



MEDIA UPDATES

Dear Media Attendee,

To learn about the opportunities and challenges of servicing vehicles equipped with Advanced Driver Assistance Systems (ADAS), plan to cover the [ADAS Forum](#), Thursday, Nov. 7, from 9:30 a.m. - 12:30 p.m., in the Bellini Ballroom at The Venetian. Session one will look at ADAS today with moderator Chris Gardner, senior vice president, Automotive Aftermarket Suppliers Association (AASA), and panelists Frank Leutz, COO, Desert Car Care and host of Wrench Nation Car Radio Talk Show; Dave Milne, president, ASE; and John Nielsen, managing director, AAA.

Ryan Frisch, manager, R&D Engineering – EE, Hunter Engineering Company, will moderate session two, with panelists from leading edge solution providers sharing their vision for the next-generation ADAS recalibration tools and techniques. 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.

Here's additional AAPEX news to keep you ahead of the curve:

Your Customer in 2020

Customer needs have changed with the pace of technology shifting the relationship. To learn how to stay connected in this online world, attend the AAPEXedu session, "[Your Customer in 2020](#)," Tuesday, Nov. 5, from 2:30 p.m. - 3:30 p.m., in the Bellini Ballroom at The Venetian. Vic Tarasik, director of corporate sales and major accounts, RLO Training, will lead this session.

Doing Business in China

For an update on the trade war, the current status of the Chinese economy and auto industry, and sourcing and selling opportunities in China, cover the AAPEXedu session, "[Doing Business in China](#)." Panelists are: Steven Ganster, senior director, VCP Solidiance Limited; Randy Wright, CEO, FCI Marketing; Jack Perkowski, managing partner, JFP Holdings; and Patrick Kelleher, global chief development officer, DHL Supply Chain. The session will be held Tuesday, Nov. 5, 10 a.m. - 11 a.m., in the Bellini Ballroom at The Venetian.

Innovations and Emerging Technologies at AAPEX

Many exhibitors bring their A-game to AAPEX. For a look at some of the demos and hands-on training you'll see on the show floor and throughout AAPEX, read the AAPEX Blog, "[AAPEX: Beyond Technology and Training](#)," by Liz Goad, CMP, DES, director, Events & Meetings, Automotive Aftermarket Suppliers Association (AASA).

Alternative Fuel Vehicles Gaining in Popularity

The U.S. Energy Information Administration predicts that there will be more than 75 million alternative fuel passenger vehicles and light duty trucks on American roads by the year 2050, triple the current number. With this growth comes a wealth of opportunities for aftermarket companies and small business owners. To learn more, read the AAPEX Blog, "[Alternative Fuel Vehicles and the Automotive Aftermarket](#)," by Micheal Smyth, director of the National Alternative Fuels Training Consortium (NAFTC), based at West Virginia University.

Reminders:

Join us for the **AAPEX Media Reception**, Sunday, Nov. 3, from 5 p.m. - 6 p.m., at Casanova Room 601, The Venetian. Please [RSVP](#) with your name and the name of your media outlet.

AAPEX 2019 is offering two Media Tours: **the AAPEX Innovation Tour**, Tuesday, Nov. 5, from 3 p.m. - 4 p.m., and the **Technology of Tomorrow Tour** on Wednesday, Nov. 6, from 1 p.m. - 2 p.m. [RSVP](#) now to reserve your spot and be sure to include the name of the tour you'd like to attend.

The AAPEX 2019 **Grand Opening Keynote Session** featuring President George W. Bush is closed to all press with no personal photography, note taking, or recording being permitted. For background information, visit the [Keynote Session](#) on the AAPEX website.

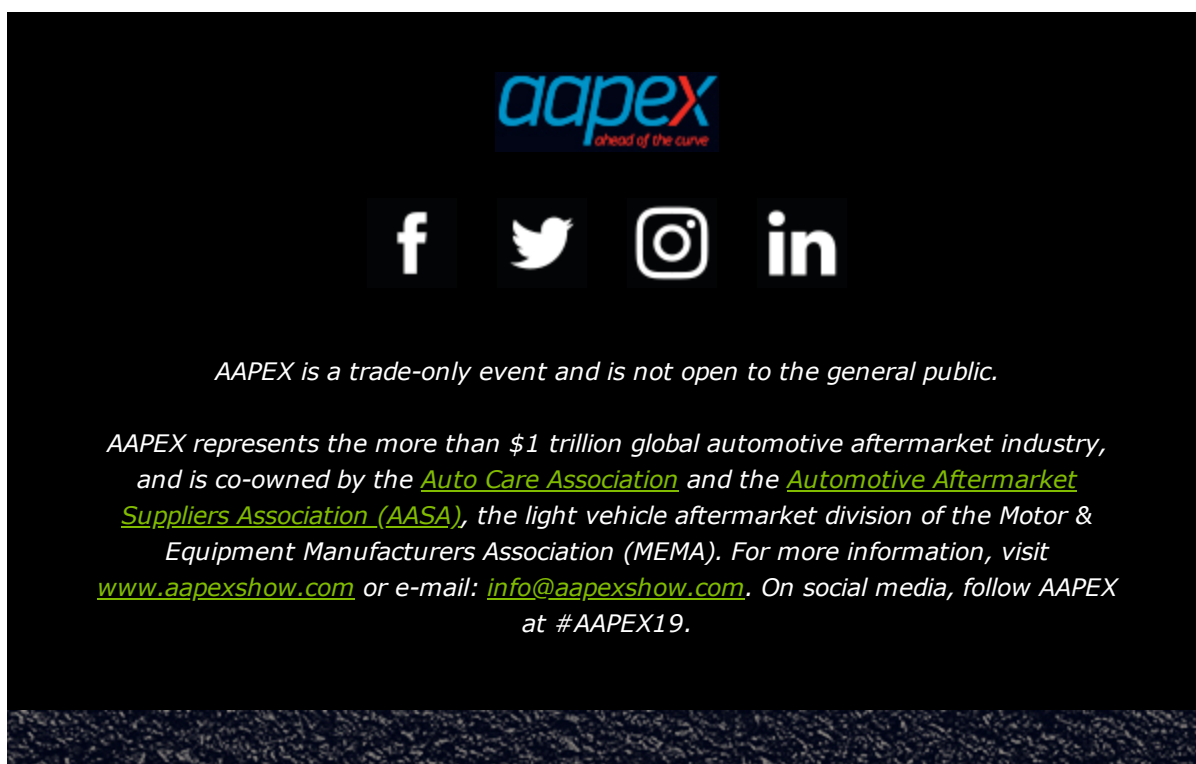
For more news and to join the AAPEX community, watch [AAPEX TV 360](#), follow #AAPEX19 on [Twitter](#), [Facebook](#) and [Instagram](#) and stay connected with us on the new [AAPEX LinkedIn Group](#).

Thank you for your continued coverage of AAPEX and please contact me with any questions.

Best regards,

Monica

Monica Buchholz
AAPEX Media Relations
monica.buchholz@apexshow.com
(978) 470-8887



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