

AAPEX MONITORS THE COVID-19 SITUATION WHILE PREPARING FOR THE FUTURE

In a changing world and an evolving industry, automotive aftermarket professionals need to stay up to date to be competitive. New systems are changing the nature of everyday services, and more product options require you to shop and compare to make smart buying decisions. That's where AAPEX comes in – with the training, tools and technology powering vehicles, and the people who can share their expertise. In 2020, the industry's premier event presents new product areas, more experiential learning, and a schedule packed with the most sought-after trainers selected by industry members – plus it's the hub of all things service and repair in Repair Shop HQ. The pros know the value of being there in person and experiencing it all – that's why they return every year. And as an organization, we're working to create a healthy and safe environment where business gets done. Registration is now open for AAPEX 2020, November 3–5 at Sands Expo @ Caesars Forum Conference Center in Las Vegas. Visit aapecshow.com and make your plans to be there.



AAPEX TAKES SERVICE AND REPAIR TO A WHOLE NEW LEVEL



The nature of aftermarket business is changing. Gone are the days of reps making regular sales calls and in-person trainings. Smaller staff and limited time doesn't always allow for these valuable hands-on experiences. While the e-commerce world is thriving, these online interactions can't replace the power of seeing product demos, asking questions and getting specialized training. Changes like these prompted the vision for Repair Shop HQ: the ultimate one-stop shop for service and repair professionals.

In this newly expanded marketplace filling Sands Expo Level 1, we've brought it all together. The products, tools, equipment, alternative fuels, and diagnostics that drive your business. Not only can you walk around to search and compare, you can talk to the experts and get your questions answered on the spot. This enhanced environment maximizes your time and focuses your experience on exactly what you need.

And it gets better. With six service bays centralized on the floor, the featured companies will be showcasing their products on running vehicles – in Joe's Garage. You'll get a close-up look at the power of these tools in action on a lift, hooked up to a vehicle with an exhaust system. This opens up the opportunity to do more than imagine how the technology works, you'll actually see how advanced driver assistance systems operate in real-time or how you can optimize pictures to streamline your work with advisers. Complemented by two new training theaters, where experts take the stage, you'll get even more specialized guidance on the features and benefits of the newest innovations and the most effective technology. Altogether, helping you to make informed decisions and move your business forward.

Don't miss this interactive experience designed to give you unique access to insights and expertise that will keep you ahead of the curve and maintain your competitive edge. AAPEX is where business gets done.

AAPEX 2020

**TUESDAY, NOVEMBER 3 –
THURSDAY, NOVEMBER 5**
SANDS EXPO @ CAESARS FORUM, LAS VEGAS

REGISTRATION IS AVAILABLE! VISIT AAPEXSHOW.COM FOR MORE INFORMATION.

THE POWER OF aapeX

92% OF ATTENDEES HAD RAVE REVIEWS FOR AAPEX 2019 – THAT INCLUDED:



38% Independent Repair Shop, National/ Small Service Chain, Vehicle Dealer/Service Department or Fleet Management

24% Independent Warehouse Distributors or Auto Parts Program Groups

21% Retailers

GET YOUR PICK OF THE TOP HOTELS

Like your AAPEX event experience, there are many options for creating travel plans that meet your needs. That's why our OnPeak room block features a variety of hotels at every price point – some lower than ever before – so you can book budget-friendly rooms for your stay.

OnPeak is the official housing partner of AAPEX, providing discounts and guarantees on your reservations. Remember, thousands of aftermarket professionals came to Las Vegas during the week of AAPEX 2019, and the best deals will again go fast for AAPEX 2020. Secure your room now: www.aapexshow.com/hotels

SEMA Show 2020 at LVCC | AAPEX 2020 at Sands Expo

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ONPEAK OFFICIAL HOTELS

ONPEAK



RECHARGE WITH WEEKLY UPDATES ON THE AAPEX BLOG

With new weekly blogs, you'll get answers to questions on hot topics, including a fresh focus on technology: how data is helping to navigate trends related to COVID-19 from Auto Care Association's Michael Chung, director of market intelligence, and insights on a technology-driven future from AASA Senior Vice President Chris H. Gardner. Check out the blog weekly for tips on staying competitive, keeping costs down while retaining loyal employees and staying on top of alternative fuels and innovative systems.

www.aapexshow.com/aapex-blog/



YOUR POWER SOURCE FOR NEW PRODUCTS

Miss something at AAPEX 2019? Product Plus Magazine has you covered. Featuring the latest products and technology in the automotive aftermarket unveiled at AAPEX 2019, including entries and winners of the New Product and New Packaging Showcases. In it, you'll find everything you need to improve everyday services. Stay on the cutting edge now as you prepare for what's next at AAPEX 2020.

Read the current issue: bit.ly/Product-Plus-2019


SHARE YOUR STORY


Outside of AAPEX, the discussion about the automotive aftermarket continues all year long. Get access to the latest insights and build your network by following AAPEX on social media, and join the conversation using #AAPEX20.

Plus, we're collecting and exchanging uplifting stories on these channels and we want to hear how you're making an impact! Use #AAPEXFuel to share your story and engage with your community.

Look for the release of new AAPEX-TV 360 videos on social channels, in AAPEX News emails, and our new AAPEX Fuel. Sign up for AAPEX communications at: www.aapexshow.com/fuel.

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“ YOU HEARD IT HERE FIRST ”

Why do pros return to AAPEX every year? From new products to powerful connections, everyone has their own reasons. Here's what a few of our loyal participants had to say.

“Each year, we attend AAPEX where the automotive aftermarket community meets for training, networking, and getting questions answered about new products and tools. The training and networking **raise the bar** in our industry and **add value for our customers.**” – Jeff Buckley, Owner and Master Technician, My Father's Shop Certified Automotive Repair

“AAPEX is a phenomenal way to drive your business. You get to see what is happening in the industry, meet with people you need to, and see what is on the horizon. **It is well worth the time and effort to go.**” – Charlie Crouse, President, TBA & Oil Warehouse Inc.

“Both the quantity and **quality of engagement is high** because everyone in the industry knows that AAPEX is the “one stop shop” to see all the best manufacturers and distributors in the automotive aftermarket and our customers know where to look for us year after year. We know that **AAPEX gives us a very good ROI!!**” – Kim Cottle, President & CEO, Associated Equipment Corp.

“AAPEX continues to be **the opportunity** where we can demonstrate our company's capabilities and a broad assortment of innovative products **to key customer decision makers.**” – Brad Kraft, President and CEO, Hopkins Manufacturing Corporation

AAPEX is a trade-only event and is not open to the general public. AAPEX represents the more than \$1 trillion global automotive aftermarket industry, and is co-owned by the [Auto Care Association](http://www.auto-care.org) and the [Automotive Aftermarket Suppliers Association \(AASA\)](http://www.aasa.org), the light vehicle aftermarket division of the Motor & Equipment Manufacturers Association (MEMA). For more information, visit www.aapexshow.com or e-mail: info@aapexshow.com. On social media, follow AAPEX at #AAPEX20.

Visit aapexshow.com

THE POWER

NOVEMBER 3-5, 2020

OF BEING THERE

SANDS EXPO & CAESARS FORUM | LAS VEGAS, NV

aapex
ahead of the curve

As we navigate changes all around us, our work remains essential to moving people forward—and our community has never been stronger. That's why, each year, AAPEX brings the industry together with the training, tools, and technology to power the world's vehicles. Connecting this year is more critical than ever. There's no replacement for building relationships and seeing it all in person. With an expanded show floor featuring new areas with the latest innovations and more experiential learning opportunities including under-the-hood training and more, you'll be empowered to support your customers and keep your business in check. We're in this together. And together we'll move forward.

LEARN MORE > aapexshow.com

#AAPEX20