



MEDIA UPDATES

Dear Media Attendee,

In just a few weeks, the global automotive aftermarket industry will head to Las Vegas for AAPEX 2019. Here's the most important AAPEX news to maximize your time at the event and keep you ahead of the curve:

Vehicle Data and the State of the Industry: Keynote Encore

Due to the fact that the AAPEX opening keynote is closed to press, Bill Hanvey, president and CEO of the Auto Care Association, and Paul T. McCarthy, president and chief operating officer, Automotive Aftermarket Suppliers Association (AASA), are holding a Keynote Encore with an opportunity for Q&A on Tuesday, Nov. 5, from 4 p.m. - 4:30 p.m. in the AAPEX Media Center, The Venetian, Casanova 601. The keynote will cover: Vehicle data, aftermarket implications and opportunities; state of the industry; and new/enhanced features at AAPEX 2019 and an AAPEX 2020 announcement. Please [RSVP](#) to attend.

New AAPEX Mobile App For 2019

The free AAPEX Mobile App, sponsored by BOLT ON TECHNOLOGY, is the best way to plan your time at the event. You can search exhibitors, bookmark the ones you want to visit, and view their booth location on the event map. The AAPEX app is available on [iTunes](#) and [Google Play](#).

Consumer and Market Trends Drive Robust Aftermarket Opportunities

The outlook for aftermarket parts suppliers and service providers is especially positive as consumer preferences continue to favor pickups trucks, vans and SUVs. Read the [AAPEX Blog](#) by Mike Jackson, Executive Director, Strategy and Research, Original Equipment Suppliers Association (OESA), to learn more about the latest consumer and market trends.

Two New Panel Discussions Added to AAPEX Schedule

The following panel discussions are new to the schedule and will take place on the Let's Tech stage in the Sands Expo:

What Drives You? Women Leaders Discuss Avenues to Innovation in the Aftermarket, 1:30 p.m. - 2:30 p.m., Nov. 5.

Your Car. Your Data. Your Choice.™ Presents *Cybersecurity and the Connected Car: Challenges and Opportunities*, 1:30 p.m. - 2:30 p.m., Nov. 6

View Products in Prototype in Technology of Tomorrow

The Technology of Tomorrow section (The Venetian Ballroom, Level 2) is the place to view products that are still in the prototype phase. Exhibitors include FenSens with its Smart Solar Powered Backup Camera, Sensata and its SMART Sensors enabled by vehicle connectivity and HUECORE, Inc. This section also features demo implementations of the Secure Vehicle Interface (SVI) by the Auto Care Association.

New Market Opportunities at AAPEX: Examining Emerging Technologies

Industry analysts like McKinsey & Company believe the introduction of connected and automated vehicle technologies, the rapidly evolving ecommerce sector and the introduction of new competitors (like digital natives) will lead to the redistribution of 30-40 percent of aftermarket profits throughout the value chain. In the recent [AAPEX Blog](#), Joe Register, vice president, Emerging Technologies, Auto Care Association, reinforces that automotive aftermarket companies must find ways to embrace these changes to thrive in this challenging business environment.

Reminders:

Join us for light drinks and refreshments at the **AAPEX Media Reception**, Sunday, Nov. 3, from 5 p.m. - 6 p.m., in Casanova Room 601, The Venetian. Please [RSVP](#) with your name and the name of your media outlet.

Don't miss our Media Tours! The **AAPEX Innovation Tour** will stop at Mobility Garage, Let's Tech and the Automotive Technology section, with new technology and hands-on demos, Tuesday, Nov. 5, 3 p.m. - 4 p.m., [RSVP now](#). The **AAPEX Technology of Tomorrow Tour** will offer a closeup look at this section, which features future technology that is still in the prototype phase. The tour will include demos of emerging and new technology, Wednesday, Nov. 6, 1 p.m. - 2 p.m., [RSVP now](#). Both tours start in the AAPEX Media Center, Casanova Room 601, The Venetian.

The AAPEX 2019 **Grand Opening Keynote** session featuring President George W. Bush is closed to all press with no personal photography, note taking, or recording being permitted. For background information, visit the [Keynote Session](#) on the AAPEX website.

A preliminary [list of exhibitor press conferences](#) taking place in the official AAPEX Press Conference room (Casanova Room 603, The Venetian) is available. This list will not include press conferences taking place in exhibitor booths.

To stay up-to-date, check out the [latest news and product announcements](#) from AAPEX exhibiting companies.

Your **media credentials** may be picked up in the AAPEX Media Center, Casanova Room 601, The Venetian. Hours are 8 a.m. - 5 p.m., Nov. 3 - Nov. 7.

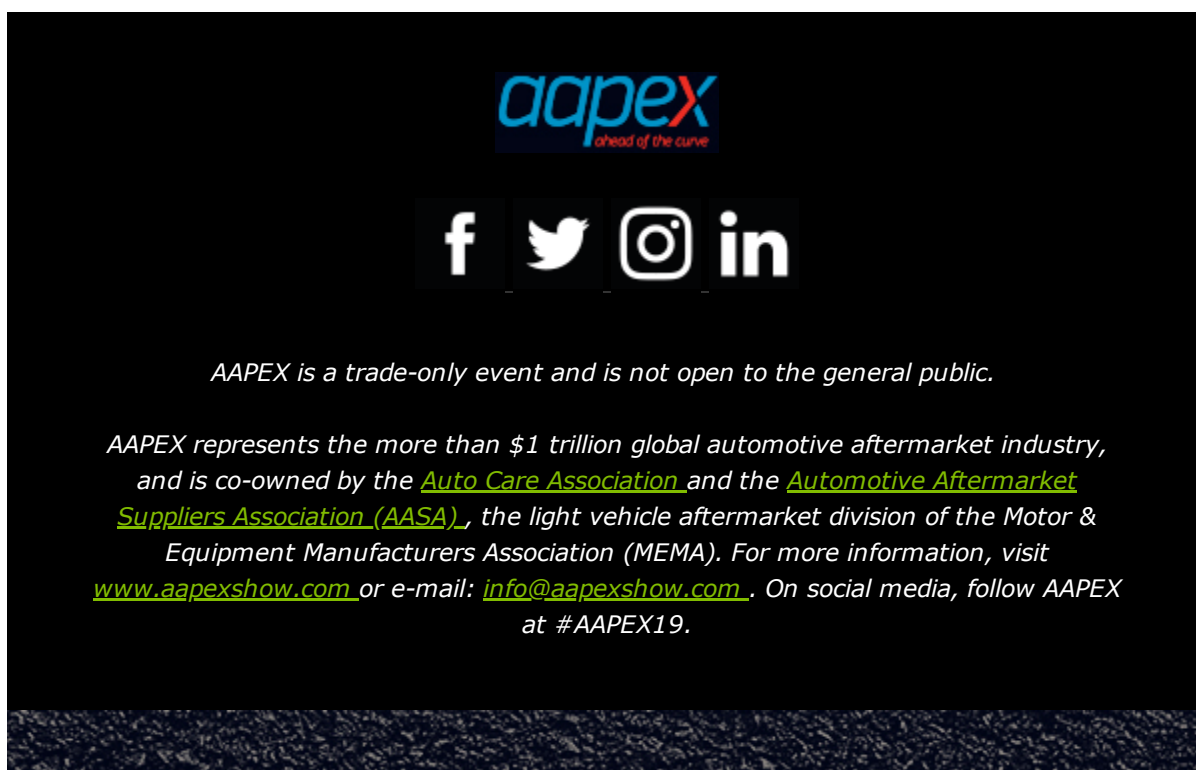
For the **AAPEX Media Guide** and other background information, including images, b-roll and videos, visit the online [AAPEX Media](#) section. If you need assistance arranging interviews, please contact me.

Thank you for your continued coverage of AAPEX and we look forward to seeing you soon!

Best regards,

Monica

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