

2026 AAPEX

MEDIA GUIDE



Welcome to AAPEX (the Automotive Aftermarket Product Expo)!

Over the course of more than 60 years, AAPEX has grown to be the largest trade show in the Western Hemisphere for the automotive aftermarket. Every year, it draws thousands of exhibiting companies and tens of thousands of attendees from more than 120 countries to Las Vegas.

One of the things that sets AAPEX apart is that the show functions as a “marketplace” for a global industry valued at an estimated \$2.65 trillion. Businesses from every part of the supply chain attend the conference to find new products and innovations, identify new suppliers, and build and maintain relationships.

Among the business categories in attendance are suppliers, manufacturers, remanufacturers, distributors, retailers, independent repair shops, quick lube operators, service chains, technology providers, fleet managers and more.

Whether you are a veteran journalist returning to another show, or a content creator attending the show for the first time, this media guide was made with you in mind. It’s intended to provide a high-level overview of the show, along with facts and statistics that may be useful in your work.

* All times are local Las Vegas time.

Contents:

- What’s new and improved at AAPEX 2026
- Celebrity appearances
- AAPEX 2026 key event highlights
- AAPEX facts and stats
- Aftermarket facts and stats
- Leadership bios
- Media resources

WELCOME



NOVEMBER 3-5, 2026 AAPEXSHOW.COM | #AAPEX26
THE VENETIAN EXPO & AAPEX FORUM | LAS VEGAS, NEVADA

MEDIA CONTACT: FRANK STRONG
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WHAT'S NEW AND IMPROVED AT AAPEX THIS YEAR?

Show organizers work hard to continuously improve the show every year. AAPEX is currently in the midst of a [multi-year plan](#) to improve the experience for buyers and deliver greater value to exhibitors. Indeed, the show is doubling down on some of the changes first introduced last year and has made several new enhancements this year.

NEW at AAPEX in 2026

iFlex presented by PAMA. The show [partnered with the Preventive Automotive Maintenance Association \(PAMA\)](#) to bring the International Fast Lube Expo (iFlex) to the exhibit hall for the first time this year. This will be co-located with the Oil, Lube, Waxes and Chemicals product category under the branding iFlex presented by PAMA.

AAPEX Forum. The AAPEX Forum is an extension of the show floor segmentation [first introduced last year](#), which now includes two major sections—Accessories & Lighting and Undercar. Many of the signature events, such as the opening reception, AAPEX general sessions, and booths for show organizers—the Auto Care Association and the MEMA Aftermarket Suppliers, will be hosted here.

Student Engine Assembly Competition.

AAPEX [introduced](#) the inaugural [student competition](#) last year—in an effort to raise awareness of the shortage of U.S. automotive technicians. The student competition will be held on Wednesday, November 4, 2026, near Joe's Garage. Precise timing will be published closer to the show. About twice as many teams are registered this year, including a high school team that is entirely female.

ASE and U.S. Secret Service return.

The U.S. Secret Service (USSS) is returning to AAPEX this year in a co-branded booth with the National Institute of Automotive Service Excellence (ASE). This is an effort to recruit automotive technicians. The two organizations are hosting an "escape room" in their booth.

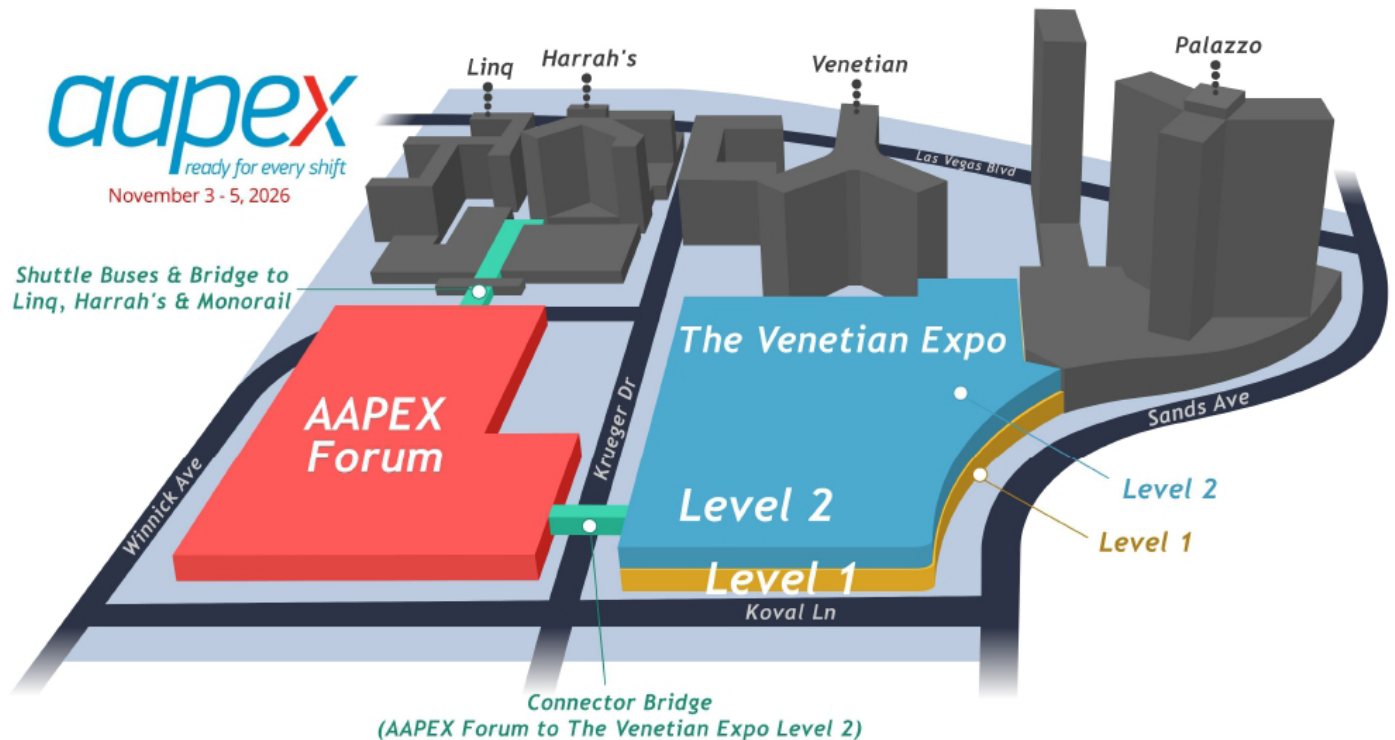
Roadside Attractions. Getting a bite to eat during expo hours used to require a long walk away from the show, so AAPEX brought food trucks to the show last year. These are returning this year and will be located on Level 2 of The Venetian Expo. A separate location on that side of the show also has food options. Finally, AAPEX has placed complimentary water stations around the show where attendees can fill a reusable bottle they bring with them.

Joe's Garage. Joe's Garage is a hallmark of AAPEX with six fully operational service bays. These are used for hands-on training and product demonstrations. Joe's Garage is moving to Level 2 of The Venetian Expo this year.

Entertaining Activities. AAPEX has added several entertaining activities this year: An aftermarket-style **escape room** near Joe's Garage, **Artist Alley** in the AAPEX Forum with artistic renderings of AAPEX sessions, and finally, a **NASCAR Simulator Challenge** on the show floor – with a chance to win authentic tickets to a NASCAR race every day.

2026

AAPEX MAP



AAPEX Forum

Booth Numbers F9000-F18000

- Accessories/Lighting
- Undercar
- AAPEX General Sessions
- Buyer Rest Stop
- Auto Care Association & MEMA Booths

The Venetian Expo Level 1

Booth Numbers V19000- V23500

- International Sourcing
- International Pavilions

The Venetian Expo Level 2

Booth Numbers V100 - V8900

- Business Services/AI/E-Commerce/Technology
- Diagnostics/Telematics/Shop Management Systems
- Electric Vehicle/Alternative Fuel
- Joe's Garage
- Media Hub
- Mobile Heat Transfer, Heating, Air Conditioning & Diesel Emissions
+ Presented by NARSA
- Oil/Lube/Waxes & Chemicals
+ iFlex Presented by PAMA
- Paint & Body
- Remanufacturing: Sustainable Manufacturing
- Tire Servicing
- Tool & Equipment
- Underhood

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ready for every shift

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CELEBRITY GUEST APPEARANCES

AAPEX 2026 is [spicing up the aftermarket with six celebrity guests](#) who will bring new energy to the show this year. Each will participate in a short session or panel conversation and be available to sign autographs and take fan photos.



Mark Wahlberg



Jimmie Johnson



Mia Hamm



Grant Hill



Randy Johnson



Barry Sanders

Schedule of celebrity appearances

DATE	TIME / FORMAT	LOCATION	CELEBRITY
Tuesday, 11/3/26	12:00 pm–12:45 pm / Public Photo & Autograph Session 1:00 pm–1:30 pm / Moderated Q&A	AAPEX Forum Stage	Mark Wahlberg (Hollywood)
Wednesday, 11/4/26	11:00 am–11:30 am / VIP Photo Op & Autograph Session 11:45 am–12:15 pm / Fireside Chat 12:30 pm–1:30 pm / Public Photo & Autograph 1:30 pm–2:00 pm / Scheduled Trade Show Floor Walk & VIP Exhibit Booth Visits w/Photo Opp	AAPEX Forum Stage	Jimmy Johnson (NASCAR)
Thursday, 11/5/26	10:00 am–10:25 am / VIP Photo Op & Autograph (Max 50 people) 10:30 am–11:15 am / Panel Session 11:20 am–12:30 pm / Public Photo & Autograph Session	AAPEX Forum Stage	Mia Hamm (NWSL) Grant Hill (NBA) Randy Johnson (MLB) Barry Sanders (NFL)

* All times are local Las Vegas time. ** Schedules subject to change; please keep an eye on the AAPEX website for changes.

AAPEX 2026 KEY EVENT HIGHLIGHTS

Monday, November 2, 2026

AAPEX Opening Reception.

6:00-7:30 pm

NEW LOCATION — *The AAPEX Forum*

Kick off AAPEX with the industry's best welcome party. Open to everyone; no RSVP needed.

Tuesday, November 3, 2026

Keynote Breakfast with Coach K.

6:30-8:45 am

Palazzo Ballroom (5th floor of The Venetian Hotel)

Coach Mike Krzyzewski will be the headline speaker at the [AAPEX 2026 Keynote Breakfast](#). His talk will center on "Victory through Teamwork and Leadership," followed by a live audience question-and-answer session ([more](#)).

*** This is a ticketed event, and there are a limited number of complimentary media passes available by request: media.relations@aapexshow.com.

2026 Joint Powertrain Trends and Outlook Forecast.

10:45-11:30 am

AAPEX Forum Stage

This is the annual update on powertrain and electric vehicle (EV) trends from MEMA Aftermarket Suppliers and Auto Care Association ([more](#)).

Trends Impacting the North American Aftermarket.

2:00-3:00 pm

AAPEX Forum Stage

Experian Automotive will share an annual overview of key industry trends and new insight affecting the global aftermarket ([more](#)).

Endeavor Awards + Service and Repair Awards.

3:00-4:00 pm

AAPEX Stage 1 (Level 2 of The Venetian Expo)

Join us as winners for the 7th annual awards program are announced ([more](#)). Also, [see last year's winners here](#).

Beers and Gears Networking Reception.

4:00-6:00 pm

Joe's Garage (Level 2 of The Venetian Expo)

Join us for a casual networking event for service and repair professionals. This event is geared towards technicians but open to everyone; no RSVP needed.

AAPEX 2026 KEY EVENT HIGHLIGHTS

Wednesday, November 4, 2026

Women in Auto Care Breakfast and Women in Auto Care Awards.

7:00-8:45 am

Veronese Ballroom (The Venetian Hotel)

Registration is required. Tickets are \$60 each ([more](#)).

MEMA Aftermarket Suppliers Member and Media Breakfast Briefing.

7:15-8:45 am

Media Center, Casanova 501 (The Venetian Expo)

A concise briefing on aftermarket trends exclusively for MEMA members and credentialed media. Registration is required; contact mmacdonald@mema.org for more information ([more](#)).

Student Competition.

The timing will be announced soon; the competition will be held near Joe's Garage in The Venetian Ballroom. Six to eight teams from high school and technical schools will race to dismantle and reassemble a small block V8 engine. Last year's winning team took home more than \$1,300 in professional tools, prizes, and a \$1,000 gift card ([more](#)).

Remanufacturing Industry Reception.

3:00-5:00 pm

Remanufacturing Section

(Level 2 of The Venetian Expo)

This reception fosters networking and collaboration among the remanufacturing and sustainable manufacturing communities. Open to all attendees ([more](#)).

Women in Auto Care and their Allies Reception.

5:00-6:00 pm

Titian Ballroom (Level 2 of The Venetian Expo)

The Women in Auto Care Reception is open to all AAPEX attendees (regardless of gender) and is free to attend ([more](#)).

Overseas Automotive Council (OAC) Global Reception.

6:30-8:00 pm

Flight Club Las Vegas

This reception brings more than 500 international buyers, distributors and suppliers from over 40 countries for an evening of networking. Tickets are \$139 with group rates available ([more](#)).



AAPEX 2026 FACTS AND STATS

The theme for this year's AAPEX Show is **"Where the industry gets REAL."** The theme reflects the fact that AAPEX has earned a reputation as an event where business gets done. Below are some facts and statistics about AAPEX.

COMBINED EVENTS
120,000-140,000
VISITORS EACH YEAR

AAPEX | MAINTENANCE
AND VEHICLE REPAIR

40,000-45,000
INTERNATIONAL ATTENDEES

Automotive Aftermarket Industry Week. AAPEX is held concurrently with the Specialty Equipment Market Association (SEMA) show. These are two distinct shows that together make what is colloquially known to the industry as the Automotive Aftermarket Industry Week (AAIW). The combined events bring approximately 120,000-140,000 visitors to Las Vegas every year in November.

Similarities and differences: AAPEX vs. SEMA.

While both shows center on the automotive aftermarket, there are some differences. AAPEX focuses on the traditional vehicle repair and service industry. By contrast, SEMA focuses on the specialty or enthusiast side: performance parts, styling, and accessories. In other words, AAPEX is more about maintaining or fixing cars, while SEMA is about enhancing, modifying and customizing vehicles.

AAPEX attendance. The show typically draws about 40,000-45,000 buyers. About one-third of those attendees are international visitors from around 120 countries. In addition, there are an average of roughly 2,500 exhibitors, neatly organized into a dozen product categories (and 1,400 sub-categories) across more than 500,000 square feet of exhibit floor space. Exhibitors come in all shapes and sizes – from global companies to small businesses.

Premier brands in attendance. Buyers in attendance [include](#) household retail brands such as AutoZone, O'Reilly, Advance Auto Parts, NAPA/Genuine Parts Company and Walmart. Among the major exhibitors are Bosch, Sylvania, Mobil 1, Shell, Valvoline and Autel. A [searchable database of exhibitors](#) is available online.



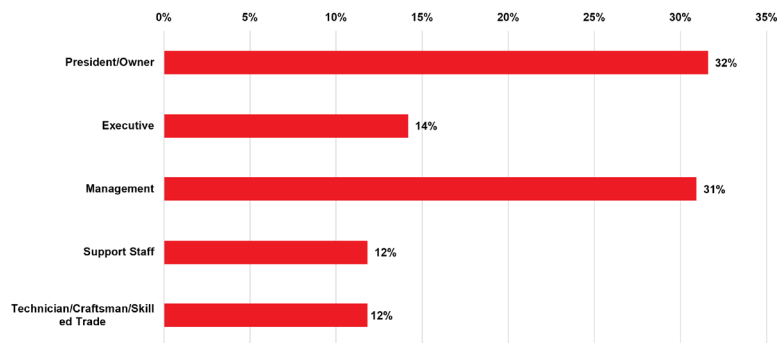
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AAPEX 2026 FACTS AND STATS

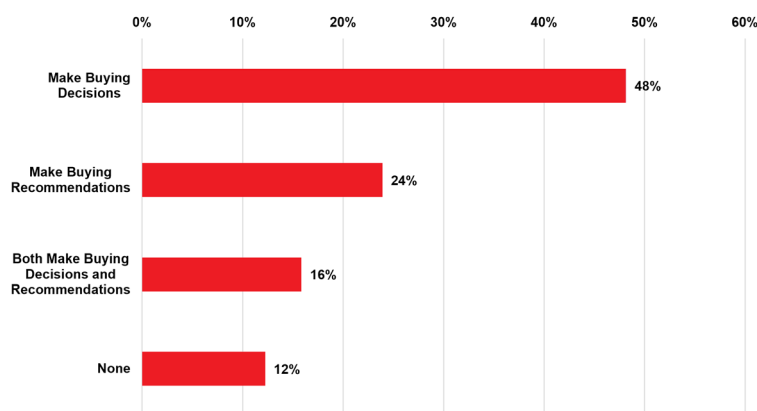
AAPEX attendee seniority



Source: Survey of AAPEX 2025 attendees; n = 890

A senior business audience. A post-show survey of 2025 AAPEX attendees found more than **three-quarters (77%)** reported holding **senior business titles**. This includes those holding titles of president or owner (32%), executive (14%), and management (31%).

AAPEX buying authority



Source: Survey of AAPEX 2025 attendees; n = 746

AAPEX attendees have buying authority.

Nearly 9 in 10 attendees (88%) said they **"make buying decisions"** (48%) or **"both make buying decisions and recommendations"** (16%). Another 24% said they "make buying recommendations."



7 IN 10 (68%)
**ATTENDEES ALREADY DECIDED
TO RETURN IN 2026**

An easy decision to return to AAPEX.

In December of 2025, nearly 7 in 10 (68%) said they've already decided to return to the show in 2026.

AUTOMOTIVE AFTERMARKET FACTS AND STATISTICS

AAPEX parent organizations, the Auto Care Association and MEMA Aftermarket Suppliers, both make considerable investments in market research. Sources include primary research surveys, collaboration with credible third parties, and reams of government data tabulated by agencies such as the Bureau of Labor Statistics (BLS).

The outputs are rendered in two benchmark reports: the [2027 Auto Care Factbook](#) and the [MEMA 2026 Aftermarket Size & Forecast Report](#). The statistics listed below are from these reports.

Global Market Size. Globally, the automotive aftermarket is estimated to grow to \$2.65 trillion in 2026. This represents a ~\$40 billion increase over the same market size estimate in 2025 (\$2.25 trillion).

U.S. market size. The U.S. aftermarket, for light-duty vehicles, is forecasted to grow 5.2% in 2026 to \$457 billion. The aftermarket for heavy-duty vehicles is valued at another \$142.9 billion, for a combined total of \$599.7 billion. In sum, the U.S. aftermarket accounts for roughly 1.9% of the current forecast for the U.S. gross domestic product (GDP).

Global vehicles in operation. People around the world operate 1.64 billion vehicles and drove 13.6 trillion miles in 2025.

U.S. vehicles in operation. U.S. residents operated 293.2 million light vehicles in 2025 and drove 3.32 trillion miles. That's a little more than one vehicle for each of the 242.3 million U.S. licensed drivers. There are an additional 9.8 million heavy-duty vehicles in operation (VIO) that were driven for 329.6 billion miles.

AUTOMOTIVE AFTERMARKET
ESTIMATED TO GROW TO
\$2.65 TRILLION
IN 2025


1.64 BILLION
VEHICLES IN 2025

U.S. RESIDENTS DROVE
3.32 TRILLION
MILES IN 2025



AUTOMOTIVE AFTERMARKET FACTS AND STATISTICS

Average age of U.S. vehicles in operation. The average age of U.S. vehicles continues to grow longer as new car prices rise. The combined average age of light vehicles in the U.S. is 12.94 years—up from the 12.8 calculated last year. When considered separately, light trucks average 11.9 years of age and cars average 15.0.



U.S. consumers delayed maintenance. U.S. consumers delayed an astonishing \$30 billion in maintenance on their vehicles in 2025. The older the vehicle, the more likely consumers were to delay maintenance:

- Vehicles ages 0-3 years – delayed \$1.86 billion in repairs in 2025
- Vehicles ages 4-7 years – delayed \$5.34 billion in repairs in 2025
- Vehicles ages 8-11 years – delayed \$6.34 billion in repairs in 2025
- Vehicles ages 12+ years – delayed \$16.5 billion in repairs in 2025



The aftermarket's contribution to U.S. employment. The automotive aftermarket provided 4,872,300 jobs in 2025. That's about 3.6% of the total U.S. labor force, which the BLS puts at 163 million people, ages 16 and older. Wages in many of these jobs grew in step, or even outpaced, the rate of U.S. inflation.

AFTERMARKET SECTOR	FACILITIES	JOBS
Independent repair shops	269,500	1,038,100
Retailers	282,500	596,800
Parts Manufacturers	6,600	524,700
Wholesalers	14,680	371,200

U.S. automotive repair capacity. Independent repair facilities accounted for 72% of the available repair capacity in the U.S. in 2025. Dealerships accounted for the other 28%. In terms of dollars, aggregate sales from independent repair facilities totaled \$312.7 billion in 2025, compared with \$121.4 billion at dealerships.

Dealmaking heats up. There were 354 aftermarket merger and acquisition (M&A) transactions in 2025, compared with 337 in 2024 and 306 in 2023. After AAPEX 2025, bankers, private equity executives and analysts who attended said they [expect the pace of dealmaking to accelerate in 2026.](#)

AAPEX 2026

LEADERSHIP

AAPEX is owned and operated by the Auto Care Association and MEMA Aftermarket Suppliers



Bill Hanvey
President and CEO
Auto Care Association

Bill Hanvey, MAAP, is president and CEO of the Auto Care Association, which represents the entire supply chain of the independent automotive aftermarket. Hanvey has spent his entire 35-plus-year career in the aftermarket and has worked for aftermarket businesses including Tenneco Automotive, FleetPride, Dorman Products, Inc., and Schaeffler Group USA.

Prior to joining Auto Care Association, Hanvey served as senior vice president of MEMA Aftermarket Suppliers (previously AASA), where he advocated for North American parts manufacturers to the auto care industry, federal and state government agencies and the business community.



Emily Poladian
President
MEMA Aftermarket Suppliers

Emily Poladian is president of MEMA Aftermarket Suppliers, a membership group within MEMA, The Vehicle Suppliers Association, which exclusively serves suppliers of aftermarket components, tools and equipment and related products.

Prior to joining MEMA, Poladian was president of Bridgestone Mobility Solutions, leading a multi-billion-dollar aftermarket business focused on data-driven solutions and services to the transportation industry. Her career spans nearly three decades at Bridgestone, where she held leadership roles across global markets, including Asia and North America, and led Firestone Industrial Products as president.

Poladian has a mechanical engineering degree from Purdue University.

AAPEX 2026

MEDIA RESOURCES

AAPEX provides several resources available to the media during the show and throughout the year.

Onsite Media Resources

Onsite Media Room. AAPEX maintains a dedicated work room for credentialed media located in the Casanova Conference Room (The Venetian Expo, Level 1). There are plenty of desks, comfortable seating, power, and a modest supply of refreshments.

Press Conference Stage. New this year, the show has created a press conference area that exhibitors can use for announcements. The press conference room is located in the Underhood section of the floor (The Venetian Expo, Level 2). A schedule of press conferences will be published closer to the show's start date.

Podcast Row. This is a suite of booths for podcasters at AAPEX. It is located behind Joe's Garage (The Venetian Expo, Level 2). A limited number of podcast booths are available at no cost to podcasters who are recording and live streaming interviews during the show.

Digital Media Resources

AAPEX Mobile App. This app is available to all attendees and makes it easy to plan your trip to AAPEX. It is available on [iOS](#) and [Android](#) mobile devices.

Navigation. An [interactive map of the show floor](#) is available online. You can also search for exhibiting companies to [find a specific booth here](#).

AAPEX Online Media Room. We've improved the [online media room](#) to provide one page where media can access all of the digital resources AAPEX has available, including:

[AAPEX press releases.](#) News, announcements and updates from AAPEX.

[AAPEX blog.](#) Roundups of aftermarket news, highlights industry research, publishes [guest posts](#), provides additional detail on announcements, and conducts occasional interviews with show speakers and industry luminaries.

[Exhibitor press releases.](#) This section consolidates all announcements from exhibitors in one location.

Self-service photos. AAPEX has high-resolution professional photos from the shows in [2024](#) and [2025](#) available online. We will make new photos taken during the 2026 show as soon as possible—and notify registered media by email.

Self-service video. AAPEX maintains an active presence on [YouTube](#) and [Instagram](#) and regularly publishes video content. These channels include embed code which makes it easy to include strong visuals with text-based reporting.

SAVE THE DATE FOR AAPEX 2027!

AAPEX 2027 will be held in Las Vegas November 2-4, 2027.



AAPEX on social media
#AAPEX27



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