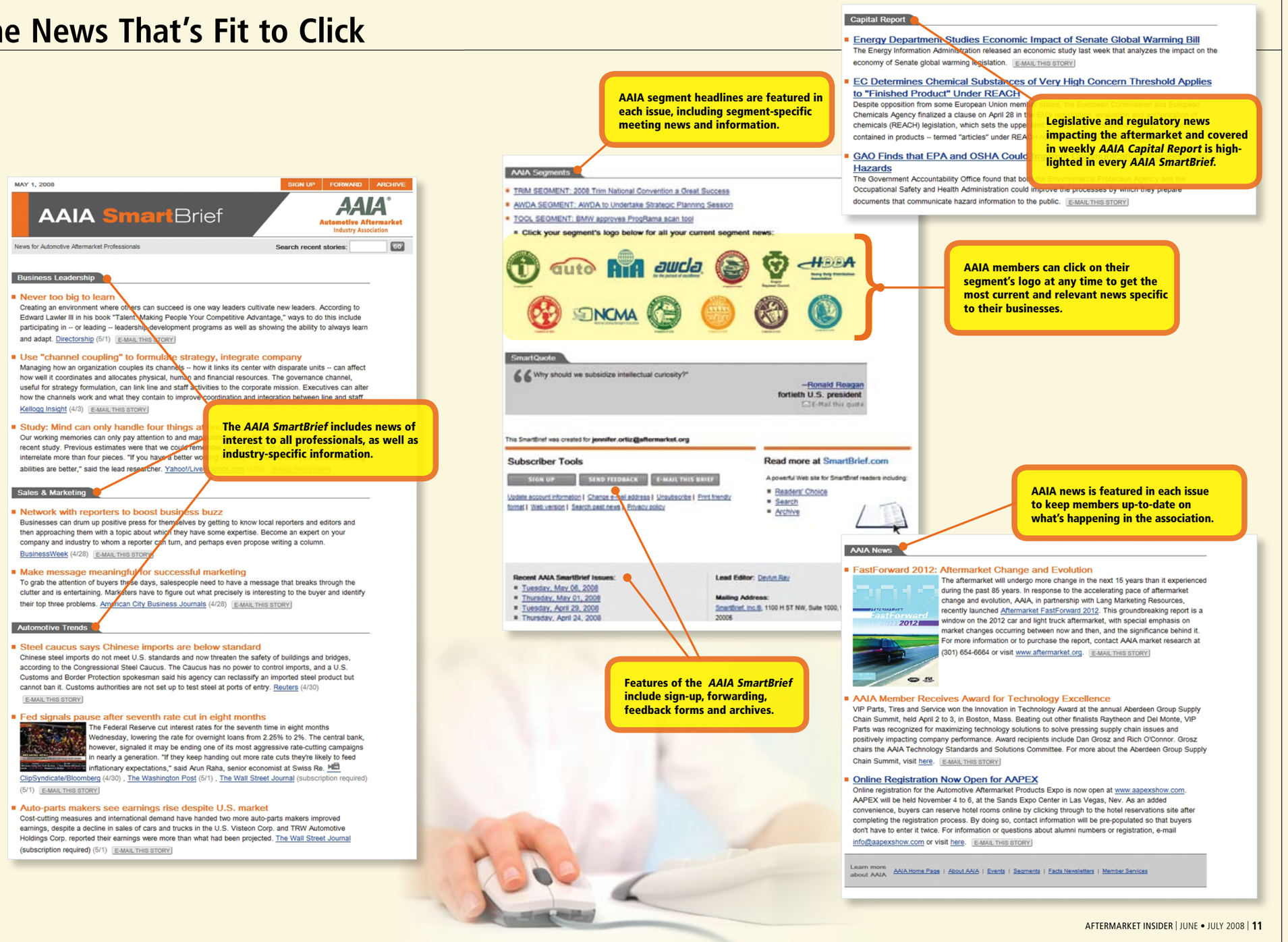
AAIA SmartBrief: All the News That's Fit to Click

In April, the first issue of an exclusive new electronic publication for members was introduced. The multi-media *AAIA SmartBrief*, a FREE e-mail news service, summarizes the most important automotive aftermarket and world news, and is delivered electronically as a new member benefit on Tuesdays and Thursdays.*

The *AAIA SmartBrief* focuses on stories not only affecting the aftermarket and the association, but timely national and international news stories, business leadership, sales and marketing and automotive trends as well. Stories from AAIA's weekly e-newsletter *Capital Report*, which is distributed on Mondays and covers legislative and regulatory news affecting the industry, are featured in each *AAIA SmartBrief*. Additionally, each AAIA segment has a new news page online on their Web site, accessible in each issue, and key segment-specific headlines are highlighted every time.

"The *AAIA SmartBrief* is a quick-read digest of content with a unique work-life balance mix," said Rich White, AAIA senior vice president, marketing and member relations. "We can now communicate more frequently to connect members to industry, business and association-specific news, issues and trends."

SmartBrief has interactive survey capabilities, forwarding functions for each survey, archives, and compatibility on a variety of platforms, including most PDAs. Be on the lookout for videos, images and interactive activities in future issues. For more information on AAIA's e-newsletter, call 301-654-6664. For more information on *SmartBrief*, visit www.smartbrief.com. ■

**The trial period for SmartBrief has concluded, and since the newsletter is operated on an opt-in basis, readers must opt in to receive it. If you have not yet registered to receive the AAIA SmartBrief, visit www.smartbrief.com/aaia.*