

## **NEWS RELEASE**

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### **Head of the Class: New AAIA Award Recognizes Education Excellence**

*Award to Honor Aftermarket Companies Invested in Employee Education and Training*

BETHESDA, MD – June 2, 2011 – The Automotive Aftermarket Industry Association (AAIA) announced its new “Head of the Class Award,” to annually honor up to six aftermarket companies that continually invest in employee education and training. The award was created and will be administered by the AAIA Education Committee on behalf of the association.

“We are excited to highlight companies that are making the investment in continuous learning,” said Kathleen Schmatz, AAIA president and CEO. “Companies that encourage their employees to participate in available education and training opportunities are setting themselves up for advancement and growth, and benefiting both the businesses themselves, and the entire industry.”

One “Head of the Class Award” is scheduled to be presented to an AAIA member company in each industry category, including manufacturer, warehouse distributor, independent jobber/parts store, national retailer/service chain, independent service and repair shop, and manufacturers’ representative. Applicants must include information directly related to the education and training practices of the company, including what prompted the company to invest in training, the types of training accomplished, the initial goals, their experiences, results of the training and any future plans.

Applications are due by Monday, Aug. 1, and winning companies will be notified in September. Winners will be selected by the AAIA Education Committee, then recognized during AAPEX 2011 in Las Vegas, Nev.

Application forms and full submission requirements are available on the AAIA Web site at [www.aftermarket.org/education](http://www.aftermarket.org/education). Please fax or e-mail the nomination form and supplementary documents to Sue Kalish, senior director, education, AAIA, at 301-654-3299 or [sue@aftermarket.org](mailto:sue@aftermarket.org). For more information, call 301-654-6664.

#### **About AAIA**

AAIA is a Bethesda, Md.-based association whose more than 23,000 member and affiliates manufacture, distribute and sell motor vehicle parts, accessories, service, tool, equipment, materials and supplies. Through its membership, AAIA represents more than 100,000 repair shops, parts stores and distribution outlets.

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