

## **‘Shop Hero Awards’ Honors Auto Repair Industry Leaders During AAPEX and SEMA**

**KNOXVILLE, Tenn., November 4, 2024** – Shop-Ware, Shop Boss, Protractor, and Tire Guru – leaders in software solutions for the auto repair industry – today announced the winners of their “Shop Hero Awards,” which will be presented during this week’s [AAPEX](#) and [SEMA](#) aftermarket mega shows in Las Vegas.

They will recognize the aftermarket’s best shops with the following five awards: **Shop Hero, Customer Champion, Breakthrough Business, Elite Entrepreneur** and **Sales Superstar**.

- Shop Hero is awarded to **Liz Perkins** of [Level 1 Automotive](#) in Tulsa, Oklahoma. Nominations for this award were solicited from customers and the general public. Shop Hero recognizes a trusted pillar of the community who is driving change for the industry in terms of innovation, leadership, and community service.

Liz’s nomination details the perks that she provides her staff as well as contributions she makes to her local community: “Liz provides a work environment that is amazing... she buys every single tool for her team all the way down to hand tools and flashlight batteries. She pays the team to be at training events and a lot of other stuff too! It seems like a real family at L1. Liz does a lot with the industry, she helps with writing ASE test, and she does stuff with the Amazing Women in Autocare. She sponsors a local soccer team by purchasing all their uniforms and equipment, she volunteers as a coach and always helps with school events on her own time. I can't say enough good things.”

- Customer Champion, sponsored by [Shop-Ware](#), is awarded to [Toole’s Garage](#) of San Carlos, California. This award recognizes the Shop-Ware user that has most fully embraced software features that improve the customer experience.
- Breakthrough Business, sponsored by [Shop Boss](#), is awarded to [CFS Truck & Diesel](#) in Erwin, North Carolina, for being the Shop Boss user with the most year-over-year growth.
- Elite Entrepreneur, sponsored by [Protractor](#), is awarded to California-based [Stress-Free Auto Care](#) for adding the most new rooftops in the past 12 months out of all Protractor users.
- Sales Superstar, sponsored by [Tire Guru](#), is awarded to California-based [Performance Plus Tire](#) for achieving the strongest sales over the past 12 months among Tire Guru users.

“I believe I speak for the entire aftermarket industry when I say that these shops are all inspirational leaders for our business,” said Cavan Robinson, vice president of the aftermarket division of Vehlo, parent company of the sponsoring brands. “We couldn’t be more proud to highlight the positive impact they’re making on their customers, their staff, their communities, and the automotive sector as a whole. Vehlo is humbled to be able to serve these dynamic shops as a technology partner on their exciting and successful journey.”

The five honorees will be celebrated on Wednesday, November 6, at an invitation-only reception at Sugarcane in the Venetian.

To visit with the Shop-Ware, Shop Boss, Protractor, and Tire Guru teams during SEMA and AAPEX, visit kiosks #6-9 in the Joe’s Garage section of AAPEX or booth #11253 in the Business Services section at SEMA.

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