



Equipment and Tool Institute

DRIVE
OPPORTUNITIES

Membership Brochure

Serving the needs of the Automotive Service Industry since 1947

ABOUT US

The Equipment and Tool Institute is the industry link to Technical Information and Access to OEM's, Tool and Equipment Buyers and Decision Makers

ETI's Mission is to advance the vehicle service industry by providing technical data and open dialog between the manufacturers of transportation products, government regulators and the providers of tools, equipment and service information.

ETI is one of the most respected trade associations in the automotive aftermarket, giving fair and equitable representation to all segments of the equipment and tool industry. The Institute is an association of automotive tool and equipment manufacturers and technical information providers and training organizations. Working together closely and sharing information, we are committed to five key goals:

- To advance the productivity, profitability and growth of the automotive service industry by ensuring that the nation's service bays are the best equipped, and its technicians are the most highly-trained and thoroughly-informed in the world.
- To provide technical training information, as well as marketing guidance, to the end user...thus providing strength and guidance to the customer base.
- To stimulate feedback from users to manufacturers, thus promoting product improvement.
- To provide members an ongoing stream of current and advanced specialized technological information through planned, cooperative dialog with vehicle manufacturers.
- To provide industry leadership by cooperating with legislators -- and regulatory agencies -- in pursuit of environmentally sound, safe and efficient programs.

ETI originated in America's automotive and truck manufacturing efforts in World War II. A group of 20 companies organized during the war to meet industry and transportation challenges collectively.

ETI recognized members' need to address areas of common interest and formed its first Vertical Group, the Performance Test Equipment Group (PTEG) in 1973. Several more groups were added in time, and in 1997, the groups were reorganized, broadening their focus from specific types of tools and equipment to the intended applications of those tools and equipment. The Vertical Groups continue to evolve today to meet the changing needs of ETI members.

Today, ETI meets the needs of a diverse industry. Its members' products range from high-tech diagnostic tools to traditional hand tools. The two annual Tech Weeks continue to grow, both in attendance and numbers of OEMs participating. Its annual Tech Weeks forge strong relationships with the OEMs, which facilitate the exchange of information between the carmakers, tool manufacturers and service providers.

"Ford - Rotunda has enjoyed and benefited from it's long term involvement with the Equipment and Tool Institute (ETI). The Spring ToolTech event allows us to conduct one-on-one performance meetings with our current Rotunda suppliers and also affords us an opportunity to meet with potential new Rotunda suppliers, to help complement our product offerings. Detroit Tech Week provides our Ford Engineers the opportunity to meet with attendees to help insure our upcoming products are serviceable with the equipment ETI members manufacture. In addition, ETI members get insight into some of our future product specifications."

Pete Bandoske
TSO, Sales and Marketing
Manager
Ford-Rotunda



MEMBER BENEFITS

ETI membership benefits, events, and services are tailored to meet the needs of all tool and equipment makers – whether manufacturers of highly technical diagnostic equipment or hand-tools, a large manufacturer or a small- to mid-sized business.

MEMBER BENEFITS

- Network with OEM's
- Have the opportunity to sell products and services to tool and equipment buyers
- ETI is the industry voice for the companies that sell tools and equipment in North America. There are many companies who want to have a say in industry policy. The only way this can be accomplished is through membership in ETI.
- ETI is one of the few organizations that are respected by vehicle manufacturers and the aftermarket alike. Our members supply products to both markets. ETI offers its members access to important OEM and aftermarket contacts through meetings and seminars.
- ETI works with Government and private organizations to ensure that tool and equipment concerns are accounted for when standards and regulations are developed.
- ETI maintains several email lists. These lists keep you informed of industry activities, meetings, issues and important documents.

VERTICAL GROUPS

Vertical groups are the heart of the organization. ETI is more than just scan tools. We cover all aspects of automotive repair. Vertical Groups to allow members to discuss common problems and to examine the most current and pertinent technical information in specific areas of interest, including:

- **Scan Tool Group (STG)** - Involved in all aspects of scan tools and reprogramming tools
- **Underhood Technology Group (UTG)** - Involved in engine, transmission and air conditioning equipment issues. The UTG group currently has three subcommittees under it.
 - I/M Subcommittee - specifically involved in regulated I/M equipment issues
 - Hybrid Vehicle Subcommittee
 - Air Conditioning Subcommittee
- **Collision Repair Group (CRG)** - Collision Repair equipment including frame straightening, welding and painting equipment
- **Under Car Group (UCG)** - Involved in steering, alignment, brakes, suspension, wheel and tire
- **Shop Management and Information Software Group (SMG)** - Electronic repair manuals and electronic shop management software.

INDUSTRY INVOLVEMENT

The Institute maintains close working relationships with government agencies and other associations, such as the National Automotive Service Task Force (NASTF), the California Air Resources Board (CARB), the Environmental Protection Agency (EPA) and the Society of Automotive Engineers (SAE). Through these relationships, ETI has been at the forefront in ensuring that OEM information regarding on-board diagnostics are available to tool and equipment manufacturers and third party information providers.

- ETI played a major role in negotiating portions of the EPA's service information access rule released in 2003.
- Provided comments to the CARB concerning their information access rulemaking that resulted in equipment companies and third-party information providers being added as "covered persons."
- Co-developed the "OBD I/M Testing Flowchart," a recommended practices document that CARB endorsed in 2002.
- Created the scan tool section of NASTF's OE service information matrix in 2002.

"General Motors service organization is pleased to be a part of Equipment and Tool Institute. Detroit Tech Week offers us a venue to speak on the product that we will offer in the future and the service that will come with it. The insight that the ETI members gives us helps to build serviceability into our products along with providing new ideas on how to improve the service experience."

William L. Godfrey
Dealer Equipment
and Tool Manager
General Motors Service
and Parts Operations



EVENTS

DETROIT TECH WEEK

Detroit Tech Week is held each June. 70 ETI engineers and product managers meet with key individuals from GM, Ford, DaimlerChrysler and VW/Audi to discuss new systems and the tools and equipment that will be needed to service them. Detroit Tech Week (DTW) was started as a joint venture between ETI and the Automakers in the early 1980's. Automakers recognized the need for a forum to communicate new information and tool requirements to the manufactures of tools and equipment that are used to service their vehicles. The main focus of DTW is to ensure that the proper tools, equipment, and information are in the shops by the time the new models hit the streets.

ETI members come to Tech Week for one purpose: to get information. What information they are looking for and what they do with it is not as obvious. With such diverse product offerings, each company may use the information in a different way than any other.

Detroit Tech Week also provides an opportunity to ensure that everything is updated for models that have already been released.

JAPAN TECH WEEK

Japan Tech Week is held each December and we alternate locations yearly between Japan and the United States. For the past twenty years, the Equipment and Tool Institute and the major Japanese automakers, represented by JAMA, have presented Japan Tech Week — a forum to communicate new information and tool requirements for servicing new and future vehicles.

Each year, Japan Tech Week provides OEMs — engineers and designers — and ETI companies — the makers of tools and equipment — an opportunity to meet and collaborate. Through OEM presentations, panel discussions and hands-on demonstrations, these professionals discuss the upcoming service needs of new makes and models, and the changes necessary in the tool and equipment industry to meet those needs. Current OEM participants include Hino, Honda, Isuzu, Mazda, Mitsubishi, Mitsubishi Fuso, Nissan, Subaru (Fuji Heavy Industries), Suzuki and Toyota.

The main focus of ETI Japan Tech Week is to ensure that the proper tools, equipment and information are available to repair shops by the time the new models are on the streets. It also is an opportunity to make certain that ETI companies are up-to-date on information regarding running changes on existing models.

TOOLTECH

The Equipment and Tool Institute's Spring ToolTech conference is an unparalleled opportunity for companies to promote themselves, their capabilities, their products, and to network with industry insiders that make, sell, represent or buy automotive tools and equipment. It is also an exclusive gateway for buyers in the vehicle service industry to meet with the key companies in the marketplace. Attendees include OEMs, tool and equipment companies, national chain stores, large suppliers, dealer groups, distributors, manufacturer reps, and many other industry professionals.

ToolTech focuses solely on automotive-related tool and equipment companies and the individuals at the forefront of the industry. More than 140 professionals representing nearly 60 companies attend and network with industry peers, meet potential customers and potential product providers, confer with clients, convene in structured one-on-one meetings, and gain valuable insights from presentations by industry leaders.

There is no other forum offered like this for our segment of the industry and attendance is advantageous whether you are a purchaser of tools and equipment, an OEM, a mass merchandiser, a fleet representative, distributor, or manufacturer, company showcase exhibitor, or there to take advantage of the unique networking opportunities to meet and greet executives from throughout the automotive industry.

"The One-on-One meetings allow Mercedes-Benz to spend focused time with vendors and discuss products we might not normally be exposed to"

William Vetter
Team Leader - Diagnostic Tools and Equipment Services
Mercedes-Benz USA

"We have found ETI to be an important partner in our service information strategy. For diagnostic tool manufacturers, "Tech Week" is a vital part of an informational exchange that needs to occur to keep on top of the latest technology in auto service. It is a great technical resource for us as well."

Kurt Immekus
Service Information Regulatory Specialist
Volkswagen / Audi of America



SERVICES

TEK-NET LIBRARY

ETI's TEK-NET Library is an invaluable, up-to-date repository of past, current and advanced vehicle specification information for members.

The TEK-NET Library is information we request from all OEMs. In some cases we get what we ask for and in other cases we get something less. The information is provided in all kinds of formats and data structure. ETI does not edit the material for any specific purpose.

The TEK-NET Library contains documentation that provides specifications and data to perform vehicle control module diagnostics for hand-held scan tools including:

- Specifications for diagnostic connector pins used per unique system, and what they're used for (Physical Layer).
- Specifications for communication protocols used (Network Layer).
- Application Data – Data that defines all valid Vehicle-Control Module-Variant applications
- DTC Data – Services/Commands/Data to request and display Diagnostic Trouble Codes
- Parameters Data – Services/Commands/Data to request and display Live Data Parameters
- Activations Data – Services/Commands/Data to request and perform Activations (Actuators)
- Test Routines Data – Services/Commands/Data to request and perform Test Routines
- Physical layer data link specifications for OBD systems. This includes description of and definition for the data link physical layer.
- Protocol specifications for OBD systems. This includes description of and definition for the communication protocol.
- Parametric data for OBD data display and activation. This includes DTC, data list, device control, and system test data stream specifications.

NEWS AND VIEWS

ETI's newsletter gives details of news, upcoming industry and Institute events and highlights of recent ETI activities and actions.

ETI WEBSITE

ETI Web site, www.etoools.org, offers the latest technical information from the industry. Find news that affects you and your company. Register for events and find updates and schedules. Members also can find other members to exchange ideas and technical information via the online membership directory.

“With automotive technology advancements on a vertical curve and scantool functions required for the most basic auto repairs these days, ETI's role is more important than ever. Technicians are in a real quandary; they can't afford to buy all of the factory scantools they need to be service ready for their customers but many of the aftermarket scantools they buy don't support some of the "mission critical" utility functions they need like TPMS systems on new model vehicles. Through ETI and JAMA Tech Week activities, automakers and ETI are able to partner to ensure that data gets into member company hands on a timely basis and that every mission critical function can be implemented in aftermarket scantools.”

Mark Saxonberg
Service Technology Manager
Vehicle Diagnostics & Service Support
Toyota



MEMBERSHIP

MEMBERSHIP TYPES

ETI offers two types of Membership: Full Membership and Associate Membership.

The difference between the membership classifications has to do with access to the technical side of ETI. Full members have access to the TEK-NET Library, vertical group activity and ETI Tech Week Meetings. Additionally, Full Members, if nominated and elected, can become a Director or officer of ETI. Associate Members can participate in the marketing side of ETI's business only. This includes ETI ToolTech event. Companies should consider Associate Membership if they have little interest in ETI's technical activities, or want to try out ETI before becoming a Full Member.

FULL MEMBER CAN

- Attend Detroit Tech Week
- Attend Japan Tech Week
- Attend ToolTech
- Have access to the TEK-NET Library
- Hold Leadership positions within ETI – Vertical Group Chairs, Officer and Director seats
- Have voting privileges
- Have access to the ETI Website
- Receive News and Views
- Networking Opportunities
- Be part of the collective process to objectively address and achieve consensus on industry issues
- Be part of information exchange forums

ASSOCIATE MEMBER CAN

- Attend ToolTech
- Have voting privileges
- Have access to the ETI Website
- Receive News and Views
- Networking Opportunities
- Be part of the collective process to objectively address and achieve consensus on industry issues
- Be part of information exchange forums

ETI dues are based on company size and company size is based on the total dollar sales of automotive tools and equipment sold in North America. In addition to dues, each scan tool company pays an additional amount annually because scan tool issues take up an inordinate amount of the institutes resources.

JOIN ETI

The Equipment and Tool Institute is an energetic and growing not-for-profit trade association consisting of the leading tool and equipment manufacturers for the automotive industry and the major providers of service information and specialized computer hardware and software systems. The ETI membership roster includes the biggest and best-known names in the industry, as well as numerous small- and medium-sized companies.

To receive a membership packet, contact ETI Headquarters at 248.656.5080 or e-mail info@etoools.org. You can learn more about ETI and download a membership application online at www.etoools.org.

“ETI is the service equipment supplier’s link with the vehicle manufacturers. The more equipment suppliers know about the vehicles being serviced the better and more productive their equipment will be.”

Dick Laimbeer
Publisher
MOTOR Information Systems



ETI members are the leading tool and equipment manufacturers.

Their products include:

Air compressors
 Air conditioning recycling/recharging
 Automatic transmission testing
 tools and equipment
 Automotive lift systems and services
 Automotive technician workplace furniture
 Battery charging and testing equipment
 Body measuring tools and equipment
 Body refinishing and paint tools
 and equipment
 Body straightening tools and equipment
 Brake efficiency testers
 Brake lathes
 Brake service tools and equipment
 Car wash equipment
 Collision damage estimating
 (books or software)
 Diesel smoke meters
 Dynamometers
 Emissions testing equipment
 Engine braking systems
 Engine cleaners and cleaning equipment
 Engine coolant recovery and
 recycling equipment
 Engine performance testing
 Headlight system testers
 Heavy duty vehicle collision repair equipment
 Injector cleaners and equipment

Leak detectors
 Lubrication tools and equipment
 Machine shop tools and equipment
 Mechanic's hand tools
 OEM special tools and equipment
 Oil recovery equipment
 Power enhancement systems
 Power tools; air
 Power tools; electric
 Repair estimating guides
 Repair manuals (electronic or paper)
 Scan tools
 Scuff gauges
 Shop management software
 Smoke meters
 Speedometer testers
 Suspension testers
 Telematics
 Tire changing equipment
 Tire correction equipment
 Tool carts
 Torque converter flushers
 Training programs
 Vacuum cleaners
 Vehicle computer interface adapters
 Vehicle computer reprogramming equipment
 Welding equipment
 Wheel alignment equipment
 Wheel balancing equipment
 Work benches

MEMBER INDUSTRIES

"The One-on-One meetings offered me a private opportunity to discuss specific needs for our company and the support of our current and future products, as well as the ability to learn about the unreleased products and ideas that would be available in the future from several of the ETI member companies."

Dennis Blough
 Manager, Service Tools, Equip-
 ment, and Information American
 Suzuki Motor Corporation



"In today's highly competitive environment, making decisions in a vacuum is tantamount to disaster. Accurate information is critical to making sound business decisions, and we look to ETI as the major source of current information. The TEK-NET library is the single largest collection of information of its kind in the industry."

Randy Gard
President
Chief Automotive Technologies, Inc.

"It would be nearly impossible to successfully develop scan tools without the information the OEMs distribute through ETI and the events provide opportunities to network with industry peers and OEM representatives."

Jim Kjeer
Database Group Manager
SPX Corporation - Service Solutions

"The networking opportunities presented with the various events such as Japan Tech Week, Detroit Tech Week and the ToolTech strategies are outstanding. Relationships have developed which will last a lifetime with various company participants as well as the OE partners."

Jeff Kern
President, North American Operations
Car-O-Liner Company

"The Equipment and Tool Institute has been critical to the collection and dissemination of information essential to the development of effective diagnostic tools for the automotive aftermarket."

Rob Wilson
Vice President, Marketing and Sales
Sensors, Inc.

"I believe that ETI is a crucial link in supplying information from the OEM's. As technology becomes more advanced, it is getting harder to develop diagnostic scan tools. Without ETI, we could not get the information we need to create a fully functional scan tool. We could not exist without ETI."

Peter David
Senior Product Manager
ProgRama

"The One-on-One Meetings are a great opportunity to introduce a new product or service to an OEM. These meetings are an unprecedented opening to meet with decision makers to promote services, communicate marketing approaches or just initiate the first contact. The format of time defined meetings makes the discussions more productive as you have goals going into them."

Sylvain Julien
President
Celette North America

"ToolTech gives companies the opportunity to meet with and spend quality time with all the OEM's in one place. The material cost of making appointments, airfare, and hotel expenses to spend the quality of time you receive at ToolTech would be astronomical, let alone trying to coordinate the schedules of 8 OEM's and your schedule. There is no other venue, where you have the opportunity to spend 3 days in both formal and informal meetings with the decision makers of the OEM's."

Michael Cable
Vice President OEM Sales
Hickok Inc

"We found the one on one's to be the most effective way to meet with prospects. Since time is at such a premium, this arrangement allows us as a vendor to capitalize on each appointment. We don't waste our time in a booth waiting for traffic, and our prospects know we will have to get right to the point in our presentations, saving them time as well. Please continue this format."

Bruce W. Dobbs
CEO
C.A.T. Inc./Run-Rite

"The ability to meet with so many industry partners in one venue is invaluable"

Bob Augustine
Business Development, Diagnostics Business Unit
Robert Bosch LLC

"I have found ETI's ToolTech conference to be very advantageous. I have gained new OE and retail customers at the event, and have benefited from being able to see numerous existing customers at Tool Tech and not having to fly all over the country to meet with them. The knowledge gained from getting a chance to talk to the OE's about where they are heading in the future and what their tool needs may be has been very helpful in developing new products to meet the needs of our customers."

Daniel W. Brass
Director of Sales
JS Products