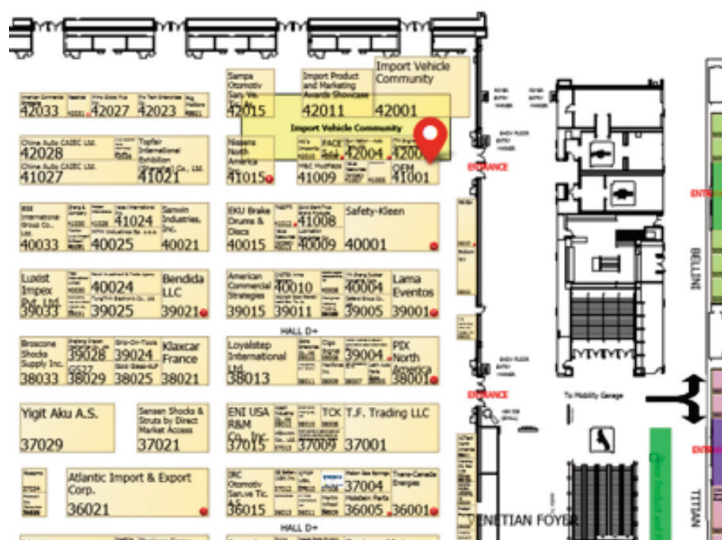


# ON THE MOVE

## AAPEX is Coming!

By the time you see this, the annual automotive industry week in Las Vegas will only be a little over 60 days away. We at **OEM** began preparations for this year's show back in the spring. We also have mentioned the fact we are moving to a new floor location in 2018. This year we are pleased to announce we will be in booth number "41001" UPSTAIRS! Yes, we are moving upstairs into the Venetian ballroom, just inside the first set of doors to the show as you come down the hall to the Sands Convention center. We will once again be adjacent to the Import Vehicle Community area. As the AAPEX show has evolved, we felt it was time to make some adjustments to our placement and booth size. We revamped our booth's look last year. This year we will be "right sizing" to a 10x20 space in our new location. While we will always strive to come visit each of you in your home market, we invite each of you to stop by, say hello, and take a few minutes to "catch up" on the latest news and developments. Even though it's just a bit more than half over, it seems the year winds down pretty quickly from here on. Let's try to finish strong and start thinking about our plans for next year. We certainly are, we hope you are too! Please be sure to stop by and discuss your plans & opportunities!



## OEM Booth #41001 – AAPEX 2018

## Quick Tip of the Month!

Keeping up with new developments in our industry can be a challenge – whether you are selling parts or installing them. We've discussed various outlets for repair data, but is there a source of "free" information that also works well for the parts seller as well? I might suggest you look to Babcox ([www.babcox.com](http://www.babcox.com)). Just like with the internet and those "free" apps for your phone, you will have to put up with wading through advertising (and sometimes a lot of it), but for 98 years the Babcox group has been publishing information for the automotive aftermarket. You can get a free subscription to either print or e-newsletters in many different areas of specific focus (brakes/under hood/undercar/etc.) or just go with their old reliable "Counterman" magazine. As mentioned, there are a lot of ads, but there are also informative articles to help you keep up with the new technology. Also, new products are often introduced in ads within their publications, so there is still some benefit to browsing them as well. Today you must keep up with the constantly changing technologies – and how they interact with one another. We are selling and installing parts today in categories that didn't even exist five years ago. If you want to increase your value to the customer, your employer, or just want to be recognized a reliable source for current information, I would recommend you take advantage of this resource to stay current on the developments in our industry!

## THE LAST WORD:

Bookmark these important sights for the latest product and application information:  
[www.oemautoparts.com](http://www.oemautoparts.com)  
[www.showmetheparts.com/oem](http://www.showmetheparts.com/oem)  
 Tell me what you would like to see in future newsletters  
 Craig Butt - [cbutt@forecastparts.com](mailto:cbutt@forecastparts.com)

## AAPEX is Coming!

Start your show off with us! We'll be waiting for your visit. (If you are downstairs staring at the Tuff Support Booth, you're in the wrong place!)