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## **MEMA Names Bill Long to Lead Motor Vehicle Parts Supplier Association at Critical Time**

February 18, 2019 – Washington, D.C. – The Motor & Equipment Manufacturers Association (MEMA), the leading trade association focused on advancing the fast-changing mobility industry, has named William (Bill) Long as President and Chief Executive Officer, effective immediately.

Long was selected by the MEMA Board of Directors after a national search conducted by Egon Zehnder to replace former MEMA President and CEO Steve Handschuh, who retired in December 2018.

Long takes the helm of the 115-year-old trade association at a critical time. The motor vehicle parts supplier industry, which represents the largest sector of manufacturing jobs in the United States, is rising to significant challenges and opportunities. In addition to the biggest technological advances in 100 years, the industry is adapting to threats to international free trade, wide-ranging tariffs, significant regulatory shifts, and workforce development initiatives. MEMA has earned a seat at the table in the Trump administration and has emerged as a consistent and trusted voice in the national conversation on the issues that affect MEMA's division members. Long will be tasked with ensuring that MEMA is able to continue to successfully represent its 1,000 company members in Washington and around the world.

"Bill brings to bear decades of level-headed experience participating in all market sectors in this industry, and we are fortunate to have his guidance as we address unprecedented levels of change," said Dan Sceli, MEMA Board Chairman and President and CEO of Peterson American Corp. "Bill is a staunch advocate for our members. With his leadership, we will be able to face these headwinds and advance our industry in the global marketplace. I am excited to have Bill in this key role at this important time."

Previously, Long was president and chief operating officer of the Automotive Aftermarket Suppliers Association (AASA), MEMA's light vehicle aftermarket division, which exclusively serves and represents North American aftermarket product manufacturers. He also served as Executive Vice President Government Affairs for MEMA, representing the business interests of all four MEMA divisions (which in addition to AASA include the Original Equipment Manufacturers Association, Heavy Duty Manufacturers Association, and MERA, the Association for Sustainable Manufacturing).

"Our industry and our members are both experiencing and driving transformational advances in vehicle technology while at the same time adapting to tectonic shifts in the global marketplace," Long said in a statement. "Now more than ever, it is important that our collective voice, across all of our divisions, be clear and strong on the issues that affect us all. I am grateful to the Board and the MEMA membership for the opportunity to serve them at this level."

Prior to joining AASA in 2012, Long served as president of Long Strategies LLC and as managing partner of BC Partners LLC, providing strategic planning, brand relevance, and leadership services to the automotive industry. Bill is most recognized for his 25 years at Echlin/DANA, where he led the company's Engine Management Division and during his time as Executive Vice President, North American Operations for Proliance International, a leading manufacturer of temperature control and heat exchange products.

Long is also well-known in motor sports circles, where he served as a corporate officer for NASCAR in Daytona Beach and as a top executive for the IndyCar Series and the Indianapolis Motor Speedway.

Long serves on the board of the National Automotive Service Task Force (NASTF) and as member of the Northwood University Automotive Aftermarket Advisory Board and the Automotive Aftermarket Charitable Foundation Board. Long is also a past chairman of the National Car Care Council. Long was awarded the prestigious MEMA Triangle Award and Northwood University's Automotive Aftermarket Management Education Award, both recognizing his work in educating federal lawmakers and serving as a technical expert on issues concerning the industry's access to vehicle on-board diagnostics and repair information. Long was also honored with the Jack Arute Sr. Excellence in Motorsports Award for his contribution and dedication to the motorsports industry.

#### **About MEMA**

The Motor & Equipment Manufacturers Association (MEMA) and its four specialized divisions comprise a leading international trade association in the fast-changing mobility industry. Representing vehicle suppliers that manufacture and remanufacture components, technologies, and systems for use in passenger cars and heavy trucks, MEMA works to ensure that the marketplace and public policy support the development of advanced, transformative technologies that enable safer, smarter, and more efficient vehicles. By directly employing more than 871,000 Americans and generating a total employment impact of 4.26 million jobs, MEMA's member companies are part of the largest sector of manufacturing jobs in the U.S. MEMA's members are represented through four divisions: Automotive Aftermarket Suppliers Association (AASA), Heavy Duty Manufacturers Association (HDMA), Motor & Equipment Remanufacturers Association (MERA), and Original Equipment Suppliers Association (OESA). For more information on how MEMA is leading transformation in the mobility industry, visit [www.mema.org](http://www.mema.org).