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MERA Launches Manufactured Again™ Campaign at AAPEX 2011

LAS VEGAS – The Motor & Equipment Remanufacturers Association (MERA) and its members are pleased to announce the official launch of the **Manufactured Again™** education and awareness campaign at the 2011 Automotive Aftermarket Products Expo (AAPEX). The **Manufactured Again™** exhibit at AAPEX (Sands #3800) will highlight the valuable environmental, economic and product performance benefits of high-quality remanufactured motor vehicle parts.

“At MERA, we are elevating the understanding and perception of remanufacturing,” said MERA President and COO John Chalifoux. “The reality is, our members are first and foremost manufacturing companies. They use standardized industrial processes to produce superior quality remanufactured parts that deliver valuable benefits for both customers and society.”

Elements of the **Manufactured Again™** campaign:

Definition of Remanufacturing

- Remanufacturing is a **standardized industrial process** that recovers and recycles end-of-life products (cores) and returns them to their “same as-new,” or better, condition and performance.

Campaign Message

- Motor vehicle parts remanufactured in manufacturing facilities using standardized industrial processes deliver valuable **environmental, economic** and **product performance** benefits for both customers and society.

Certification

- The **Manufactured Again™** certification program will let customers know that reman parts from MERA member companies are truly, **remanufactured**.

By partnering with the successful **Know Your Parts®** campaign spearheaded by the Automotive Aftermarket Suppliers Association (AASA)—a fellow market segment association of the Motor & Equipment Manufacturers Association (MEMA)—MERA joins the effort to underscore the value of superior quality products in an increasingly diverse and complex aftermarket.

The 2011 AAPEX Show marks an important milestone for MERA and the remanufacturing industry. Just one year ago—at AAPEX 2010—MEMA President and CEO Robert McKenna announced the formation of MERA. At the time, McKenna stated, “The goal is to create a premier association for remanufacturers and offer superior industry representation and government affairs advocacy, as well as provide opportunities for collaboration and engagement.”

One year later, MERA is well on its way to achieving these goals. “With the addition of MERA, the MEMA family of associations is now a strong advocate for every unique market segment of the motor vehicle parts industry,” said MERA Chairman and CARDONE Industries, Inc. Chairman and CEO Michael Cardone, Jr. “This has been a year of phenomenal growth for MERA, and we plan to continue the momentum with the launch of the **Manufactured Again™** campaign at this year’s show.”

About MERA

MERA (www.mera.org) is a trade association that comprises many businesses—both large and small—in the motor vehicle parts remanufacturing industry. This network of remanufacturers, suppliers and service providers is committed to moving the industry forward for the benefit of its customers and the national economy. MERA is one of four market segment associations of the Motor & Equipment Manufacturers Association (MEMA), which has been serving the needs of motor vehicle parts suppliers since 1904.

About Manufactured Again

Visit www.ManufacturedAgain.com to learn more.

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