

AAIA Town Hall to Feature Three Top Presenters

BETHESDA, MD – August 2, 2011 – Mario Gabelli, Tim Rogers and David Portalatin will present the latest financial, industry and consumer trends, insight and analysis at this year's AAIA Town Hall at AAPEX in Las Vegas. Hosted by the Automotive Aftermarket Industry Association (AAIA), the Town Hall, sponsored by Polk, will be held Wednesday, Nov. 3 at 7 a.m. in the Venetian Ballroom in the Venetian Hotel.

The Town Hall program will switch from the traditional panel discussion to three separate presentations by:

- Mario Gabelli, Chairman and CEO, GAMCO Investors, Inc.
- Tim Rogers, President, Polk
- David Portalatin, Executive Director of Industry Analysis, The NPD Group

Polk, a provider of automotive information and marketing solutions, is the primary sponsor of Town Hall. Six member companies of the Automotive Warehouse Distributors Association (AWDA) are contributing sponsors, including:

- Aftermarket Auto Parts Alliance
- Automotive Distribution Network
- CARQUEST
- NAPA
- Federated Auto Parts
- National Pronto Association

“Three well-known and respected experts will provide valuable take-aways for the Town Hall's more than 1,000 attendees,” said Kathleen Schmatz, AAIA president and CEO. “We decided to transition from the industry channel panel program model to all-new back-to-back information-filled presentations.”

Tickets for the 2011 AAIA Town Hall include a full buffet breakfast. Individual tickets are \$100 for AAIA members and \$115 for non-members, and a table of 10 is \$850 for AAIA members and \$1000 for non-members. For ticket information, visit www.aftermarket.org and click on “Meetings/Events.”

About Polk

Polk is a provider of automotive information and marketing solutions. Polk collects and interprets global data, and provides extensive automotive business expertise to help customers understand their market position, identify trends, build brand loyalty, conquest new business and gain a competitive advantage. Polk helps automotive manufacturers and dealers, automotive aftermarket companies, finance and insurance companies, advertising agencies, media companies, consulting organizations, government agencies and market research firms make good business decisions. A privately-held global firm, Polk is based in Southfield, Mich. with operations in Australia, Canada, China, France, Germany, Japan, South Korea, Spain, the United Kingdom and the United States.

About AAIA

AAIA is a Bethesda, Md.-based association whose more than 23,000 members 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.