



NEWS RELEASE
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R. L. Polk & Co. Will Continue As Corporate Sponsor For GAAS 2011 in Chicago

CHICAGO, IL – August 18, 2010 – R. L. Polk & Co. has renewed its corporate sponsorship of the [Global Automotive Aftermarket Symposium](http://www.globalsymposium.org) (GAAS) for 2011. The recognized leader in data-driven solutions and automotive aftermarket intelligence, R. L. Polk & Co. has been the corporate sponsor of GAAS since 2003.

GAAS 2011 is scheduled for Wednesday, May 18 and Thursday, May 19 at the Hyatt Regency O'Hare near Chicago.

"I am excited to announce that our longtime partnership with R. L. Polk & Co. continues," said Dave Caracci, chairman of GAAS. "I appreciate Polk's renewed commitment to our event that helps educate our industry's leaders and also provides scholarship funds for students who want to pursue careers in the aftermarket."

Mark Seng, vice president, R. L. Polk & Co., said, "We are pleased to extend our support as the corporate sponsor of GAAS. The Symposium is an important opportunity for top managers in the aftermarket to expand their knowledge base and learn the latest business practices from top experts. GAAS is the single greatest opportunity each year for industry education and we are proud to be associated with this prestigious event."

Under the agreement, R. L. Polk & Co. will present the prestigious Polk Inventory Efficiency Award at GAAS 2011. This is the seventh year for the awards which recognizes and rewards outstanding aftermarket companies for process improvements relative to inventory efficiency. Winners of these awards will have demonstrated a positive impact on one of the largest problems in the aftermarket—inventory efficiency. For more information on the awards, visit http://usa.polk.com/Industries/AfterMkt/aftmkt_ie_award_2005.htm.

The annual two-day Global Automotive Aftermarket Symposium brings together industry leaders and experts to examine the issues and trends affecting the worldwide automotive aftermarket and influencing its future. For more information on GAAS 2011, 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 2010, 86 U.S. and 8 Canadian students who plan careers in the automotive aftermarket received GAAS Scholarships to help get their industry careers started. In the fourteen years of the program, more than 1,500 students have received aid totaling more than \$1,500,000. 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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About R. L. Polk & Co.

R. L. Polk & Co. is the premier provider of automotive information and marketing solutions. Polk collects and interprets global data, and provides extensive automotive business expertise to help customers understand their market position, identify trends, build brand loyalty, conquest new business and gain a competitive advantage. Polk helps automotive manufacturers and dealers, automotive aftermarket companies, finance and insurance companies, advertising agencies, media companies, consulting organizations, government agencies and market research firms make good business decisions. A privately held global firm, Polk is based in Southfield, Michigan with operations in Australia, Canada, China, France, Germany, Japan, South Korea, Spain, the United Kingdom and the United States. For more information, please visit www.polk.com.



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