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2010 Southwest Automotive Aftermarket Show Hitting High Gear!

DALLAS – January 25, 2010– The Southwest Automotive Aftermarket Show (SAAS) is pleased to announce the second annual event taking place March 5-7, 2010 at the Dallas Convention Center and will again be in conjunction with the Dallas Auto Show

Although the Dallas Auto Show is the largest five day auto show in North America with over 400,000 attendees, the Southwest Automotive Aftermarket show will be open for three days only and is a Friday, Saturday, Sunday Show.

SAAS 2010 is shifting into high gear, the 2010 Southwest Automotive Aftermarket Show is already twice the size of the 2009 Show. Several new exhibitors are taking on impressive booths and expanding their presence for 2010.

Randle Reed will be presenting two of their high performance entities, RAD-Rides and Reed Speed. Along with Reed Auto Design (RAD), attendees will see some of the highest quality performance enhancing parts the industry has to offer. K&N Engineering, the world's leader in high performance filter technology is a new exhibitor and sponsor and will showcase their products at the 2010 Southwest Aftermarket Show. Bully Dog Technologies, Evil Twin Suspensions, Auto Magic are also new sponsors for 2010 and will have a large presence at the show.

The Southwest Automotive Aftermarket Show features the products and services for the aftermarket industry including wheels, speed and performance parts and services, 4x4, SUV and truck accessories, mobile electronics, car care, tools & equipment and business services.

The show will have a unique blend of trade attendees including traditional aftermarket shops, retailers, the emerging auto dealership aftermarket segment as well as the car and truck enthusiast. Exhibitors can build their brands and relationships with the trade and drive product demand directly with consumers.

For more information about the 2010 Southwest Automotive Aftermarket Show, please contact Amanda Prudden at 866.236.6879 ext 202

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About Dallas Auto Show

Started in 1982 the Dallas Auto Show has become the largest five day auto show in North America. It boasts more than half a million square feet of new cars, trucks and SUVs at the Dallas Convention Center and attendance figures reaching nearly 400,000 in 2008. Over 40 auto manufacturers, including Aston Martin, Maserati and Ferrari, participate annually and feature more than 700 new vehicles. It is one of the most anticipated annual events in the Metroplex, the Dallas Auto Show is the ideal opportunity for consumers to compare styling and pricing of every major line under one roof in just a few hours.

About Southwest Automotive Aftermarket Show

Southwest Automotive Aftermarket Show is intended to bring the latest trends and hottest products to aftermarket retailers and consumers while allowing exhibiting companies to market their products to increase name and product recognition, sales and profits. To achieve this goal SAAS provides an educational platform, including technical presentations, equipment exhibits and networking opportunities during the Southwest Automotive Aftermarket Show.

