

## Extra, Extra, Read All About It: *Insider* Goes Digital



**AAIA members** who count on *Aftermarket Insider* to keep them informed about association events, trends, issues, industry information and aftermarket opportunities, will now be able to get this valuable information even more quickly and easily, with the click of a mouse! Powered by the technology provided by Nxtbook Media LLC™, *Insider* will now be published as a digital magazine, easily viewed from any device with Internet.

Beginning with this issue, you will be able to view *Aftermarket Insider* easily from the AAIA Web site. Just visit [www.aftermarket.org](http://www.aftermarket.org) and click “Latest Issue” on the right to view the digital edition, full of rich-media content. The

new digital *Insider* allows readers to customize their reading view, jump to specific articles with the help of a “live” table of contents, click directly on hyperlinks, e-mails and Web sites, forward specific articles and information to colleagues, order publications and even view videos.

### The Initial Bells and Whistles

In this inaugural issue, there is a link to the Town Hall highlights video from AAPEX on page 8, and members can click on and order the two market research publications discussed on pages 16-19. Need to register for the Aftermarket Legislative Summit? Just click on the links in the article on pages

4-7, and use all the Washington, D.C. resources linked throughout the spread to help plan your trip to the nation’s capital.

Nxtbook allows for advanced optimized publications, with video, audio, hyperlinks and more interactive possibilities. Look in future issues of *Insider* for more interactivity, including surveys, videos from events and messages from industry leaders.

*Aftermarket Insider* – stay tuned for even more innovative improvements to your association magazine. Visit [www.aftermarket.org](http://www.aftermarket.org) to experience the first digital issue today! ■

In the digital edition, click right on the title of the article you wish to read.

An interactive table of contents allows you to jump to any page quickly, and easily share articles with colleagues.



In this issue, click right on the Aftermarket Legislative Summit logo to register online for the 2009 event (p. 4).

Visit the AAIA or Car Care Council Web sites for the latest news and information.



Embedded links in the copy of this (p. 18-19) and other market research articles allow readers to immediately purchase AAIA's studies online.

Clicking the bottom right corner turns the page.

