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ASRW 2008 Events – NACE and CARS – Deliver Strong Results

Dallas, TX — The 26th annual International Autobody Congress & Exposition (NACE) and the Congress of Automotive Repair & Service (CARS) delivered a solid event for those in attendance – professionals from both the collision and mechanical segments of the industry. These industry events were co-located at the Mandalay Bay Convention Center in Las Vegas, Nevada, Nov. 5-8. Together, NACE and CARS attracted a total audience of 23,327 collision and mechanical industry professionals, representing the cornerstone of the recently created Automotive Service & Repair Week (ASRW), sponsored by the Automotive Service Association (ASA).

"The first ASRW certainly met my expectations and more, but what excites me most is the potential we have created with this event," said Ron Pyle, ASA president and chief staff executive. "There is no question that it can grow in numbers and in stature to be the pre-eminent service and repair event in the world. The key to achieving this goal is to continue to carefully listen to the attendees and exhibitors, and make the necessary adjustments to provide the value they are seeking. ASRW has established the concept of a 'shop show' for automotive shops of all disciplines and we welcome the opportunity to expand the horizon."

The NACE exhibits finished at 127,800 total net square feet and the CARS portion of the floor finished at 6,600 total net square feet --- plus an additional 26,900 square feet of demo, theater and attraction space. There were 362 NACE exhibiting companies (64 of which were new) and 47 CARS exhibiting companies. Exhibitors sponsored an array of "Expo Extras" that provided free on-floor education to all registered attendees. These included live demos, presentations and the all new CARS Exhibitor Theaters which featured full-day education each of the three show days.

Jonathan Barrick, Marketing Manager, Global Finishing Solutions stated, "NACE 2008 was a strong show for GFS. The international presence at NACE was excellent. We spoke with customers from all over the US as well as Canada, Mexico, South America, and Australia, to name a few. We will definitely be back in 2009!"

Dusty Dunkle, President, Customer Research, Inc. stated, "We were very pleased to have yet another successful NACE in 2008. Even in tough economic times, NACE was thriving. Furthermore, there was a higher ratio of key decision makers attending the expo which resulted in better communication with our primary target audience."

Jerry Raskind, Wholesale Programs Manager, Toyota Motor Sales, U.S.A., Inc. said, "Toyota's participation in CARS 2008 was a great success! By combining CARS with NACE under the Automotive Service Repair Week banner, we enjoyed an increased number of quality contacts with repair shop owners and technicians. We were able to highlight our business partnership with independent repair shops by featuring new, competitively priced parts and real-time demonstrations of online parts ordering and access to factory repair information. We are looking forward to next year's event!"

With an educational conference geared to providing high-level sessions and expert speaker line-up, NACE featured 56 sessions; CARS featured 37. Additionally, there were nine I-CAR Technical Training courses, one PCI course, four ASE Test Prep Classes (mechanical and collision focused), the new TRAIN the TRAINER session, as well as eight on-floor I-CAR Technology Showcase clinics and the numerous exhibitor sponsored on-floor educational opportunities each day within the Exposition.

"The results gained from our inaugural ASRW events were significant, providing excellent momentum moving forward with plans currently underway for 2009. By combining a comprehensive educational program, a compelling general session line-up and the addition of many new features on the show floor, this year's NACE and CARS delivered outstanding events for collision repair and automotive service professionals. From these solid results, many exhibitors are already requesting exhibit space and sponsorships for the coming year," said Galen Poss, president, Hanley Wood Exhibitions (the shows' producer for ASA).

Based on a quick pre-show survey to registered NACE 2008 attendees, the co-location of CARS with NACE was welcomed by NACE attendees. When asked "Do you value the co-location of CARS?" – 63% indicated yes; "Do you perform mechanical repairs in your collision facility?" 58% indicated yes. With more collision repair facilities keeping the mechanical service repairs in-house, they are clearly seeking information on increasing their skills through educational offerings, as well as seeking time with exhibitors.

ASRW 2009, featuring NACE and CARS as co-located events, will again take place at the Mandalay Bay Convention Center from November 4-7, 2009 in Las Vegas, Nevada, USA. The educational Conference will run Nov. 4-7 (Wednesday-Saturday), and the Exposition will be open Nov. 5-7 (Thursday-Saturday). ASRW events also take place during the Automotive Aftermarket Industry Week (AAIW), taking place that same week in Las Vegas.

NACE -- the world's collision repair event – annually attracts collision repair industry professionals from around the globe and features a comprehensive educational Conference and Exposition of leading manufacturers and companies representing the latest in collision repair equipment, products, services and technologies. To exhibit at NACE 2009, call toll-free 888.529.1641 (ext. 6316) or 972.536.6316. For more NACE information, visit the NACE website at www.NACEexpo.com.

CARS -- the premier event for automotive service professionals – annually attracts automotive service and repair industry professionals and features a comprehensive educational Conference and Exposition of exhibiting companies representing the latest products, equipment, services and technologies available to the automotive service and repair market. To exhibit at CARS 2009, call toll-free 866.704.8069 (ext. 6399) or 972.536.6399. For more CARS information, visit the CARS website at www.CARSevent.com.

The Automotive Service Association is the sponsor of ASRW, NACE and CARS. ASA is the largest international not-for-profit trade association of its kind dedicated to and governed by independent automotive service and repair professionals. ASA advances professionalism and excellence in the automotive industry through education, legislative representation and member services. Its international membership base includes numerous affiliate, state and chapter groups from all segments of the industry. For additional information about ASA, go to www.ASAshop.org. ASRW, NACE and CARS are produced by Hanley Wood Exhibitions (HWE). For additional information, contact HWE at P.O. Box 612128, Dallas, Texas 75261-2128 or call toll-free 888.529.1641 or 972.536.6444.