



NEWS RELEASE

For Immediate Release

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AAPEXedu Panel of Leading Women To Discuss How to Innovate and Spearhead Change

LAS VEGAS, Nev. – Oct. 29, 2019 – AAPEXedu has assembled a panel of leading women in the automotive aftermarket to discuss how to innovate and spearhead change, as well as the opportunities and obstacles when taking on new challenges. [AAPEX](#) represents the more than \$1 trillion global automotive aftermarket industry and will be held Tuesday, Nov. 5 through Thursday, Nov. 7, at the Sands Expo in Las Vegas.

The session, “What Drives You? Women Leaders Discuss Avenues to Innovation in the Aftermarket,” will take place Nov. 5, from 1:30 p.m. – 2:30 p.m., on the Let’s Tech Stage at the Sands Expo.

Panelists also will share key initiatives they have led during their careers and provide practical tips on implementing new ideas in the aftermarket. Panelists are: Amy Antenora, AAP, editor, AMN, Babcox Media; Amy Mattinat, president, Auto Craftsmen, Montpelier, Vermont; Laura Soave, executive vice president, Marketing and Merchandising, Icahn Automotive; and Jacki Lutz, global head of Marketing Communications and Intelligence, Aftermarket Business, Sensata Technologies.

For more information and a complete schedule, visit [AAPEXedu](#). All AAPEXedu sessions are included in [AAPEX registration](#).

With more than 2,500 exhibiting companies, AAPEX is the showcase for the latest products, services and technologies that keep the world’s 1.3 billion vehicles on the road. More than 48,000 targeted buyers are expected to attend, including automotive service professionals, auto parts retailers, warehouse distributors, service chains, automotive dealers, fleet buyers and engine builders. Approximately 162,000 automotive aftermarket professionals from 126 countries are projected to be in Las Vegas during AAPEX and the SEMA Show.

AAPEX is a trade-only event and is closed to the public.

AAPEX is co-owned by the [Auto Care Association](#) and the [Automotive Aftermarket Suppliers Association](#) (AASA), 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 #AAPEX19.

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