INDUSTRY NEWS

& ANNOUNCEMENTS

Montgomery, AL

Who says there is no such thing as a free lunch? Lunch will be free for those who attend the upcoming 30th Annual ERA Expo 2018 in Montgomery, AL, April 12 -15. This event, North America's only trade show dedicated exclusively to the automotive electrical rebuilding industry, will be held at the Embassy Suites by Hilton in historic downtown Montgomery.

The Friday buffet luncheon will be free to all who register for the show's seminars and the Saturday luncheon will be free to all who register for the trade show itself. Not enough? Each evening, the Embassy Suites hosts a free manager's reception for all registered guests, which includes free beer, wine, soft drinks and refreshments. Believe it or not, breakfast is free too! Every morning Embassy Suites provides a free full breakfast buffet complete with omelet bar for all guests – not just your regular toast and coffee.

Still not enough? In celebration of their own 30th Anniversary, Regitar-USA is providing a free Saturday evening riverboat dinner cruise aboard the Harriot II on the Alabama River to the first 120 who register for the event. The Harriot II's dock is a convenient one-block walk from the Embassy Suites by Hilton host hotel.

For those who arrive early enough on Thursday, a VIP tour of Hyundai Motors Manufacturing facility is scheduled, where you can see Hyundai's team members and robots work together to assemble vehicles in one of the most state-of-the-art automotive assembly plants in the world. On Friday morning, Regitar-USA will host a tour of their own research, testing and warehouse facilites in Montgomery, in addition to a live-feed on-screen tour of Mobiltron's manufacturing facility in Taiwan. One of



Mohammad Samii's seminars will be conducted there as well.

This year's ERA Expo will include 10 learning opportunities with a variety of seminars scheduled over three days, each one of them designed to help you to improve your technical and business skills. Among them are Rebuilding DC Motors, Understanding PCM-Alternator Communications, Surviving in Today's Marketplace and Navigating the ERA Website. You will find a complete schedule of events on page 14.

Of course, there is also the main event, the trade show itself. The show floor will open for three hours on Friday afternoon, from 2:30 to 5:30 and on Saturday afternoon from 1:00 to 4:00. Every exhibitor will have something to offer that is specific to your business. Be sure to register early as both the Hyundai tour and the riverboat dinner cruise have limited space available.