

Automotive Recyclers Association Mission Statement

Automotive Recyclers Association Mission Statement: ARA's mission is to advance the automotive recycling industry and promote its beneficial effects on society.

Key Strategic Pillars – 2023 - 2025

Strategic Partnerships and Branding

Objectives:

- A. Marketing audit and comprehensive storytelling strategy
- B. Develop a Standard Operating Procedure for communications
- C. One Convention for the industry
- D. Develop enhanced member onboarding

Data

Objectives

- A. Security of recyclers data
- B. Build sheet information and integration
- C. Interchange clarity and collaboration
- D. Security and Personally Identifiable Information
- E. Recall integration with Inventory Management Systems

Advocacy

Objectives:

- A. Develop a framework for how auto recyclers can leverage emission trading programs
- B. Further develop high-voltage battery policy
- C. Increase collaboration and grassroots activity
- D. Raise \$150,000 for PAC
- E. Continue to expand ARA's position as a thought leader on policy issues

Education/Certification/Compliance

Objectives:

- A. Integrate certifications, ARA University, awareness resources, and benefits into an enhanced onboarding experience
- B. ARA University member awareness
- C. Grow Certified Automotive Recycler (CAR) and Gold Seal Programs
- D. Enhanced mentor program via electronic certification record