



NEWS RELEASE

For Immediate Release

Contact:

Monica Buchholz

[AAPEX](#)

(978) 470-8887

monica.buchholz@aapexshow.com

AAPEX 2019 ADAS Forum to Prepare Auto Repair Shops for Evolving Technology

LAS VEGAS, Nev. – Sept. 5, 2019 – [AAPEX 2019](#) is hosting a three-hour advanced driver assistance systems (ADAS) Forum to prepare auto repair shops for the opportunities and challenges of servicing ADAS-equipped vehicles. The Forum is part of this year's [AAPEXedu](#) and will take place from 9:30 a.m. - 12:30 p.m., on Thursday, Nov. 7, in the Bellini Ballroom at The Venetian in Las Vegas. AAPEX represents the more than \$1 trillion global automotive aftermarket industry and will be held Tuesday, Nov. 5, through Nov. 7, at the Sands Expo in Las Vegas.



The ADAS Forum at AAPEX 2019 will look at the opportunities and challenges of servicing ADAS-equipped vehicles.

Millions of vehicles are being introduced on the roads today with ADAS to keep drivers and passengers safe and help them avoid, reduce or mitigate accidents. This evolving technology includes automatic emergency braking, adaptive cruise control, lane departure warnings, blind spot detection, forward collision warnings and adaptive light control to name a few.

When servicing ADAS-equipped vehicles, sensors, cameras, radar units and LIDAR units may need to be recalibrated even during common repairs such as wheel alignments and tire changes. Technicians also need to understand the many variations of calibration procedures, terms and definitions as original equipment manufacturers (OEMs) each use different ADAS calibration processes.

Session one of the Forum will cover today's ADAS. Panelists will discuss the investment required for targets, the highly controlled floor space and technician training to ensure proper calibration, and the new business opportunities created by this technology. Chris Gardner, senior vice president, Automotive Aftermarket Suppliers Association (AASA), will moderate, with panelists including Frank Leutz, COO, Desert Car Care and host of Wrench Nation Car Radio Talk Show and Automotive Service Association (ASA) member; Dave Milne, president, ASE; and John Nielsen, managing director, AAA.

Session one also will include a presentation, "Who is Liable When ADAS Systems Are Not Calibrated Properly." Discussion topics will delve into questions such as: What happens when older vehicles are not calibrated? Who audits or checks vehicles after calibration to ensure their ADAS systems work properly? What happens if a shop does not accurately inform customers about their ADAS systems?

Session two will focus on the future, with panelists from leading edge solution providers sharing their vision for next-generation ADAS recalibration tools and techniques that will take the current state of the art to the next level in efficiency and performance. Ryan Frisch, manager, R&D Engineering – EE, Hunter Engineering Company, will moderate the discussion on emerging tools and processes to properly maintain and calibrate even the most complex vehicle sensor and control networks.

In a separate presentation, Douglas A. Brooks, Ph.D., PMP, manager of Perception Systems at Southwest Research Institute, will take attendees on a journey from the basic set of ADAS sensors to a world of immersive perception models required for fully automated vehicles.

For more details, watch [AAPEX 2019 ADAS Forum](#). The Forum is included in [AAPEX registration](#), which is \$40 (U.S.) through Friday, Oct. 11.

With more than 2,500 exhibiting companies, AAPEX is the showcase for the latest products, services and technologies that keep the world's 1.3 billion vehicles on the road. More than 48,000 targeted buyers are expected to attend, including automotive service professionals, auto parts retailers, warehouse distributors, service chains, automotive dealers, fleet buyers and engine builders. Approximately 162,000 automotive aftermarket professionals from 126 countries are projected to be in Las Vegas during AAPEX and the SEMA Show.

AAPEX is a trade-only event and is not open to the general public.

AAPEX is co-owned by the [Auto Care Association](#) and the [Automotive Aftermarket Suppliers Association](#) (AASA), the light vehicle aftermarket division of the Motor & Equipment Manufacturers Association (MEMA). For more information, visit www.aapexshow.com or e-mail: info@aapexshow.com. On social media, follow AAPEX at #AAPEX19.

###

Share this email:



[Manage](#) your preferences | [Opt out](#) using TrueRemove®

Got this as a forward? [Sign up](#) to receive our future emails.

View this email [online](#).

10070 W. 190th Place
Mokena, IL | 60448 US

This email was sent to .
To continue receiving our emails, add us to your address book.

emma®