

AAPEX 2021: Your Professional Tune-Up for the Year Ahead



After a year of disruptions on a global scale, there's also been extensive change in the automotive aftermarket. That's why industry professionals rely on their annual trip to AAPEX, the premier event for meeting face-to-face with current partners and new suppliers, shopping and comparing new products and components, and gaining an understanding of the latest technologies through experiential learning and live demos. Are you looking to see what's new and make the right connections to jumpstart your goals? **Join the industry November 2-4, 2021, in Las Vegas at the Sands Expo and Caesars Forum, to maintain excellence in your business.**

It's Time to Register

Registration is now open for AAPEX 2021. For just \$40, qualified professionals have full access to key features essential for moving forward in the automotive aftermarket.

Along with the powerful education program, this year's event will feature **special training** sessions with elite technicians for \$25 each – an exceptional value that you can't find anywhere else. Get full details for the entire lineup at aapecshow.com/training-schedule.

See a real-world shop in action at **Joe's Garage**, sponsored by ShopOwner, with fully equipped service bays, demos on live vehicles, and hands-on experiences, all housed in **Repair Shop HQ** for everything service and repair.

Find solutions for every need while exploring the vast selection of product categories in **Automotive Aftermarket Central**.

These are just a few of the benefits of being at AAPEX – register now at aapecshow.com/register.



AAPEX 2021

NOVEMBER 2-4, 2021

SANDS EXPO & CAESARS FORUM, LAS VEGAS

A Schedule Packed with Know-How

This year's event features a robust training schedule, as well as experiential learning throughout each day. Check out these sessions relevant to your business and keep an eye on the website where more sessions and events will be added.

Tuesday, Nov 2

9:00 AM - 5:00 PM	AAPEX Exhibits Open – Sands Expo & Caesars Forum
9:30 AM - 12:00 PM	ADAS Systems and Calibrations for the Diagnostic Technician (Part 1)
9:30 AM - 12:00 PM	Business Sale Strategies and Design
9:30 AM - 12:00 PM	Fuel Trim Diagnostics
9:30 AM - 12:00 PM	Superior Service Advising- Mastering The Art of Trust-Based Selling
2:00 PM - 4:30 PM	ADAS Systems and Calibrations for the Diagnostic Technician (Part 2)
2:00 PM - 4:30 PM	Effective Engine Mechanical Testing
2:00 PM - 4:30 PM	Improving Communication and Team Work
2:00 PM - 4:30 PM	Service Advisors - The Key to Business Success

Wednesday, Nov 3

9:00 AM - 5:00 PM	AAPEX Exhibits Open – Sands Expo & Caesars Forum
9:30 AM - 12:00 PM	Electronification of the Chassis
9:30 AM - 12:00 PM	Scan Data Analysis for Diagnosing Driveability Issues
9:30 AM - 12:00 PM	Selling the Invisible Service Solution
9:30 AM - 12:00 PM	You Can Hire a Manager but You Can't Hire an Owner
2:00 PM - 4:30 PM	Communication Issues, U Codes and Network Diagnostics
2:00 PM - 4:30 PM	Do They Know, Like & Trust You? How to Differentiate Yourself
2:00 PM - 4:30 PM	Hybrid and EV High Voltage Systems
2:00 PM - 4:30 PM	Welcome to the New Aftermarket

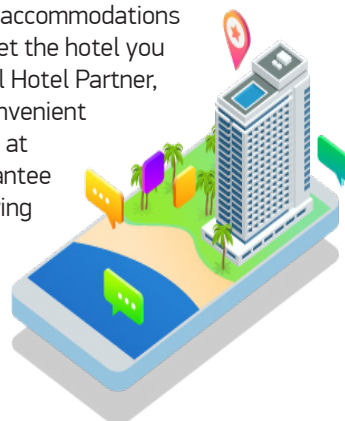
Thursday, Nov 4

9:00 AM - 5:00 PM	AAPEX Exhibits Open – Sands Expo & Caesars Forum
9:30 AM - 12:00 PM	Advanced Financial Strategies for Peace of Mind
9:30 AM - 12:00 PM	Enhanced Air/Fuel Diagnostics
9:30 AM - 12:00 PM	P&L Boot Camp - How to Boost Your Shop's Bottom Line by Improving Your Understanding of the Income Statement
9:30 AM - 12:00 PM	VVT Fundamentals & Diagnostic Process
2:00 PM - 4:30 PM	Excellence is a Habit
2:00 PM - 4:30 PM	Filling the Technician Void Through Implementing Career Pathing Programs for Technicians and Service Professionals and Associate Retention
2:00 PM - 4:30 PM	Misfire: Efficient and Effective Diagnosis
2:00 PM - 4:30 PM	Selling and Servicing Hybrids & Battery Electric Vehicles

Don't Wait

The Best Hotel Deals Go Fast

It's already time to start thinking about housing for AAPEX 2021. And while there are a variety of accommodations available, you need to book early to get the hotel you want at the best rate. AAPEX's Official Hotel Partner, onPeak, secures exclusive rates at convenient hotels, so be sure to book your rooms at <https://aapexshow.com/hotels> to guarantee your reservation and access perks during your stay.



Industry Leaders to Keynote AAPEX

Join an aftermarket panel of top CEOs, from buyer companies, for this year's keynote in Vegas. They'll discuss challenges and opportunities and how they're gaining traction in this new world and economy.



AAPEX, In Their Words...

Attendees and exhibitors have different reasons for being at AAPEX, but all look to it as the place where business gets done. Here's what a few of them had to say:

Attendee Spotlight



"Each year at AutoStream Car Care, we look forward to attending the outstanding training events that are held at the AAPEX show in Las Vegas. Despite the pandemic, we were able to continue learning from the very best in our industry by attending the AAPEX 2020 virtual event. Several members of our team participated in the online training sessions, learning about the latest developments in effective business management, cutting-edge tactics in social media marketing, and ways to effectively grow and lead others in a multistore environment. We have come to rely on AAPEX to provide best-in-class training events for the aftermarket – and they always deliver."

Doug Grills – AutoStream Car Care Centers

Exhibitor Spotlight



"BEX Oil considers AAPEX one of its most important trade shows and we budget for this exhibition every year. AAPEX is the perfect place to reconnect with existing customers and meet potential new customers. The ROI we receive further documents the importance of exhibiting at AAPEX. Only a global pandemic could keep BEX away. We are very much looking forward to attending AAPEX 2021."

Lynne Branigan – BEX International


Safety Is a Top Priority at AAPEX

To plan for a successful 2021 event, AAPEX is actively working with the Sands Expo & Caesars Forum Conference Center, along with Las Vegas hotels, restaurants, transportation companies, and entertainment venues to stay on top of regulations and make appropriate changes onsite, including social distancing guidelines and other protocols.

To stay updated on the latest policies and procedures, visit aapexshow.com/onsitehealthandsafety.

Get Social

If you want to stay in touch with the automotive aftermarket community, see the newest videos from AAPEX-TV 360, and get the latest insights, AAPEX social channels are the place to be. On the road leading up to the event, people will be sharing their stories using hashtag **#AAPEX21** – and we invite you to do the same. Start following AAPEX now and join the conversation:

 Facebook: **@AAPEXShow**

 Twitter: **@AAPEXShow**

 Instagram: **@aapexshow**

 LinkedIn: **AAPEX**



AAPEX Blog Looks to the Future

What are the challenges and opportunities on your mind? They're the same ones other automotive aftermarket professionals are thinking about, too. Look to the AAPEX blog for answers! Every week, you'll find a new post from industry insiders – association presidents and industry group representatives – who will take on the tough topics like increasing demands for innovation, international concerns, and regulatory changes, as well as the shifts in the workplace due directly to the pandemic. **Stay tuned for the latest expert insights at aapexshow.com/aapex-blog.**

Visit aapexshow.com

IT'S TIME

TUESDAY, NOVEMBER 2—THURSDAY, NOVEMBER 4, 2021

FOR A TUNE-UP

SANDS EXPO & CAESARS FORUM | LAS VEGAS, NV

aaapex
ahead of the curve

Your customers depend on you to keep vehicles running smoothly. And you depend on your industry event to keep you in the know about the tools, training, products, and technology to help you do that. So put your “annual maintenance” on the schedule now and make plans to join your community at AAPEX 2021. With an expanded marketplace and more experiential learning opportunities, this year’s event shines a light on the importance of new connections, current insights, and a profitable future.

LEARN MORE > aaapexshow.com

#AAPEX21