



**GAAS PR 19-08**  
**April 21, 2008**  
**For Immediate Release**

**Media contact:**  
**Margaret Beck, AASA**  
**919-406-8828**  
**media@mema.org**

## **Promoting Supplier-Technician Dialogue Slated for Discussion At 2008 Global Automotive Aftermarket Symposium**

**Research Triangle Park, N.C.** – Steve Handschuh, president and COO, Automotive Aftermarket Suppliers Association (AASA), and Ron Pyle, president, Automotive Service Association (ASA,) will present “Let’s Talk: Promoting Dialogue Among Suppliers and Technicians” at the 2008 Global Automotive Aftermarket Symposium (GAAS) on Tuesday, May 20, at the Hyatt Regency O’Hare in Chicago, Ill.

Handschuh and Pyle will discuss the market shift that has occurred within the past two decades that has led to a decrease in dialogue between aftermarket parts manufacturers and automotive service technicians. During the presentation, Pyle will report on visits made to AutoZone and Auto Value distribution centers in February by the ASA Mechanical Operations committee. Pyle will focus primarily on questions the committee has for these suppliers about how they select parts for their commercial programs. Handschuh will join Pyle to provide commentary, from a manufacturer’s perspective, on questions generated during these visits.

### **About Steve Handschuh**

Steve Handschuh is the president and chief operating officer of the Automotive Aftermarket Suppliers Association (AASA) and vice president of the Motor & Equipment Manufacturers Association (MEMA).

An automotive aftermarket industry veteran of more than 30 years, Handschuh served as senior vice president, commercial, at AutoZone. Prior to AutoZone, he worked for NAPA AUTO PARTS/Genuine Parts Co. for 18 years, including serving as NAPA president from 1998-2004.

### **About Ron Pyle**

Pyle joined ASA in July 2002 and has served as its president since Nov. 1, 2002. Prior to joining the ASA staff, Pyle served as president of CarParts Technologies Distribution Network and was responsible for that company's alliance with major wholesale distributors, program distribution groups, associations and manufacturers.

Pyle is past chairman and treasurer of the Automotive Aftermarket Industry Association (AAIA) and was also chairman of the Automotive Service Industry Association. He has also served on the Automotive Warehouse Distributors Association Marketing Committee, chaired the Ford Motor Co. Independent Advisory Committee and served on the Automotive Wholesalers of Texas board of directors.

### **About GAAS**

The GAAS program is a joint professional education effort 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 Rebuilders 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.**

### **GAAS Proceeds Invested in Industry Future**

The GAAS scholarship program awarded 154 scholarships in 2007. Including the 2007 awards, GAAS has presented more than 1,300 scholarships and more than \$1.3 million since it was formed. Details about the GAAS scholarship program are available at [www.automotivescholarships.com](http://www.automotivescholarships.com).

###