



NACE automechanika ATLANTA

Fast Facts

When Wednesday, Aug. 8 10 a.m.- 4 p.m.
Thursday, Aug. 9 10 a.m.- 4 p.m.
Friday, Aug. 10 10 a.m.-2 p.m.

Where Georgia World Congress Center
285 Andrew Young International Blvd. NW
Atlanta, GA 30313

For information, go to tinyurl.com/atlantanam.

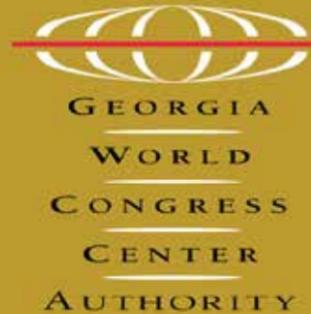
It's no secret that the temperature and humidity soar in Georgia in August. But this year, Hot'Lanta will host the automotive service and collision repair industry's coolest event: NACE Automechanika Atlanta. As the largest trade show in the United States dedicated to high-end technical and management-related training, it features hundreds of exhibiting companies and thousands of attendees. And this three-day edition promises an exciting and educational event that will cover the latest technology during the esteemed Technology & Telematics Forum, sponsored by the Automotive Service Association and the Alliance of Automobile Manufacturers.

From the software used in instrumentation, backup sensors, adaptive cruise control, cameras and sophisticated wireless communications systems to tomorrow's driverless vehicles, telematics represents a dizzying array of computer science, multimedia presentations and navigational components.

The forum will consist of several segmented discussions focusing on topics such as cybersecurity, consumer privacy and government oversight, presented by experts representing entities from across the automotive industry and the federal government, including Robert L. Redding Jr., ASA's full-time representative in Washington, D.C.

Don't miss the Show Issue of AutoInc. in July-August for even more information on NACE Automechanika Atlanta!

"This has quickly emerged as one of the most popular events during NACE Automechanika," says Scott Benavidez, ASA Collision Operations Committee director, "The industry wants this information, and ASA is happy to provide it. ASA represents the leadership in the industry, and it



A Commitment to Training

With drastic change sweeping the industry, **NACE Automechanika Atlanta provides a super-charged showcase** for new technology and repair techniques.

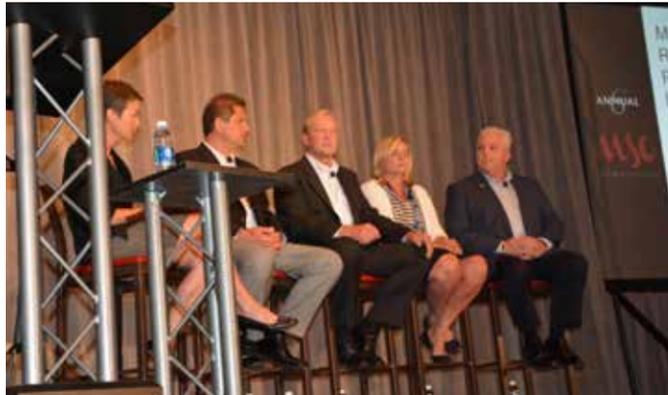


Why Go?

- See the latest products, tools, technology and equipment hitting the market
- Get hands-on technical training and experience interactive demos right on the show floor
- Build stronger relationships, make new contacts and network with the industry

is our obligation to make sure the industry is prepared to repair today's vehicles and the ones they will see in the near future." So come for the technical know-how





and bask in the city's famed Southern hospitality. NACE Automechanika Atlanta promises to be the venue for shop-level training and the ultimate platform for sourcing new products and suppliers.

Once again, the event will feature some of the best trainers in the country, conducting technical and management classes built around today's trends and techniques for the evolving automotive landscape. And you'll also have an excellent opportunity to network with OE engineers and talk about some of the remarkable innovations they're putting into their vehicles.

Why Atlanta? Planners listened to exhibitors and focused on better ways to serve the industry. And Georgia is home to more than 3,500 international firms, including Mercedes Benz USA, KIA Motors and Porsche Cars North America.

Bob Wills, ASA Mechanical Operations Committee director adds, "The industry is moving at a pace we've never experienced. Shops owners and managers need to stay current about the latest technology. Attending this event provides you with a competitive advantage in the marketplace.

So join us! After all, Hot'Lanta's Georgia World Congress Center is air-conditioned. — John Clark



Top 7 Reasons to Attend

- 1 Hands-on Technical Training
- 2 I-CAR, AMi, NATEF and other CEU credits available
- 3 Spend more time experiencing the newest technology
- 4 Participate in forums that matter to you
- 5 Shop for tools from more than 500 exhibitors
- 6 Learn from the OEMs – free training
- 7 An industry week full of co-located events

Please note: The trade show is not a consumer event and is only open to automotive service repair and collision shop owners, technicians, jobbers, distributors, manufacturers and other trade affiliates.

Get Up-To-Speed at the Technology & Telematics Forum

Sensors. Cameras. Accident-avoidance systems. Wireless communications. Autonomous vehicles. Are you in-the-know on collision repair techniques for all these new technologies? If not, don't miss the Technology & Telematics Forum (TTF).

The TTF is the leading program in the collision industry focusing on advanced automotive technology. It's a great opportunity to learn about the new tech and diagnostics required to repair newer vehicles after they've been involved in a crash.

Car manufacturers, insurers, repairers and technology companies are driving the content, which makes this the most comprehensive and relevant program of its kind.



Attendees will learn about the technology in today's vehicles with a look toward the next 12-36 months.

To find a lineup of scheduled speakers, go to advancetechrepair.com.

Anyone impacting the collision repair industry is welcome, but those who really need this program include:

- Collision repairers
- Executive and management staff from MSOs
- Leadership of independent shops
- Insurance professionals
- Technology providers

The business is changing fast. If you don't keep up — by reevaluating your training, equipment and interaction with

customers — you'll fall behind. So this exclusive annual event is crucial to the health of your business.

Come get the knowledge you need to prepare your shop for the future.



BY PETE RUDLOFF

Book Your Hotel Now

Get a great rate on your hotel room in Atlanta with NACE Automechanika's special travel discounts that will help make your stay affordable. In partnership with the travel experts at onPeak, we've made a limited number of reduced-rate hotel rooms available on a first-come, first-served basis. So act now to take advantage of onPeak's Best Rate Pledge.

Official NACE Automechanika Atlanta hotels include:

- Aloft Atlanta Downtown
- Courtyard Atlanta Downtown
- Hilton Garden Inn Atlanta Downtown
- Holiday Inn Express & Suites Atlanta Downtown
- Omni Hotel at CNN Center
- The American Hotel Atlanta Downtown
- The Ellis on Peachtree
- Westin Peachtree Plaza

Be aware that onPeak is the only official hotel provider associated with this event. If any other hotel resellers contact you about accommodations for your trip, please contact Rosa Yee at rose.yee@ubm.com. For available rates and to book your hotel room through onPeak, go to tinyurl.com/nacehotels.

What to Expect

1 Courses led by OEMs that cover the changing systems you're starting to see in your shop

2 Training for collision repair professionals – painters, welders, estimators and managers – will include every phase of your regulated environment

3 Learning opportunities with your peers to help you keep you up-to-speed on how other shop owners are handling the same problems you're experiencing

4 Improving your diagnostic skills with courses tailored to your needs

5 Seeing what's new and what's coming soon will put you ahead of the competition

6 Networking opportunities that give you valuable connections with shop owners and trainers from around the country

7 Sessions about how to budget, hire, train and more will help you to better manage your business

MSO Symposium: Prepare to Repair

Join a global audience of key decision-makers at this year's MSO Symposium, scheduled for Thursday, August 9. The Symposium is designed to give collision repair pros insight into how they must prepare to achieve success in the future, as well as provide opportunities to share information with growth-focused executives from other multi-shop companies throughout the industry.

This year's features representatives from ABRA, Caliber, Gerber, CARSTAR, Fix Auto, Service King and more, owners of large independent collision repair shops, insurance professionals and OEM leadership – major stakeholders that produce tens of millions of dollars in annual purchases.

The MSO Symposium is exclusive and open only to those within these categories, with the exception of the limited number of industry sponsors. Don't miss it!

8 Educating the Educators: Take courses designed especially for today's automotive teachers to help them improve what they teach and how they teach it

9 Meetings with distributors, jobbers and retailers to pick up knowledge that will cement your reputation as an expert resource with your customers

10 Getting under the hood to see how the vehicles' systems have evolved, where they're headed and how to fix them right the first time

The Right Aligner

Aligners are expensive. Read this to learn how to choose one that fits your shop's needs and a vendor you can work with.

Question: *Hi Pete, I have a three-bay shop and currently sublet alignments to another local shop because I don't have an alignment rack. It's cheap enough, but the other shop is slow and not always reliable. I'm thinking about replacing one of my two-post lifts with a drive-on alignment rack. The cost of new racks is \$40-50K. I see used options pop up sometimes for under \$10K. Is used viable? Or is new worth it? How do I choose which company to go with?*

– Joel in Connecticut

Answer: Great question and one that is subjective to the specific shop and based on many factors such as car count, cash flow and growth potential. It's important to remember that newer aligners are going to be faster than an older setup, but any quality aligner that is used by a skilled technician will produce a well-aligned vehicle.

Evaluate how many alignments your shop expects to perform. A shop that does four alignments a day is going to generate around \$92,000 a year, if they charge \$89.99 per alignment. A shop that does two alignments a week is going to generate less than \$10K a year at \$89.99 per alignment. The shop generating \$92,000 a year won't have trouble paying off a \$50,000 aligner in a year. But for the two-per-week shops, a \$50,000 aligner is probably not a win.

How to Ask Pete

If you have hard questions, Pete has the answers. Whether it's a technical question, shop management, shop politics or even just about auto-trade life in general, send it to askpeteasa@gmail.com. If your question is selected, you'll receive a \$50 gift card, courtesy of Blue Collar Technologies.

alignment capability and factory warranty. In fact, when you start stripping away some of these features, you might find a \$15,000-\$20,000 savings. Some manufacturers allow these entry-level options to be scaled up over time.

Things to Ask Your Local Equipment Rep:

- For references of satisfied customers
- Is there an entry-level option?
- Is that entry-level option scalable over time to have more features?
- Do they have a premium option available in a used platform?

Consider the people who will be supporting and maintaining the alignment system. These equipment service technicians are of greater value than the brand of equipment. Alignment machines break – I've never had one break while it was sitting idle – and they always seem to break with a car on the rack and an alignment that needs to be performed. Some equipment service reps offer better emergency service than others. I'd interview the various local reps in your area, and when you find one that matches your shop's needs, start looking for equipment under the brand (or brands) they service. In my neck of the woods, it's Hunter, hands down.

If you buy a Hunter rack and aligner I'd encourage you to look into their factory training programs. You can send your technician to Hunter's training facility for a week, and they will learn a lot about alignments and how to be efficient performing and diagnosing alignment-related problems.

Hard technical or management questions? Pete has the answers! With a résumé that speaks for itself, technician, shop owner, instructor, technical writer and software developer with nearly 25 years experience in the automotive trade, Pete Rudloff has seen a thing or two. Pete enjoys sharing his knowledge and experience for the benefit of others.