

ASRW PRESS CONTACT:  
Pamela Miller  
888-529-1641 / 972-536-6318  
[www.NACEexpo.com](http://www.NACEexpo.com)  
[www.CARSevent.com](http://www.CARSevent.com)

FOR IMMEDIATE RELEASE:  
September 8, 2008



## **NACE and CARS – 2008 Conference Highlights**

*Dallas, Texas* — Conference plans for the upcoming International Autobody Congress & Exposition (NACE) and the Congress of Automotive Repair & Service (CARS) are set to deliver comprehensive education and training by industry experts. These industry events are co-located at the Mandalay Bay Convention Center in Las Vegas, Nevada, Nov. 5-8. Together, NACE and CARS represent the cornerstone of the recently created Automotive Service & Repair Week (ASRW) and are sponsored by the Automotive Service Association (ASA).

“Much emphasis has been placed on speaker selection and session content in the development of the 2008 program,” said Ellen Pipkin, Hanley Wood Exhibitions’ show manager of NACE and CARS. “Providing topics that address the daily challenges faced by collision and mechanical professionals is the primary objective. There really is no better place to get this education than NACE and CARS. It is our hope to equip conference participants with the skills and techniques that will help them to advance their businesses to the next level.”

NACE offers 55+ sessions with topics and speakers delivering cutting-edge education in six specific tracks: Auto Glass, Estimating, Jobber, Management, Vehicle Repair and Women’s Professional Development. Topics include: Lean Practices, OE Color Variation, Conflict Management, “Green” Consumer Patterns, New Technologies, and more.

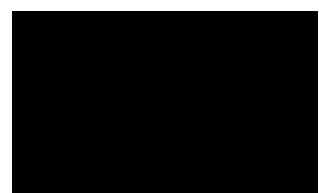
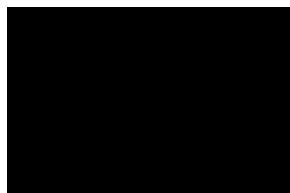
CARS offers 35+ sessions with expert speakers presenting in two distinct tracks: Management and Technical. Topics include: Time Management, Low Amp Probe, DSO Diagnostics, Toyota Hybrid Transaxles, Defects & Recalls, and more.

I-CAR debuts its ‘World Premier’ Hybrid Electric and Alternative Fuel Vehicles (ALT02) class at NACE, along with Steel Unitized Structures Technologies and Repair (SPS07) and Steel Full-Frame Technologies and Repair (SPS08) – each scheduled three times during the course of the conference. Additional free on-floor I-CAR clinics are available in the I-CAR Technology Showcase during show hours.

Online registration is available at [www.NACEexpo.com](http://www.NACEexpo.com) and [www.CARSevent.com](http://www.CARSevent.com). Registration options that include conference session selections are the Super Pass and Wednesday Day Pass. Individual session tickets are also available for purchase, as well as the many Conference Extras (including I-CAR Technical Training, PCI Update Session and the all new TRAIN the TRAINER). Cross-registering for any of the conference sessions and/or key event activities offered at either NACE or CARS is available to all, whether attendees are primarily registering for NACE or CARS. Free Early Bird Roundtables and Free ASE Test Prep Classes are available too (both mechanical and collision). Admission to both the NACE and CARS Expos is included with any/all registration. ASA members receive a registration fee discount, as do all the ASRW Partnering Program Participants (AIRC, CAA, CCIF, MAP, NABC, NAPDRT, NATA, SCRS, WIN and ASA Affiliates: AZ, CO, GA, IL, MI, NC, NE, OH, TX, WA).

A variety of on-floor education options are available as part of the NACE and CARS Expo Extras. The NACE show floor features on-going exhibitor presentations and live demos, as well as the Auto Glass Expo featuring auto glass companies, live demos and exciting Auto Glass Technician and Windshield Repair Olympics – technicians compete from across the US, showcasing their skills and techniques. The CARS show floor features daily exhibitor presentations and exhibitor theaters featuring comprehensive training by Identifix (Thursday), clientONE (Friday) and Bosch (Saturday). All Expo Extras are free to all NACE and CARS registrants.

Additional education and motivational value is offered during both General Sessions. Thursday morning’s Opening General Session featuring Archie Manning (sponsored by DuPont) and Friday morning’s General Session featuring Cam Marston’s presentation on Multi-Generational Relations in the work place (sponsored by Akzo Nobel).



Online housing reservations can be booked at [www.NACEexpo.com](http://www.NACEexpo.com) and [www.CARSevent.com](http://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. Recently reduced rates are available at some of the properties included in the NACE and CARS hotel block -- 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.

Both NACE and CARS, the 2008 ASRW co-located events, will be held Nov. 5-8, at the Mandalay Bay Convention Center in Las Vegas, Nevada, USA. The educational Conference will run from Nov. 5-8 (Wednesday-Saturday), and the Exposition is open Nov. 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 400+ 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](http://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 80+ 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](http://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.ASAsShop.org](http://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.