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2008 ASRW Celebrates Success As It Draws to a Close

Las Vegas, NV— This year's Automotive Service & Repair Week (ASRW) celebrated its inaugural event with the co-location of the 26th annual International Autobody Congress & Exposition (NACE) with the Congress of Automotive Repair & Service (CARS) November 5-8 at the Mandalay Bay Convention Center in Las Vegas, Nevada. The 2008 ASRW theme "Inside & Outside – We've Got You Covered" did just that by providing members of the collision and mechanical repair segments with outstanding education, networking opportunities and a world-class tradeshow packed full of the latest products, equipment, services and technologies.

"The inaugural ASRW has definitely been a success. The combination of resources available both on the show floor and in the educational sessions was outstanding and delivered unprecedented value to both exhibitors and attendees," commented Darrell Amberson, AAM, president of Lehman's Garage located in Bloomington, Minnesota and the 2008 Event Chairman of NACE. "As always, NACE is a direct reflection of the collision repair industry and always will be. With the addition of CARS into the mix, industry professionals can truly benefit from all the offerings – both mechanical and collision," Amberson continued.

ASRW provided comprehensive educational training complete with separate educational programs for both NACE and CARS. The NACE Conference Program consisted of 57 sessions in 6 specialized tracks (Auto Glass, Jobber, Vehicle Repair, Estimating, Management and Women's Professional Development), and the CARS Conference Program included 37 sessions in two focused tracks (Management and Technical).

"Especially in light of the current work environment and economic conditions, those in attendance will gain the necessary knowledge of new equipment, services, techniques and technology they need to succeed in the future. Most are very optimistic for what is to come," commented Aaron Clements, president, C&C Automotive and the 2008 CARS Chairman..

Complementing the educational sessions were several key events, including lively welcome/networking receptions for NACE (sponsored by CCC Information Services) and CARS (sponsored by Mitchell1), an empowering Opening General Session (sponsored by DuPont Performance Coatings) featuring a keynote address by Archie Manning, and an engaging Friday General Session (sponsored by Akzo Nobel) highlighting generational divisions and differences in the workplace.

With the creation of ASRW and the co-location of CARS and NACE – the exposition provides an unmatched opportunity to shop and compare all the products, services, equipment, state-of-the-art technologies and innovations available today.

"This is the best show we've been to in terms of attendance & people interested in our product. Actually, we've been overwhelmed by the response and interest," said Joe Richard, Owner, Master Vehicle Mover, first time exhibitor at NACE.

In addition to seeing the newest products and technologies on the combined show floor, NACE and CARS both featured 'Expo Extras' which enhanced the overall show floor experience. NACE extras included the I-CAR Technology Showcase with eight free on-floor, hour long clinics; the Auto Glass Expo, featuring exhibits, live demonstrations, as well as daily heats in the 4th annual Auto Glass Technician Olympics and the 3rd annual Windshield Repair Olympics.

CARS Expo Extras included free all day education live on the show floor in the Exhibitor Theater, differing in sponsor and offerings each day.

Other 'Expo Extras' included the New Products Pavilion which drew attendees from throughout the exhibition to see the newest products just hitting the marketplace. Also featured were live demonstrations, presented by multiple exhibitors on the show floor.



Key exhibitors had notable industry celebrities make appearances in their booths for autograph signings and photo opportunities. Chip Foose, an industry icon in the world of auto painting and refinishing was featured by both BASF and; SATA Spray Equipment brought, who also hosted Chris Jacobs and Mitch Lanzini; and Sharpe had Justin Barnes from JB Grafix, who painted the motorcycle featured in their booth.

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Both NACE and CARS, the 2008 ASRW co-located events were held November 5-8, at the Mandalay Bay Convention Center in Las Vegas, Nevada, USA. The educational Conference took place November 5-8 (Wednesday-Saturday), and the Exposition ran from November 6-8 (Thursday-Saturday).

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.