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## **Is Generation Y Shifting Away from Cars? J.D. Power & Associates Expert To Provide Insights at GAAS 2010**

**CHICAGO, IL – March 16, 2010** – Surrounded by a world of social media and mobile technology, members of Generation Y apparently don't have the same motivation toward all things automotive. That's according to new research from J.D. Power and Associates that will be presented by [Mike Cooperman](#), senior director of marketing for the company's Web Intelligence division at the 2010 [Global Automotive Aftermarket Symposium](#) (GAAS). GAAS 2010 will be held at the [Hyatt Regency O'Hare](#) near Chicago, May 18-19.

Cooperman's presentation, "**Gen Y Shifting Away from Cars**," will look at whether Gen Y cares about their cars in the same way that Gen Xers and Boomers do. In addition, he will also look at how the evolution of "green" consumers will impact their opinions on automotive brands. Cooperman directs all aspects of the division's marketing and promotion efforts from strategic development to tactical implementation. He recently guided the design and development of the J.D. Power Business Center, a centralized Web portal for clients.

Nearly 30 speakers and panelists are set for GAAS 2010 and a brochure detailing each of their presentations is available for download at [www.globalsymposium.org](http://www.globalsymposium.org). Members of the associations that sponsor GAAS are eligible for discounted registration fees of \$200 off regular rates when they register by April 1, 2010. GAAS 2010 room rates at the Hyatt Regency O'Hare are \$168 (single or double) and are guaranteed at this rate through April 16. Reservations can be made by phone at (800) 233-1234, or (847) 696-1234. Be sure to mention GAAS 2010 to obtain the discounted group rate.

The annual two-day Global Automotive Aftermarket Symposium brings together industry leaders and experts to examine the issues and trends affecting the automotive aftermarket and influencing its future. For more information on GAAS 2010, visit [www.globalsymposium.org](http://www.globalsymposium.org) or phone (301) 654-6664. You can connect with GAAS 2010 through [Facebook](#), [YouTube](#), [LinkedIn](#), and [Twitter](#).

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### **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 2009, 75 students who plan careers in the automotive aftermarket received GAAS Scholarships to help get their industry careers started. In the thirteen 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](http://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](http://www.globalsymposium.org).



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