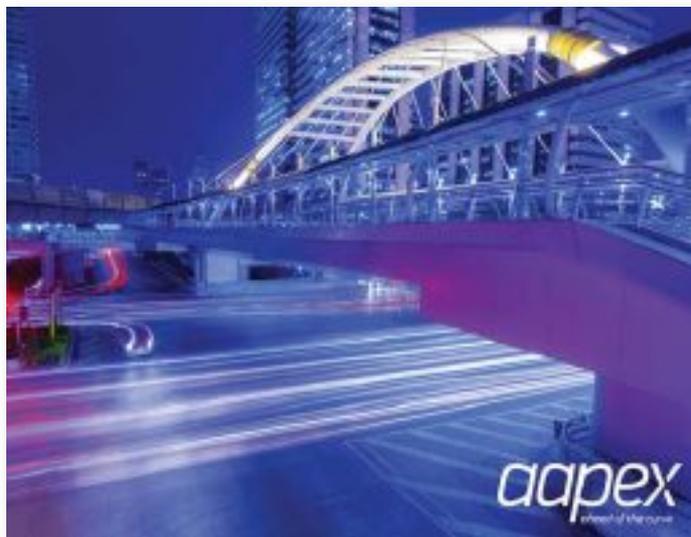


## Are You Up To Speed On Technology?

In all likelihood, you fall into one of four categories when it comes to new technology. You're either enthusiastic, cautious, reactive or suspicious. Regardless of how you approach it, technology is changing so fast that simply staying up to speed is a daunting task. That's where attending AAPEX 2016 can make the difference, as this



year's event is revving up its focus on technology to keep you ahead of the curve.

AAPEX 2016 will feature an all-new Automotive Technology section on the show floor to showcase many of the technology products and services that are having an impact on automotive repair shops and throughout the supply chain.

Technology products will include vehicle telematics solutions, mobile payments, diagnostic tools and equipment, and solutions to improve the customer experience for today's digitally connected drivers.

To complement the new section, AAPEX is launching "Let's Tech," short 20-minute presentations to take place in the AAPEX TV studio. Topics will include the various technologies related to vehicles, aftermarket solutions, business and channels of distribution.

AAPEXedu also will offer free sessions on the impact of OE technology, disruptive technology and the technology used to operate a business. Sessions will cover both the opportunities and uncertainties of telematics, big data, "connected cars," and online ordering and e-commerce to name a few. The future of shipping and delivery, plus changes in the supply chain also will be part of the AAPEXedu 2016 program.

"According to a recent study by Deloitte and MHI, traditional supply chains will radically change over the next 5 to 10 years as a result of new technologies, competition and customer

demands. The convergence of big data, fast and cheaper computer power, and increasing demands of customers will accelerate the adoption of innovative products and services," said Scott Sopher, principal at Deloitte Consulting LLP and AAPEXedu 2015 speaker. "The speed at which supply chain innovation is being adopted

-- coupled with rising customer expectations for anytime, anywhere service -- is stressing traditional supply chains almost to the breaking point. This is especially relevant in the automotive aftermarket parts industry where high volumes, increasing SKU complexity, erratic demand, short lifecycles, and complex webs of value-chain networks are the norm. Every link in the automotive value chain must learn to adopt, innovate and integrate to keep up with the increasing pace of change."

AAPEX is expected to feature more than 2,200 exhibitors and 45,000 targeted buyers. Approximately 160,000 automotive aftermarket professionals from more than 140 countries are projected to be in Las Vegas during the event.

To register, visit: [www.aapecxshow.com/advert](http://www.aapecxshow.com/advert). From now through Friday, Oct. 14, online attendee registration is only \$40 (US). The fee for AAPEX registration via fax or mail is \$65 (US) through Oct. 14. Registration includes the AAPEX trade show, access to all sessions in the AAPEXedu 2016 program, networking with 45,000 targeted buyers and entry into the SEMA Show, a separate event taking place in Las Vegas the same week as AAPEX.

AAPEX represents the \$328.2 billion global aftermarket auto parts industry. It is co-owned by the Auto Care Association and the Automotive Aftermarket Suppliers Association (AASA), the light vehicle aftermarket division of the Motor & Equipment Manufacturers Association (MEMA).