more than 37 different data collections.



An example of an InterActiv™ graph contained inside an InterActiv™ Presentation.

Step By Step

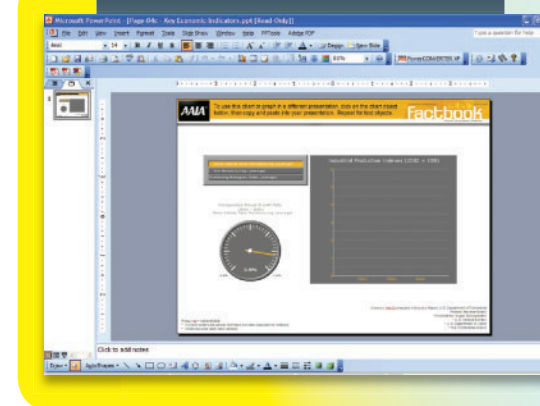
STEP 1



Find information by interactively searching the CD - just like a Web site.

Find information by searching through the data collections on such topics as key economic indicators, size of the automotive aftermarket, aftermarket accessories, warehouse distribution and more. Searching for the information is as intuitive as searching through a Web site - just point and click on topics that are of interest.

STEP 2



Click once and copy it to your hard drive.

Either drill down through it from the *eFactbook* CD or copy it to your local hard drive for use in other applications. If copying the information to personal PC, either copy the raw Microsoft Excel data or the InterActiv™ chart or graph.

STEP 3



Cut and paste it into any presentation.

The InterActiv™ Chart Object will work perfectly in any other PowerPoint presentation (PowerPoint 2003 or later, and current Flash Player) retaining all of its interactivity.