

2023 ARA in Action

2 ARA UNIVERSITY

Training Modules Produced
PARTS GRADING AND SPANISH DEPOLLUTION

1

GM Tour

New Program

SHIFT

1

Strategic Planning Meeting

TOTALED TREASURE

Episode Hits **54K VIEWS** in 1st Week

1

Digital Marketing Audit

260

New and Returning (lapsed) Members

301

Members Engaged in the Certification Program
124 are Gold Seal, 136 are Recall, and 45 are High Voltage Vehicle Certified

17

CITIES



34

FLIGHTS

31,944

MILES FLOWN

13

TRADE SHOWS

5

NETWORKING EVENTS

53

FACILITY VISITS

IN

10

STATES

46

SCHOLARSHIP RECIPIENT AWARDS DISTRIBUTED
= \$47,000

SAVINGS⁴ MEMBERS™

ARA Members Are Saving With Savings 4 Members!

In 2023, S4M saved ARA MEMBERS a total of: **\$266,573**



3,600

FACEBOOK FOLLOWERS



579

INSTAGRAM FOLLOWERS



Attendees loved the content, vendors and the relaxed atmosphere for networking!

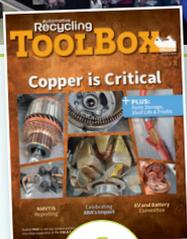
Over **90** EXHIBITORS

Over **900** ATTENDEES

36 Educational Sessions

Highest attended LARA Networking Event

Highest attended Red, White & Boots Awards Dinner



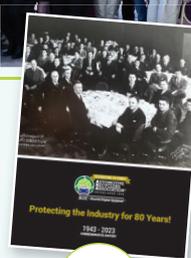
1

Publication Redesign



1

Celebration of the 80th ARA Anniversary



1

Anniversary booklet

Automotive **Recycling**

AutoRecyclingNow.com

Membership-Only Content Roll Out and **4 YEARS** of Content Online

New CAR Logo

Certified Automotive Recycler



GOLD SEAL CERTIFIED

RECALL CERTIFIED

HIGH VOLTAGE VEHICLE CERTIFIED

ARA - PROTECTING THE INDUSTRY FOR 80 YEARS!