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Aftermarket eForum™ Approved for University of the Aftermarket AAP and MAAP Credits

BETHESDA, MARYLAND – The upcoming Aftermarket eForum™ has been approved for continuing education credits (CEU) by Northwood University's University of the Aftermarket. The 2008 Aftermarket eForum is scheduled for July 14-16, at the Hyatt Regency O'Hare in Chicago.

Aftermarket eForum™ attendees will earn 1.0 CEUs toward the Automotive Aftermarket Professional (AAP) or Master Automotive Aftermarket Professional (MAAP) certifications.

“The University of the Aftermarket is pleased to recognize the Aftermarket eForum as one of the essential educational events of the year,” said University of the Aftermarket director Brian Cruickshank. “Attendees will gain valuable insight into the technology and ecommerce, while at the same time getting a little closer to earning their AAP or MAAP professional certifications.”

The University of the Aftermarket provides business, management and leadership education to professionals in the motor vehicle aftermarket. It is an operating unit of Northwood University, a private, nonprofit, accredited university specializing in managerial and entrepreneurial education offering four-year degrees in a variety of enterprise fields.

The 2008 event will begin on Monday afternoon, July 14, with three separate track sessions. New to the eForum this year, these practical, hands-on sessions will include demonstrations of the latest technologies for data synchronization (PIM), electronic ordering and marketing on the Web.

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A full day of general sessions on Tuesday, July 15 will include the results of a new telematics study, a panel of shop owners, a panel of leading innovators in distribution, and a look at managing intellectual property and brands in an online world. The 2008 eForum will conclude with three breakout sessions on Wednesday, July 16.

The 2008 Aftermarket eForum is sponsored by Autologue, Pricedex, and R.L. Polk. In addition to these sponsors, over 20 exhibitors in total will be in attendance to display the latest solutions to the industry's greatest technology challenges.

For more information on the 2008 Aftermarket eForum, **“Learn More, Earn More: Techniques & Tools For Growing Your Business,”** visit www.AftermarketForum.com or contact Barbara Clark of AAIA at (301) 654-6664.

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About The Aftermarket eForum™

Now in its eighth year, the Aftermarket eForum™ is produced by the Automotive Aftermarket Industry Association (AAIA), in conjunction with Automotive Aftermarket Suppliers Association (AASA), Automotive Industries Association (AIA) of Canada, Automotive Warehouse Distributors Association (AWDA), Motor & Equipment Manufacturers Association (MEMA), and Specialty Equipment Market Association (SEMA) to provide an educational and business development symposium dedicated to e-commerce and supply chain technology solutions in the vehicle aftermarket.