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GAAS 2010 Attendance Running 15 Percent Higher *Hyatt Regency O'Hare discounted room rate extended until Monday, April 26*

CHICAGO, IL – April 14, 2010 – Registered attendance for the 2010 [Global Automotive Aftermarket Symposium](http://www.globalsymposium.org) (GAAS) is running 15 percent higher than the previous year at this time. That's according to GAAS chairman [Dave Caracci](#).

"After a challenging economic climate in 2009, we are excited to see strong registration for GAAS 2010 just five weeks before it begins," said Caracci. "With nearly 30 speakers and panelists, this is one of our strongest programs ever. I encourage those straddling the fence to make this year's event a priority in their schedule."

GAAS 2010 will be held Tuesday, May 18 and Wednesday, May 19 at the [Hyatt Regency](#) near Chicago. To register for GAAS 2010, "**Aftermarket Next: Insights on a New Generation of Customers and Employees**," visit <http://www.globalsymposium.org/registration.shtml>.

GAAS 2010 room rates at the Hyatt Regency O'Hare are \$168 (single or double). The date to receive this guaranteed, discounted room rate has been extended 10 days until Monday, April 26. Reservations can be made by phone at (800) 233-1234, or (847) 696-1234. Be sure to mention the Global Automotive Aftermarket Symposium 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 or phone (301) 654-6664. You can also connect with GAAS 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.

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.



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