



AISIN to Introduce New Way of Doing Business in the Automotive Aftermarket at AAPEX Press Conference

Executive panel with AISIN leadership to provide insights on the future of AISIN aftermarket

What: AISIN World Corp. of America will hold a panel-style press conference at its booth on Tuesday, Nov. 5, to announce significant structural changes in its Aftermarket division. Media and industry guests will learn more about the important changes that will impact the way AISIN Aftermarket business is done globally, and how customers will benefit. Visitors to the booth will also get a look at AISIN World Corp. of America's new branding and AISIN's current aftermarket product offerings.

Some recently introduced products will be onsite, including the latest additions to its [coolant/antifreeze lineup](#) for North American and European passenger and light-duty vehicles and its [EFI Tank Additive](#) for gasoline engines. In addition, ADVICS – the aftermarket's leader in advanced braking technology – will also participate at its parent company's booth, with Yasuji Kurita, president & CEO of ADVICS North America, present. ADVICS is set to announce the expansion of one of its product lines for over 20 Asian and domestic brands. Along with this announcement, ADVICS is set to debut new packaging on core products.

Refreshments will also be available to attendees.

When: 10-10:30 a.m., Tues., Nov. 5, 2024

Where: Booth A4656
Venetian Expo Level 2
Las Vegas, Nevada

Who: Panel participants include:

- Scott Turpin, president and CEO, AISIN World Corp. of America
- Masahiro Shiiya, president, AISIN Global Aftermarket
- Dwayne Bates, senior vice president, Aftermarket, AISIN World Corp. of America
- Joe Rohatynski, vice president, Corporate Communications, AISIN World Corp. of America (moderator)

RSVP

& Interviews: If you are planning to attend the press conference and/or if you would like to set up an interview, please RSVP/contact:

Brittney Popa, MBE Group on behalf of AISIN, (bpopa@mbe.group) 231.675.1692 or
Joe Rohatynski, AISIN World Corp. of America, (jrohatynski@aisinworld.com) 313.378.6570

About AISIN Aftermarket

AISIN Aftermarket (Americas), a business division of AISIN Corporation, is based in Torrance, Calif., and provides OE-quality premium parts and components to the automotive aftermarket, utilizing the engineering expertise, technological competencies, and resources as one of the largest Tier One suppliers in the world. AISIN Aftermarket offers an extensive line of automotive products in categories such as: cooling, engine, drivetrain, body, electronics, chemicals, and fluids. AISIN Aftermarket is also the exclusive distributor of ADVICS brake and brake-related products. AISIN brings OE quality to consumer driveways through a vast global distribution network as well as warehouse locations in California and Tennessee to service North America (Canada and USA) and in Panama, home of AISIN Sales Latin America. Please visit AISINaftermarket.com or connect with us at NA_Sales@AISINworld.com.