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“Don’t Waste This Crisis” Declares GAAS 2009 Speaker About Current Economic Climate

CHICAGO, IL – April 2, 2009 – Everyone is feeling the pinch of the current recessionary climate, but John Waraniak of the Specialty Equipment Market Association (SEMA), looks at the current situation as an opportunity for well-positioned companies to benefit from the slowdown. Waraniak, the vice president of vehicle technology for SEMA, will explain his tangible ideas during his presentation, “**Don’t Waste This Crisis,**” at the 2009 Global Automotive Aftermarket Symposium (GAAS). GAAS 2009 will be held Wednesday, May 6 and Thursday, May 7 at the Hyatt Regency O’Hare in Rosemont, Ill. (near Chicago).

In a recent interview with SEMA News, Waraniak advised companies not to waste the current economic crisis.

“Due to the financial meltdown on Wall Street and the speed of change, we are in a crisis environment,” said Waraniak. “And the instinct during a crisis is to wait out the uncertainty and become paralyzed. That strategy is wrong. Now is the time to be energized, prepared, challenge conventional wisdom with nontraditional thinking and create the preferred future.”

Waraniak says the global automotive aftermarket will experience more change in the next 10 years than it has in the past 50. His session will address four megatrends impacting the automotive aftermarket: driving green, driving connected, driving safe and driving cool. Vehicle technology, explains Waraniak, is key to all four. To read the entire Waraniak interview, visit SEMA News at <http://www.sema.org/sema-news/2009/04/don%E2%80%99t-waste-crisis>.

The early-bird registration deadline for the 2009 Global Automotive Aftermarket Symposium (GAAS) has been extended until Monday, April 13. By taking advantage of the early-bird rate, attendees can save \$200 off regular registration rates. In addition, the deadline to make reservations at the Hyatt Regency O’Hare has been extended until April 13. Rates of \$182 (single or double) plus tax are guaranteed through that date. Reservations can be made by calling Hyatt Central Reservations at (800) 233-1234 or the hotel directly at (847) 696-1234.

Register now for the 2009 symposium, “**Winning Strategies in a Changing Aftermarket,**” at www.globalsymposium.org or contact (301) 654-6664.

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 & Co. is the corporate sponsor of the Global Automotive Aftermarket Symposium. For more information, visit www.globalsymposium.org.

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