



SECURING YOUR JOURNEY
ALLIÉ DE VOTRE PARCOURS

AMERICAS
850, montée de Liesse
Montreal (Québec) Canada H4T 1P4
Tel : 514 341-3550 fax : 514 341-1292
www.recochem.com

Recochem Set to Shine at AAPEX 2023 with Cutting-Edge Innovations

Montreal, October 30, 2023 — Recochem, a global leader in thermal management solutions, is thrilled to announce its participation in the upcoming AAPEX (Automotive Aftermarket Products Expo) show, set to take place from October 31 to November 2, 2023, at the Venetian Expo in Las Vegas. This year, Recochem is poised to steal the spotlight with two major unveilings that underscore its commitment to innovation and education in the automotive industry.

Introducing Recochem Learning Lab: Elevating Knowledge in the Automotive World

In an era marked by ever-evolving technology and a dynamic industry landscape, Recochem takes a significant stride forward with the introduction of the Recochem Learning Lab. This cutting-edge Learning Management System (LMS) is designed to empower automotive professionals, enthusiasts, and consumers with a robust platform for continuous learning and skill enhancement. Recochem Learning Lab offers a comprehensive range of educational resources, courses, and training modules that cover various aspects of automotive solutions. "Our commitment to excellence goes beyond our products. It extends to fostering knowledge and expertise within the automotive community," said Maria Soriano, Category Manager at Recochem. "With Recochem Learning Lab, we aim to equip individuals with the knowledge they need to make informed decisions and excel in their automotive endeavors."

Revolutionizing Education with the Engine Display

Recochem is also set to impress visitors at the AAPEX show with a captivating and educational hybrid engine display. This innovative showcase will illustrate how Recochem's cutting-edge engine coolant technology functions to safeguard engines from both overheating and freezing. The display will not only demonstrate the science behind Recochem's superior solutions but will also educate show attendees about the importance of proper engine maintenance in preserving the longevity and efficiency of their vehicles.

"Our engine display at AAPEX 2023 is more than just a demonstration; it's an interactive experience designed to enlighten and engage," added Mara Soriano. "We believe that by understanding the science behind our products, people can make more informed choices to protect their vehicles and keep them running at their best."

Recochem welcomes all attendees to visit our booth #A2467 at AAPEX to explore these groundbreaking innovations and discover how Recochem is reshaping the automotive landscape through education and technology.

For more information about Recochem, please visit www.recochem.com or www.recochemlearninglab.com





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About Recochem

Recochem is leading the way in offering global thermal management, emission control, vehicle care and household solutions that provide protection & safety to consumers and to the environment.

For media inquiries, please contact: Rina Cascone-Violo (905) 878-5544

