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“Aftermarket Next: Insights on a New Generation of Customers & Employees” Is Theme for GAAS 2010

Global Automotive Aftermarket Symposium returns to Chicago May 18-19 at the Hyatt Regency O’Hare

CHICAGO, IL – February 2, 2010 – With a theme of “**Aftermarket Next: Insights on a New Generation of Customers and Employees,**” the 15th edition of the [Global Automotive Aftermarket Symposium](http://www.globalsymposium.org) (GAAS) will be held Tuesday, May 18 and Wednesday, May 19 at the [Hyatt Regency](http://www.hyatt.com) near Chicago.

“Let’s face it, the way many of us have done business has radically changed,” said [Dave Caracci](#), GAAS chairman. “New technology has enabled our industry to reach a new breed of customers and employees through Twitter, YouTube and Facebook. This year’s GAAS will provide attendees with profitable insights so their company can walk away with new strategies, marketing initiatives and research to help them reach this new generation.”

Among the presentations that will address the theme are: “**Turnaround Growth & Survival Through People**” with [Jim Wright](#), chairman & CEO, Tractor Supply, “**Gen Y: Shifting Away From Cars**” with [Mike Cooperman](#), senior director of Marketing, J.D. Power Web Intelligence, and “**Supplying 2 a nu gNR8N: Are You Ready for What’s Now? Innovations in Marketing & Branding**” a panel discussion with [Jim Brown](#), director of Marketing Services Honeywell; [Jeff Koviak](#), director of national sales, Tenneco; and [Alicia Smales](#), vice of president of marketing, Snap-on. In addition, GAAS 2010 will feature presentations on the Chinese aftermarket, a new mindset to capture unperformed maintenance, restructuring of the automotive industry and its impact on the aftermarket, and a panel discussion with shop owners and specialty manufacturers on how to service tomorrow’s cars.

To help promote GAAS, industry leaders are invited to connect with the event through social media at [Facebook](#), [YouTube](#), [LinkedIn](#), and [Twitter](#).

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 or phone (301) 654-6664.

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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.

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.