

AAPEX Keeps You Connected

The Virtual AAPEX Experience delivered key insights.

As the premier automotive aftermarket industry event, AAPEX has emerged as the hub of hands-on training and cutting-edge innovation. It's where the community reunites each year to connect in person, build relationships, explore new products and make deals. And, themed "The Power of Being There," AAPEX 2020 was on track to be even more experiential with enhanced offerings. The event was also covering more space in Las Vegas with an expanded international pavilion and new featured areas.

However, as limitations were put in place due to the pandemic leading us to cancel the in-person event, we quickly retooled to create the Virtual AAPEX Experience with a focus on service and repair professionals. We adapted the format to a digital platform and brought elite trainers to the "stage" to allow our industry to come together – virtually. With so many changes in regulations, technology, and the election, we knew it was critical to stay connected and learn the latest from

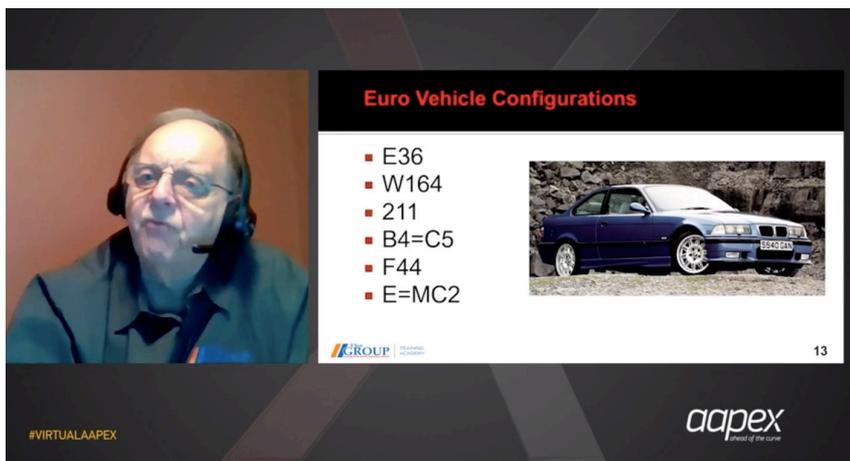
the pros – from the comfort of our own offices and homes.

So what happened? Over 4,000 attendees as well as media members from around the world joined us for accredited training on everything from diagnostics to ADAS and leadership, a front-row seat to see demos of the latest tools and equipment, meetings with nearly 200 exhibiting

companies, and quality networking with the help of a matchmaking tool on the platform. With so much working knowledge packed in, we hosted daily recap sessions providing highlights from the day's training and, during each recap, a winner was announced for our big prize: free registration for AAPEX 2021 and a four-night hotel stay in Las Vegas during the event.

2020 has been a year of change, but also a reminder of just how essential our industry is to keeping people safe and moving forward, whether that's frontline workers, delivery services, or fleets restocking much-needed products in stores. During this unprecedented time, we also witnessed the power of our community coming together to be a part of the solution, creating and distributing personal protective equipment. As always, we're grateful to represent a community dedicated to service, no matter what we face on the road ahead.

If you missed out on the Virtual AAPEX Experience this year, plan to join us in Las Vegas



SAVE THE DATE AAPEX 2021

NOVEMBER 2-4, 2021 LAS VEGAS, NEVADA, USA

Leaders Bring New Perspectives During Keynote and Advocacy Sessions



As important as it is for the industry to connect every year, 2020 is especially critical with the election and the pandemic both impacting our business at every level.

Tuesday's Keynote Session, led by Bill Hanvey, President & CEO, Auto Care Association, and Paul McCarthy, President, AASA, addressed the current state of the industry and

the road ahead with insights from senior executives: Sue Godschalk, President, Federated Auto Parts; Eric Sills, CEO, Standard Motor Products; Duncan Gillis, CEO, BBB Industries; Tom Greco, President & CEO, Advance Auto Parts; and Greg Johnson, CEO O'Reilly Auto Parts.

Wednesday featured a Government Advocacy Session with leaders reflecting on relevant issues and grassroots efforts to support the future of the industry. The session celebrated the passing of the groundbreaking Massachusetts bill, Right to Repair.

The first roundtable brought together featured panelists Bill Hanvey, President and CEO, Auto Care Association; Aaron Lowe, SVP, Government & Regulatory Affairs, Auto Care Association; Ray Pohlman, President, Coalition for Auto Repair Equality; Michael Borr, President of Allied Auto Parts; Tommy Hickey, Spokesperson for the Massachusetts Right to Repair Committee; and Rich Benoit, Owner, Electrified Garage.

The second roundtable, "What the Election Means for Our Business," brought in perspectives from Aaron Lowe, SVP, Government & Regulatory Affairs, Auto Care Association; Ann Wilson, SVP, Government Affairs, MEMA/AASA; David McKinney, VP, Government and Community Relations, AutoZone; and Ian P. Musselman, SVP, Government Affairs, LKQ.

If you missed these sessions live, head to <https://www.aapexshow.com/live-webinar/> to watch the recordings.

Gain a Global Perspective from the October Webinar Series

If you're not focused on global changes and growth opportunities already, you should be. In our October Webinar Series, we brought together thought leaders to share fresh perspectives for your business. Tune into four FREE webinars that are still available on demand for valuable insights at

www.aapexshow.com/past-webinars.

- **Webinar 1:** Steve Ganster and Pilar Dieter of YCP Solidiance addressed profitable growth based on real-world experiences with China-based supply chains in "The Changing Landscape of Low Cost Countries."
- **Webinar 2:** Check out "The Digitization of Supply Chain and Manufacturing Strategies for the Automotive Aftermarket," presented by Aneesh Padalkar, Principal of Ricardo Strategic Consulting and Nikhill Nayak, Senior Consultant, Ricardo Strategic Consulting.
- **Webinar 3:** Todd Campau, Associate Director for Automotive Solutions, IHS Markit, shared "5 Trends in 5 Minutes: Key Automotive Trends Impacting the North American Aftermarket," followed by a panel hosted by the Import Vehicle Community discussing their current real-world issues and challenges.
- **Webinar 4:** During the highly popular "Aftermarket 2021," Nathan Shipley, Executive Director, Industry Analyst of NPD presented thought leadership along with an unveiling of results from the 2020 Consumer Outlook Survey, which identifies key insights including e-commerce channel trends and opportunities for growth.



AAPEX Blog:

AAPEX Blogs Offer an Insider's Look on Current Issues

Your business is powered by information—and knowing today's trends, policies or issues helps you make the best decisions. The AAPEX blog provides a rich resource with viewpoints from industry professionals, keeping you up-to-date on news and hot topics impacting the automotive aftermarket. From updates on current events to valuable training opportunities, you'll find new insights posted every other week. Check out the latest blog today at <https://www.aapexshow.com/aapex-blog/>.

Stay Social, Stay Informed

Although the Virtual AAPEX Experience has ended, we're sharing new insights all year long. Stay in touch with the automotive aftermarket community and get prepared for AAPEX 2021 on our social media channels:

 Facebook: @AAPEXShow

 Twitter: @AAPEXShow

 Instagram: @aapexshow

 LinkedIn: AAPEX

Recognizing the Best in Class

The Virtual AAPEX Experience brought the community together to do business and honor the people and products who stood out this year.

Congratulations to this year's Service & Repair Award winners, recognized for outstanding service in the industry:

- **Shop Owner of the Year:** Brian Sump, president, Avalon Motorsports and Urban Auto Care, Denver, CO;
- **Service Advisor of the Year:** Jason Sexton, Dynamic Automotive, Frederick, MD;
- **Technician of the Year:** Norm Schultz, Interstate Auto Care, Madison Heights, MI.

In addition, the Virtual AAPEX Experience honored three women for their accomplishments in Autocare. Check out the award recipients below:

- **Woman of the Year:** Lauren Beaulieu, Vice President, Professional Marketing, Advance Auto Parts;
- **Woman of Excellence:** Danielle Sonnefeld, Vice President, Business Development, N.A. Williams Company;
- **Female Shop Owners of the Year:** Kim Auernheimer, Owner and Business Manager, Cool Springs Automotive, LLC (dba CS Automotive).

Congratulations to all companies included in the virtual New Product Showcase. Thank you for bringing innovation to the marketplace. View showcase products and learn about the top-notch companies at <https://rb.gy/f6fofv>, beginning on page 16.

Live Demos Bring Products to Life in Joe's Garage

While we couldn't meet in person this year, technicians and shop owners still got an up-close look at the latest products and equipment in Joe's Garage. This technology-driven learning experience offered in-depth information and live demos to show the capabilities and benefits of products from these companies:

- 360 Payments
- BG Products, Inc.
- BOLT ON TECHNOLOGY
- Bosch
- Broadly
- Coats
- EuroVent
- Hunter
- Kukui
- Michelin
- Mitchell 1
- NAPA
- Shop Boss
- TekMetric



Book at the Best Rate

Before we know it, AAPEX 2021 will be here! Over the last several months, Las Vegas hotels have been upgrading their health, safety and cleaning protocols to provide the best possible environment for our community to come together. AAPEX hotel room blocks will be available soon. Visit www.aapexshow.com for more.



Visit aapexshow.com

AAPEX 2021

SAVE

NOVEMBER 2-4

THE DATE

SANDS EXPO & CAESARS FORUM | LAS VEGAS, NV

aaapex
ahead of the curve

Only AAPEX provides the new-to-market products, emerging technology, and hands-on training you need. Whether you service vehicles or sell parts to those who do, mark your calendar to join the aftermarket industry at AAPEX 2021!

#AAPEX21