

ASRW PRESS CONTACT:
Pamela Miller
(888) 529-1641 / (972) 536-6318
pmiller@hanleywood.com



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Automotive Service & Repair Week Brings Together NACE, CARS and More

Las Vegas — The Automotive Service Association (ASA) has announced the creation of Automotive Service & Repair Week (ASRW), which will make its debut in November 2008. The overall goal of ASRW is to bring together buyers and sellers of automotive products and services in one venue that includes both education and trade show activities. ASRW will grow to include activities for other organizations and industry segments, thereby creating a home for all that work in or cater to the automotive service and repair industry.

As part of this initiative, the International Autobody Congress & Exposition (NACE) and the Congress of Automotive Repair & Service (CARS) will co-locate to create an industrywide event that includes both the collision and mechanical segments of the automotive service and repair industry.

Both NACE and CARS are sponsored by the Automotive Service Association and were previously held at separate locations. Starting next year, NACE and CARS will be co-located at the Mandalay Bay Convention Center in Las Vegas. While each event will retain its own identity, the broader banner of ASRW will clearly indicate and promote to both the exhibitor and attendee segments of the industry that the focus will be on the shop owners and technicians who perform mechanical and collision service and repair. The inaugural event will take place Nov. 5-8, 2008.

“This is a watershed moment for the automotive service and repair industry,” said Ron Pyle, ASA president and chief staff executive. “Our longstanding CARS and NACE events will be even better with expanded opportunities for education, training and networking. ASA and Hanley Wood, which will manage ASRW, have a 25-year history of working together to produce high-quality industry events. ASRW will cater to the repair shop owner, manager and technician – and any group that relies on these professionals and the products and services they use to stay successful.”

ASRW will grow to include activities for other organizations, industry segments and events with the goal of creating a “mega” service and repair event that will touch all aspects of the automotive service and repair industry. Initial industry feedback from key organizations and industry segments has been extremely positive and validates the need for an umbrella event for manufacturers, insurance representatives, information service providers, and service and repair professionals.

"Toyota Motor Sales USA is very pleased to show support for ASRW in 2008. We have long supported NACE and CARS, and look forward to this expanded opportunity to support both shows and the service and repair industry overall," said Jerry Raskind, Toyota's wholesale development manager. "ASRW will allow us additional ways in which we can partner with the independent service and repair segment, and will be a welcomed event as we plan ahead for next year."

"We are excited about the integration of NACE and CARS into a single forum at Automotive Service & Repair Week in 2008," said Bob Tschippert, senior vice president, Automotive Specialty Markets, Zurich Direct Underwriters. "Combining these two events will allow for a higher level of synergy and collaboration between the two industries. Zurich Direct Underwriters supports ASA and this effort to provide a venue for a combined automotive service and repair industry event. We see this as a great opportunity for our service and repair customers to learn from each other by sharing best practices and proven efficiencies. We look forward to 2008 and participating once again with ASA at ASRW."

"ALLDATA is thrilled to hear that NACE and CARS will be combined in the same venue in 2008. The fusion of these shows demonstrates how vehicle technology has blurred the boundary between the mechanical and collision worlds. This change will bring new excitement to the combined shows, and will be advantageous to both exhibitors and attendees alike. Automotive professionals in all areas of the industry will benefit," said Jeff Lagges, president of ALLDATA LLC.

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 serving the automotive service and collision repair industry. 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.