



**GLOBAL AUTOMOTIVE
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News Release

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GAAS 2009 Gets Overhaul Fresh Content, Presenters to Energize Program

Global Automotive Aftermarket Symposium Returns to Chicago May 6-7

CHICAGO, ILLINOIS – January 8, 2009 – Organizers of the Global Automotive Aftermarket Symposium (GAAS) have overhauled the 2009 program with fresh content and presenters in an effort to capture last year's record attendance. With a theme of **“Winning Strategies in a Changing Aftermarket,”** the 14th edition of the Global Automotive Aftermarket Symposium (GAAS) will be held Wednesday, May 6 and Thursday, May 7 at the Hyatt Regency O'Hare near Chicago.

“We listened to past attendees and their requests for topics and issues, and the dynamic GAAS 2009 reflects their input,” said Dave Caracci, GAAS chairman. “Industry executives are scrutinizing costs to attend events and demand ROI of intelligence, insight and data that they can transfer into immediate strategies. GAAS 2009 is built to deliver actionable take-aways for great business profitability, efficiency and competitiveness.”

Speakers already confirmed include: Bill Strauss, Federal Reserve Bank of Chicago on “The Long Term Effects of Fuel Prices;” Dr. John Wormald of autoPOLIS on “The Environmental Crisis, The Auto Industry and The Aftermarket;” Rich Detskas, Automotive Manager, SGS Testing Company on “Outsourcing to Third World Quality: The Good, Bad and Ugly;” and David Portalatin, NPD Group on “Consumer Insights: Just Ask!” In addition, two panel discussions are planned on “What Will The DIY Market Look Like in the Next Five Years” and “Internet Business Model's In Today's Aftermarket.”

Register is now available for the symposium online at www.globalsymposium.org. Early-bird registration savings of \$200 are available until March 20.

About the Global Automotive Aftermarket Symposium

Founded in 1996, the Global Automotive Aftermarket Symposium (GAAS) has become the premier industry conference for senior-level aftermarket executives. The net proceeds from the event go toward funding industry scholarships. In 2008, 115 students who plan careers in the automotive aftermarket received GAAS Scholarships to help get their industry careers started. In the twelve years of the program, more than 1,400 students have received aid totaling more than \$1,400,000. Details about the GAAS scholarship program are available at www.automotivescholarships.com.

The GAAS program is a joint professional education effort of the of the Alliance of State Automotive Aftermarket Associations (ASAAA), Automotive Aftermarket Industry Association (AAIA), Automotive Aftermarket 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 is the corporate sponsor of the Global Automotive Aftermarket Symposium.

For more information, visit www.globalsymposium.org.