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March/April 2008

News From The Global Automotive Aftermarket Symposium

Worldwide Attendees Make 2008 Symposium A Truly Global Extravaganza; Space Still Available

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The Global Automotive Aftermarket Symposium (GAAS) has always been about giving attendees a worldwide perspective on the automotive aftermarket. This year the event may reach its pinnacle with a mixture of attendees and presenters from virtually all parts of the globe.

With a theme of "Shift Forward," this year's Symposium will be held May 20-21 at the Hyatt Regency O'Hare in Chicago.

"I am very excited to see the list of attendees because it represents leaders from Asia, Europe and other parts of the globe," said David Caracci, chairman of GAAS. "And on top of that, our speakers will be talking about the latest developments from Shanghai, New Delhi, Berlin and beyond. This year's event will truly be a global extravaganza."

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Session To Look at Supplier/Technician Dialogue

Steve Handschuh, president and COO, Automotive Aftermarket Suppliers Association (AASA), and Ron Pyle, president, Automotive Service Association (ASA,) will present "Let's Talk: Promoting Dialogue Among Suppliers and Technicians" at the 2008 Symposium on Tuesday, May 20.



Steve Handschuh

Handschuh and Pyle will discuss the market shift that has occurred within the past two decades that has led to a decrease in dialogue between aftermarket parts manufacturers and automotive service technicians. During the presentation, Pyle will report on visits made to AutoZone and Auto Value distribution centers in February by the ASA Mechanical Operations committee.

Pyle will focus primarily on questions the committee has for these suppliers about how they select parts for their commercial programs. Handschuh will join Pyle to provide commentary, from a manufacturer's perspective, on questions generated during these visits.

In addition to his role at AASA, Handschuh is vice president of the Motor & Equipment Manufacturers Association (MEMA). An automotive aftermarket industry veteran of more than 30 years, Handschuh served as senior vice president, commercial, at AutoZone. Prior to AutoZone, he worked for NAPA AUTO PARTS/Genuine Parts Co. for 18 years, including serving as NAPA president from 1998-2004.

Pyle joined ASA in July 2002 and has served as its president since Nov. 1, 2002. Prior to joining the ASA staff, Pyle served as president of CarParts Technologies Distribution Network and was responsible for that company's alliance with major wholesale distributors, program distribu-



Ron Pyle

(Continued on page 3)

Telematics: The Challenges, Opportunities and Threats

Telematics is beginning to gain traction among consumers with such features as GPS, roadside assistance and remote car starting. Kathleen Schmatz,



Kathleen Schmatz

president and CEO, Automotive Aftermarket Industry Association (AAIA), will present “**Telematics: The Challenges, Opportunities and Threats**” at GAAS on Tuesday, May 20.

Schmatz will look at the challenges, opportunities and threats of vehicle telematics and remote diagnostics from the results of a new study commissioned by AAIA. Her presentation will also address the ability to check vehicle diagnostics through telematics and the dramatic

impact this could have on the way the aftermarket services and repairs vehicles.

Telematics refers to the process where cars communicate wirelessly with the dealership, which allows dealers to run diagnostics remotely. Because the dealer alerts the owner of issues with the car, the dealer typically gets the first opportunity to repair the issues which can keep the customer from calling an independent mechanic for service. Telematics could adversely impact the automotive aftermarket on all levels if strategies are not developed in a timely manner.

The report is expected to make recommendations on how the industry can turn this threatening technology into a business opportunity.

Schmatz was named president and

CEO of the AAIA on January 1, 2004. She came to AAIA after 30 years with Babcox, a leader in aftermarket communication services.

Most recently she served as vice president and group publisher, with responsibilities for sales, marketing, strategic planning, market research and management of five monthly aftermarket trade magazines; a quarterly custom publication; and aftermarketnews.com.

Schmatz has served as an officer of the Auto International Association, the Automotive Communication Council and was the founding president of the Car Care Council’s Women’s Board. She has also contributed as a curriculum advisor to Northwood University and as chair

of AAIA’s Marketing Communications Committee. ♦

The report is expected to make recommendations on how the industry can turn this threatening technology into a business opportunity.

Drive for the Green Reception Offers Fun

Attendees at the 2008 Global Automotive Aftermarket Symposium (GAAS) will have the chance to network, test the latest golf technology and get advice from professionals on sharpening their game at the “Drive for the Green” Reception from 5:30-7 p.m. on Tuesday, May 20, at the Hyatt Regency O’Hare, Chicago.



The event, sponsored by the Automotive Aftermarket Suppliers Association (AASA) and hosted by Ernst & Young, will follow the

first full day of presentations by experts, analysts and industry leaders at GAAS.

“The 2007 ‘Drive for the Green’ was a great success, and we are pleased to have Ernst & Young join us again at this great industry event,” said Steve Handschuh, president and COO of AASA. “This first-class reception will provide an atmosphere of relaxation and a great chance to discuss the first day of GAAS presentations.”

Attendees can show off their golf skills in the “Drive for the Distance” and “Putt with Precision” contests, and have a chance to win top-selling drivers and putters.

The reception is free to all AASA members and GAAS participants. For more details, visit the “Drive for the Green” event page at the AASA Web site. ♦

Registration Still Available for GAAS 2008

Registration for the 2008 Symposium is still available. Just fill out the registration form found on page 5 and fax to 301-654-3299. Not only does registration entitle you to attend in person, you’ll have online access to all the presentations when the Symposium ends. Don’t miss out this year!

Global Automotive Aftermarket Symposium

7101 Wisconsin Ave., Suite 1300

Bethesda, MD 20814-3415

Phone: 301-654-6664 • Fax: 301-654-3299 • Web: www.globalsymposium.org

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Symposium Approved For AAP and MAAP CEU Credits

The upcoming Global Automotive Aftermarket Symposium (GAAS) has been approved for continuing education credits (CEU) by Northwood University's University of the Aftermarket. The Symposium is scheduled for Tuesday and Wednesday, May 20-21, at the Hyatt Regency O'Hare in Chicago, Ill.

GAAS attendees will earn 1.0 CEUs toward the Automotive Aftermarket Professional (AAP) or Master Automotive Aftermarket Professional (MAAP) certifications.

"The University of the Aftermarket is pleased to recognize the Global Automotive Aftermarket Symposium as one of the



essential educational events of the year," said University of the Aftermarket Director

Brian Cruickshank. "Attendees will gain valuable insight into the global aftermarket, while at the same time getting a little closer to earning their AAP or MAAP professional certifications."

The University of the Aftermarket provides business, management and leadership education to professionals in the motor vehicle aftermarket. It is an operating unit of Northwood University, a private, nonprofit, accredited university specializing in managerial and entrepreneurial education offering four-year degrees in a variety of enterprise fields. ♦

Symposium Founder Mort Schwartz To Enter Automotive Hall

GAAS Founder and Chairman Emeritus, Mort Schwartz, has been selected for induction into the Automotive Hall of Fame. He is among eight individuals chosen for the honor in 2008.

The Eight individuals represent automotive racing, design, manufacturing, the aftermarket and management. The Inductee class of 2008 includes Paul V. Galvin, Robert W. Galvin, Phil Hill, Bob Irvin, William Metzger, Mort Schwartz, Jack Telnack and John Willys.

The Inductees were announced in March at the International Motor Press Association meeting at the New York International Auto Show. Formal induction ceremonies will take place at the Ritz-Carlton in Dearborn, Mich., on Tuesday, October 7, 2008.

A 40-year veteran of the motor vehicle aftermarket, Schwartz is chairman of Jarmms Associates, a director of WORLD PAC, and a trustee of the University of the Aftermarket Foundation. He has held previous positions as chairman and CEO of Strauss Discount Auto, Chanslor and Lyon, Import Parts America

and Thermo King of Northern California. In addition, he was a member of the board of directors of Strauss Discount Auto from 2000 to 2004.

Schwartz has served as chairman of



Mort Schwartz

APAA, AWDA and CAWA. He is also a past director of the Automotive Hall of Fame, AAIA, ASE, and a former trustee of NATEF. In addition, Schwartz is a past chairman of the Aftermarket eForum and Aftermarket Financial Symposium.

During his career, Schwartz has been the recipient of numerous awards including the University of the Aftermarket Founda-

tion Award, AWDA Martin Fromm Lifetime Achievement Award, ASAAA Honorary Member, Mort Schwartz Fellowship at Northwood University, APAA Executive of the Year, AWDA University Founders Award, Automotive Hall of Fame Distinguished Service Citation, AWDA Man of the Year Award, and MEMA Triangle Award.

He holds bachelor and master degrees from New York University, and was awarded an honorary doctorate from Northwood University in 2007.

The Automotive Hall of Fame, located in Dearborn, Mich., is the only industry-wide means to honor the men and women of the global motor vehicle and related industries. It is dedicated to preserving the history of mobility by celebrating the creativity, toil and genius of the individual. The Automotive Hall of Fame is both a visitor attraction and an educational resource for inspiring others to higher levels of achievement in their own work and lives.

For more information about the Automotive Hall of Fame, visit <http://www.automotivehalloffame.org>. ♦

Session To Look at Supplier/Technician Dialogue (continued)

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tion groups, associations and manufacturers.

Pyle is past chairman and treasurer of

the Automotive Aftermarket Industry Association (AAIA) and was also chairman of the Automotive Service Industry Association. He has served on the Automotive Warehouse Distributors Association Mar-

keting Committee, chaired the Ford Motor Co. Independent Advisory Committee and served on the Automotive Wholesalers of Texas board of directors. ♦

Interactive Audience Response Devices Return For GAAS 2008

Audience response devices will once again be utilized at the 2008 Symposium in Chicago. These interactive devices were introduced to the Symposium in 2007 and were received with an overwhelming enthusiastic support.

Each person who attends the Symposium will find a credit card sized device on the table near their seat. This gives everyone the opportunity to voice their opinion on industry issues.

Weighing just 1 ounce, the radio frequency (RF) keypad utilizes the latest in technology advancements to ensure audience response are accurate, timely and effortlessly transmitted. When you participate in the various polls that will be

conducted during GAAS 2008, you will receive an answer confirmation on your response card through two-way communication. Successful transmissions are acknowledged on each participant's keypad via a three second long visual green light signal. The system ensures anonymity, so you can vote without worrying what your neighbor thinks.

In addition to questions from the speak-



ers and panelists, at the conclusion of each session you will be asked to rate the presentation. This information is not displayed on the screen, but is helpful to the Global Symposium Steering Committee as they plan future Symposiums.

The audience response device system is manufactured by Turning

Technologies, and is being utilized at the 2008 Symposium through the generous support of the Las Vegas Convention and Visitors Bureau. ♦

Hyatt Regency Offers Complimentary Airport Shuttle Service

The Aftermarket eForum is conveniently held at the Hyatt Regency O'Hare, just minutes from O'Hare Airport in Chicago. Long the standard among Chicago hotels near O'Hare, the structure underwent an extensive renovation in 2007 and has been transformed into a modern and sophisticated site.

A 24-hour, complimentary shuttle service, runs every 15 minutes between O'Hare and the Hyatt. Follow the red

Shuttle signs at the airport to the designated pick-up area, O'Hare bus / Shuttle Center Door One. International travelers must use the courtesy phone inside the terminal. Shuttle buses are blue with white signage that reads Hyatt Regency O'Hare. For



pick-up between 12:00 midnight and 4:00 a.m., guests must call the hotel directly at 847-696-1234.

The Hyatt Regency O'Hare is located at 9300 West Bryn Mawr, Rosemont, IL 60018. More information on the Hyatt Regency O'Hare is available on the web at: <http://ohare.hyatt.com> ♦

Worldwide Attendees Make 2008 Symposium A Truly Global Extravaganza

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Among those scheduled to attend are Frans van Heck, chairman of TEMOT, the largest aftermarket parts group in Europe. Also, Mr. Yamada-san of Japans' Autobacs, owner of Strauss Discount Auto, is registered to attend.

Located in Shanghai, China, Steve Ganster of Technomic Asia will provide a perspective on the aftermarket in China. Fotios Katsardis, managing director of TEMOT, will look at the opportunities for U.S. manufacturers and distributors to work with the EU independent aftermarket. A view of the global car market will be supplied by Neil De Koker, founding president of the Original Equipment Sup-

pliers Association (OESA).

Mike Hanley, partner and global automotive industry leader, Ernst & Young, will share trends and insights from his company's work among the many diverse industries they work with around the world.

Space is still available to attend the 2008 Symposium in Chicago. Visit www.globalsymposium.org to view the most up-to-date agenda. Complete speaker bios are also available.

The Symposium is a joint professional education effort of the Alliance of State Automotive Aftermarket Associations (ASAAA), Automotive Aftermarket Industry Association (AAIA), Automotive Af-

termarket Suppliers Association (AASA), Automotive Industries Association (AIA) of Canada, Automotive Parts Remanufacturers Association (APRA), Automotive Service Association (ASA), Automotive Warehouse Distributors Association (AWDA), Motorist Assurance Program (MAP), Motor & Equipment Manufacturers Association (MEMA), Specialty Equipment Market Association (SEMA), Tire Industry Association (TIA) and University of the Aftermarket.

R. L. Polk & Co. is the corporate sponsor of the Global Automotive Aftermarket Symposium. ♦



GLOBAL AUTOMOTIVE AFTERMARKET SYMPOSIUM

MAY 20 - 21, 2008
HYATT REGENCY O'HARE (CHICAGO)

REGISTRATION FORM

One form per person. If additional copies are needed, please reproduce this form.

Attendee Information

I am a member of: AAIA AASA AIA Canada APRA ASA
 ASAAA AWDA MAP MEMA SEMA TIA (Please check all that apply)

Name _____

Name on badge _____

Title _____

Company _____

Address _____

City _____

State/Zip _____

Phone _____

Fax _____

E-mail _____

Job Function: Manufacturer Manufacturers' Reps
 Distributor Retailer Consultant Financial Analyst
 Other _____

Check here if you have any special requests, dietary restrictions, or disabilities of which the staff should be aware. A staff person will contact you to discuss your needs more thoroughly.

Refund/Substitution Policy

Before April 16, 2008: Cancellations received in writing will be fully refunded, less a \$50 administrative charge.

Between April 16 and May 8, 2008: Cancellations received in writing will receive a 50 percent refund, less a \$50 administrative charge.

After May 8, 2008: There will be no refunds for cancellations.
Attendee substitutions are accepted at any time.

Travel Accommodations

For reservations, contact the Hyatt Central Reservations at **800-233-1234** or the hotel directly at **847-696-1234**. Be sure to mention the Global Automotive Aftermarket Symposium to obtain the discounted group rate.

Rates: \$179 (single or double) plus tax. Rooms are guaranteed at this rate through April 16, 2008.

Discount Air Information: United Airlines offers discount airfare to the Global Automotive Aftermarket Symposium. Mention meeting I.D. code **#501UD** to your travel agent or phone the United Meeting Desk at 800-521-4041.

Registration Fees

Early Bird (before March 24, 2008)

AAIA/AASA/AIA/APRA/ASA/ASAAA/AWDA/MAP/MEMA/SEMA/TIA Members

	QTY.	Total
<input type="checkbox"/> First Attendee	\$745 →	_____
<input type="checkbox"/> Additional Attendees	\$645 x _____ =	_____

Non Members

<input type="checkbox"/> First Attendee	\$945 →	_____
<input type="checkbox"/> Additional Attendees	\$845 x _____ =	_____

Regular (after March 24, 2008)

AAIA/AASA/AIA/APRA/ASA/ASAAA/AWDA/MAP/MEMA/SEMA/TIA Members

<input type="checkbox"/> First Attendee	\$945 →	_____
<input type="checkbox"/> Additional Attendees	\$845 x _____ =	_____

Non Members

<input type="checkbox"/> First Attendee	\$1,145 →	_____
<input type="checkbox"/> Additional Attendees	\$1,045 x _____ =	_____

Collectible Lapel Pin \$20 x _____ = _____

*To support the Global Symposium Scholarship Fund
Please note: Collectible lapel pins will be given out on-site at the Symposium.*

Grand Total Enclosed \$ _____

Payment

AmEx MasterCard Visa
 Check Enclosed - payable to GAAS (Global Automotive Aftermarket Symposium) in U.S. funds.

Card No. _____

Expiration _____

Name on Card _____

Signature _____

3 Ways To Register

Download Registration Form at:
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