



For Immediate Release

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## Steve Forbes to Provide Strategic Advice for Business Growth During New General Session at AAPEX

**LAS VEGAS, Nev. – Sept. 22, 2014** – Steve Forbes, chairman and editor-in-chief of Forbes Media, will discuss, *“The Next Four Years: Navigating the Economy for Business Growth and Success,”* during the [Automotive Aftermarket Products Expo](#) (AAPEX) new free General Session on Wednesday, Nov. 5.

AAPEX is set for Tuesday, Nov. 4 through Thursday, Nov. 6, at the Sands Expo Center, Las Vegas, Nev., with AAPEXedu sessions starting on Monday, Nov. 3.

During his AAPEX keynote, Forbes will address the current economic situation and provide insights and strategic advice for business growth and success during these uncertain times. The General Session will be held from 8 a.m. to 8:50 a.m. in The Venetian Palazzo Ballroom.

Forbes continues to lead the most successful business news magazine in America. Throughout his tenure, his keen ability to provide economic insights on the big issues of the day has been trusted by business leaders around the world. He also is the author of a new book, *Money: How the Destruction of the Dollar Threatens the Global Economy and What We Can Do About it*.

While the new General Session is free of charge to all attendees, AAPEX is offering unique sponsorship opportunities, such as VIP seating, a special breakfast with Steve Forbes and a book signing to raise scholarship funds traditionally generated by the Global Automotive Aftermarket Symposium (GAAS). Donations will be made to the University of the Aftermarket Foundation on behalf of GAAS. To learn more about sponsorship opportunities, contact Chris Kalousek, [chrisk@wtglasgow.com](mailto:chrisk@wtglasgow.com).

The 2014 AAPEX is expected to feature more than 2,400 exhibitors, 5,000 booths, nearly 50 AAPEXedu sessions and 39,000 targeted buyers. More than 130,000 automotive aftermarket professionals from nearly 125 countries are projected to be in Las Vegas during AAPEX. To register for AAPEX, visit: [www.aapexshow.com/register](http://www.aapexshow.com/register).

AAPEX represents the \$477 billion global aftermarket auto parts industry, and is jointly sponsored by the [Auto Care Association](#) and the [Automotive Aftermarket Suppliers Association \(AASA\)](#), the light vehicle aftermarket division of the Motor & Equipment

Manufacturers Association (MEMA). For more information, please visit [www.aapexshow.com](http://www.aapexshow.com) or e-mail: [info@aapexshow.com](mailto:info@aapexshow.com).

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