

*For Immediate Release*

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## **AAPEX 2017 To Host Technology and Telematics Forum V5.0**

**LAS VEGAS, Nev. – Aug. 31, 2017** – For the first time, [AAPEX](#) will host the Technology and Telematics Forum V5.0 to spotlight cyber security, Vehicle-to-Vehicle (V2V) communication, vehicle data and OE technology. The Congress of Automotive Repair and Service (CARS) – sponsored by the Automotive Service Association (ASA) – and the Auto Alliance will present the forum for auto repair professionals, as well as professionals from other automotive aftermarket segments. AAPEX represents the \$740 billion global automotive aftermarket industry and is held annually at the Sands Expo in Las Vegas.

The forum, which is part of the AAPEXedu 2017 program, will show attendees how to protect their businesses, customers, employees and life from cyber attacks. Dr. Anuja Sonalker, founder of STEER Tech and cyber security expert, along with Donny Seyfer, co-owner, Seyfer Automotive, will provide the latest information on cyber security and how to avoid being a victim.

Bob Redding, ASA Washington, D.C. representative, will lead a panel discussion on what's coming to V2V and Vehicle to Infrastructure (V2I) communication. A 5G expert and a GM On Star staff member will participate in this discussion.

Bill Long, president, Automotive Aftermarket Suppliers Association (AASA), and Aaron Solomon, CEO and owner, Mobile Devices Ingenierie, France, will address vehicle data, including who owns the data, who gets it and how auto repair professionals can use it. Seyfer will lead this discussion with a focus on the responsibilities and challenges of logging and sifting through the data of vehicles producing a terabyte or more of data per day.

The forum will conclude with presentations by OEs on their latest technologies.

It will be held Thursday, Nov. 2, from 9 a.m. to noon, PDT, at The Venetian, in Las Vegas. The forum is included in the AAPEX [online attendee registration](#) fee of \$40 (U.S). To register, visit: [www.aapexshow.com/news](http://www.aapexshow.com/news).

AAPEX is a trade-only event and is not open to the general public. Registration for approved and credentialed media is free and can be completed at [www.aapexshow.com/media](http://www.aapexshow.com/media).

AAPEX 2017 is expected to feature 2,200 exhibiting companies, and will take place Tuesday, Oct. 31 through Thursday, Nov. 2. Approximately 158,000 automotive aftermarket professionals from more than 140 countries are projected to be in Las Vegas during AAPEX and the SEMA Show.

AAPEX is co-owned 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, visit [www.aapexshow.com](http://www.aapexshow.com) or e-mail: [info@aapexshow.com](mailto:info@aapexshow.com). On social media, follow AAPEX at #AAPEX17.

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