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FOR IMMEDIATE RELEASE



NACE and CARS Expands Conference to Deliver Timely Education for Industry Professionals

Dallas / May 29, 2009 — As the industry's educational leaders, NACE and CARS have developed an expanded 2009 conference program delivering a total of 84 sessions (or 138 hours) of compelling and relevant education focused on today's industry professionals – all for the same cost as 2008. Timely topics that teach facility owners and managers how to stay ahead and focus on their businesses during the current economic climate. The NACE and CARS conference delves into topics that are dealt with by both the mechanical and collision segments of industry professionals on a daily, weekly and annual basis. Sessions will be offered in both 90-minute and 3-hour timeslots. Tracks include management, vehicle repair (collision), technical (mechanical), women's professional development, train the trainer, estimating, jobber, auto glass, and the all new tracks for lean and heavy duty truck – due to the overwhelming request from post-show attendee surveys. Both the upcoming International Autobody Congress & Exposition (NACE) and the Congress of Automotive Repair & Service (CARS) are sponsored by Automotive Service Association (ASA) and co-located at the Mandalay Bay Convention Center in Las Vegas, Nevada, November 4-7, during the second annual Automotive Service & Repair Week (ASRW).

There are NACE-specific and CARS-specific sessions, but any registered attendee has access to any session they wish to attend. The entire conference program was designed to meet the educational needs of today's professional. With this in mind, all CARS technical sessions have been assigned to 3-hour timeslots since more detail and instruction is required in order to achieve the level of expectation. Additional timeslots were added to the Thursday, Friday and Saturday overall schedules to provide more choices to fit individual agendas.

Management sessions are expected to be the most universal selection among both collision and mechanical professionals. These subjects generally cross the boundary of industry segmentation and pertain to both business-models in a similar fashion.

"Each year the conference development and direction is created with the attendees' needs as the foremost catalyst. But with the economy impacting this industry – from both negative and positive standpoints, special emphasis was given to 2009 topics that would help them keep their businesses vital and competitive," said Ellen Pipkin, show manager, Hanley Wood Exhibitions. "We've added five new timeslots to the schedule offering an additional 7.5 hours of education. It is our top priority to provide real knowledge and skills, delivering participants with an immediate 'take-away' that makes their businesses work smarter, better and more productively."

For more event details visit www.NACEexpo.com or www.CARSevent.com.

About the Events

NACE -- the world's collision repair event -- annually draws an estimated attendance of 20,000+ industry professionals from around the globe, featuring a comprehensive educational Conference and Exposition of 350+ exhibiting companies. To exhibit at NACE 2009, call toll-free 888.529.1641 or 972.536.6316. 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 40+ exhibiting companies. To exhibit at CARS 2009, call toll-free 866.704.8069 or 972.536.6399. For more CARS information, visit the CARS website at www.CARSevent.com.

Online registration opens in June and will offer various package options starting at \$200 and Expo registration for \$10 until September 17th early cut-off. Online housing can be booked through www.HanleyWoodHousing.com, along with additional travel arrangements for airlines and rental cars.

For additional information, contact Hanley Wood Exhibitions at P.O. Box 612128, Dallas, Texas 75261-2128 or call toll-free 888.529.1641 or 972.536.6444.

About the Sponsor

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.