



## THE EQUIPMENT AND TOOL INSTITUTE

### OUR MISSION

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.

### ABOUT ETI

ETI is one of the most respected trade associations in the automotive aftermarket, giving fair and equitable representation to all segments of the industry. The institute is an association of automotive tool and equipment manufacturers, technical information providers and training organizations.

Today, ETI Meets the needs of a diverse industry. Its members' products range from high tech diagnostic tools to traditional hand tools. ETI Membership benefits, events and services are tailored to meet the needs of all its members - large and small.

### VALUES



Access to  
Technical  
Data



Industry  
Advocacy



Networking  
& Member  
Events

### CONTACT

37899 W. 12 Mile Road, Suite 220  
Farmington Hills, MI 48331  
248-656-5080  
[www.ertools.org](http://www.ertools.org)

## KEY GOALS

To advance the productivity, profitability and growth of the automotive service industry by ensuring that the service bays are the best equipped, and its technicians are the most highly trained and thoroughly informed in the world.

-  To provide diagnostic and repair information, as well as marketing guidance, to the end user, thus providing strength and guidance to the customer base.
-  To stimulate feedback from the users to manufacturers, 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.

## BENEFITS



ETI is one of the few organizations that is 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.

Sometimes it is difficult for a tool or equipment company to challenge a government regulation or a vehicle manufacturer's policy. Through ETI, your company relationships can remain intact while the Institute takes up your cause as an industry initiative.

ETI's TEK-NET Library can provide you with the information required to build enhanced service tools for many vehicle manufacturers.

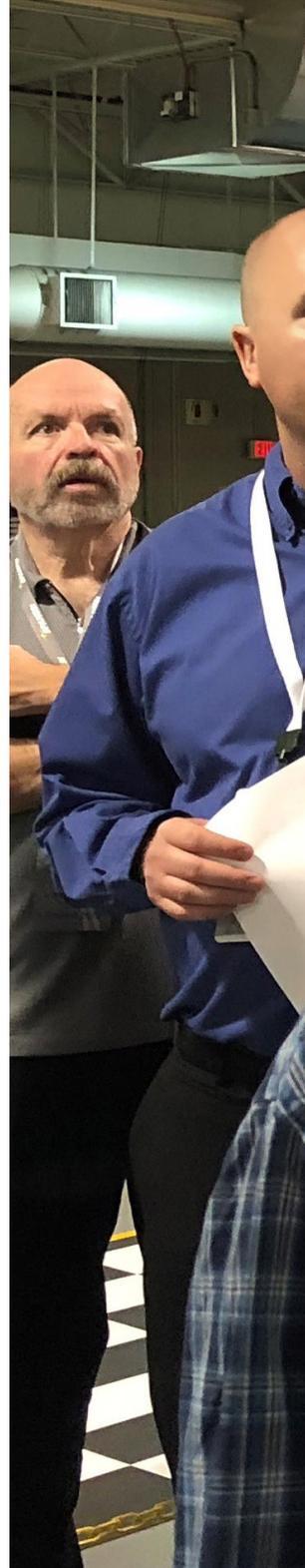
ETI works with Government and private organizations to ensure that tool and equipment concerns are accounted for when standards and regulations are developed.

## MEETINGS & EVENTS

ETI provides numerous opportunities and avenues to network with industry insiders, peers, OEM personnel and to meet with key companies in the marketplace.

 Tool Tech – Focuses solely on automotive related tool and equipment companies and the individuals at the forefront of the industry. Attendees come to Tool Tech to network with industry insiders, peers, OEM personnel and meet with key contacts in the marketplace. Attendees learn, grow and gain valuable insights from speaker sessions and presentations from industry leaders, discussion groups, one-on-one meetings, press conferences and the company spotlight activity. This is the only forum offered like this for our segment of the service industry.

 Summer and Winter Tech Weeks – ETI Engineers and product managers meet directly with vehicle manufacturer service representatives and engineers in regard to new systems, technology and specifications that will be introduced in the next model years.





## S E R V I C E S

**TEK-NET Library.** ETI's TEK-NET Library is an invaluable, up to date repository of past and current diagnostic data. It contains information that we request from all OEM's. The documentation provides specifications and data to perform vehicle control module diagnostics for hand held scan tools.

**Market Research.** ETI conducts market research projects to assist our members in bringing new and improved equipment and tools to the marketplace.

**Social Media, Website and Newsletter.** We have many ways to bring you current news within the industry. Whether you prefer to view social media, look at our website, or read our newsletter, you will find updates and details on ETI events, membership, trends and general business topics. The Industry Outreach on our website includes presentations from past events and market research surveys (available at reduced prices for members).



ETI dues are based on company size and company size is based on the total dollar sales of automotive tools and equipment sold in this market segment.

## Associate



Associate Members are limited to the non-technical side of ETI. Associate Members are entitled to participate in marketing and planning activities of ETI, as well as attending ETI's annual meeting; Tool Tech. Companies should consider Associate Membership if they have little interest in ETI's technical activities and events or desire to learn more firsthand about ETI before joining as a Full Member.

## Full



Full Membership offers companies full access to technical data and information to assist in developing their products. Full members have access to the TEK-NET Library, Vertical Group Activities and ETI Tech Week meetings. Additionally, Full Members, if nominated and elected, can become board member Directors or Officers of ETI.

Through its programs and services, ETI has made possible the sharing of

**information,**

the development of the best tool and equipment

**solutions,**

the availability of improved service information, and the ability to

**plan**

for the evolving needs of the automotive aftermarket.

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