

ASRW PRESS CONTACT:
Pamela Miller
888-529-1641 / 972-536-6318
www.NACEexpo.com
www.CARSevent.com

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Strong Start for Co-Located ASRW Events — NACE and CARS

Dallas, Texas — The Automotive Service Association (ASA), sponsors of the recently created Automotive Service & Repair Week (ASRW), as well as the International Autobody Congress & Exposition (NACE) and the Congress of Automotive Repair & Service (CARS), announced that both the NACE and CARS events are off to a strong start. Initial booths were assigned during the joint Space Draw, resulting in over 85% sold of the projected 160,000 net square feet in exhibit space. NACE and CARS will be co-located in 2008 and held at the Mandalay Bay Convention Center in Las Vegas, Nevada, November 5-8.

“The exhibitor participation during the initial Space Draw process is very encouraging,” said Ron Pyle, ASA president and chief staff executive. “Such strong results further support the decision to co-locate these longstanding events [NACE and CARS], allowing us to further expand the Expos, available education and training, as well as the unparalleled networking opportunities, reaching the collision and mechanical sectors of the entire industry.”

The online housing system is live and open at www.NACEexpo.com and www.CARSevent.com. Hanley Wood Housing will assist attendees and exhibitors with all hotel, airline and car rentals -- one-stop shopping for all travel needs.

The NACE and CARS hotel block includes the Mandalay Bay Resort & Casino, THEhotel at Mandalay Bay, Excalibur Hotel & Casino, New York-New York Hotel & Casino, Luxor Hotel & Casino, Monte Carlo Resort & Casino, and the all new Hooters Hotel Casino.

“With so much happening during that first week of November, Las Vegas is jam-packed and hotels will fill-up very fast. We encourage attendees and exhibitors alike to book and secure rooms early,” said Debbie Guthrie, NACE Housing & Travel Manager.

Online Registration will open in early-June and the printed attendee brochures will be distributed in mid- to late-July.

Both NACE and CARS, the 2008 ASRW co-located events, will be held November 5-8, at the Mandalay Bay Convention Center in Las Vegas, Nevada, USA. The educational Conference will run from November 5-8 (Wednesday-Saturday), and the Exposition is open November 6-8 (Thursday-Saturday). Both 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 draws an estimated attendance of 25,000+ industry professionals from around the globe, featuring a comprehensive educational Conference and Exposition of 450+ exhibiting companies. To exhibit at NACE 2008, call toll-free 888.529.1641 or 972.536.6444. For more NACE information, visit the NACE website at www.NACEexpo.com.

CARS -- the premier event for automotive service professionals -- projects an estimated attendance of 2,000+ industry professionals, features a comprehensive educational Conference and Exposition of 100+ exhibiting companies. To exhibit at CARS 2008, call toll-free 866.704.8069 or 972.536.6425. 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 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.ASAsShop.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.

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