

WRECK WEEK

Exposition for Collision and Repair Shops

DRIVE, Leader in Auto Shop Consulting & Training, Signs On To Produce **WreckWeek** Management Conference

Warwick, NY (Aug. 14)– **WreckWeek**, the Exposition for Collision and Shop Repair has added a major company to produce the shop owners' conference at the June 20-22, 2024 trade show.

DRIVE joins the show's Official Sponsor, Body Shop Business magazine, as pre-eminent companies secured by American Towman to present **WreckWeek**.

"We are very proud to add DRIVE, a leading consulting and coaching firm for collision and repair shop owners, to the WreckWeek team," says Henri "Doc" Calitri, A.T. Expo Corp. president, "DRIVE will design a unique one-of-a-kind program focusing in on management skills, sales growth and profitability for **WreckWeek** attendees."

"Increasing one's success in the collision and repair shop markets is the ultimate goal of those who will attend the 3-day sessions. says Bill Kilpatrick, Founder of DRIVE, "We believe every owner, can acquire the skill sets to positively impact their shop's success and achieve any other growth, management and ownership goals."

Kilpatrick adds, "Teaming up with American Towman and Body Shop Business carries tremendous potential for the event and we see big developments ahead as we plan the conference portion of the show."

WreckWeek will be co-located with American Towman's TowXpo Dallas/Fort Worth at the Fort Worth Convention Center. TowXpo Dallas/Fort Worth is the Southwest U.S.'s premier trade show for the towing and emergency roadside service industry. All attendees will have easy access to each hall.

"Both shows," says Calitri, "will enhance each other's draw."

WreckWeek is produced by A.T. Expo Corp., a division of American Towman magazine, the towing industry's leading monthly publication.

"We are excited to partner with *American Towman* on their event next June, to help shops find efficiencies and more ways to improve their bottom line," says Dean Martin, Publisher of *Body Shop Business*, "We look forward to a long partnership with **WreckWeek**."

"Bringing together *Body Shop Business* and DRIVE helps anchor **WreckWeek** as a premium resource for auto body and repair shop owners," says Calitri, "Both of these leading companies have unprecedented reputations with shop owners and we value their participation in **WreckWeek**."

The choice of Fort Worth as the show's location is testimony to the city's growth as a part of the Greater Dallas/Fort Worth Metroplex. Dallas-Fort Worth's growth will soon overtake Chicago as the nation's third largest metropolitan area," says Calitri. "In fact, all the cities in the Texas triangle are booming, giving Wreck Week a strong base of collision and repair centers close by. The many direct flights into Dallas-Fort Worth are another key ingredient for building a broad attendance base."

American Towman produces the world's largest trade shows and conventions for the towing and recovery industry in Baltimore, Las Vegas, and Fort Worth. TowXpo Dallas/Fort Worth, *American Towman's* 26-year old trade show, will be located in halls adjacent to **WreckWeek** inside the Fort Worth Convention Center.

A comprehensive advertising and marketing program has been designed for **WreckWeek** to take advantage of the unparalleled impact *Body Shop Business* and DRIVE have on their markets. "It will include print, digital, direct mail and social media marketing through both DRIVE's and *Body Shop Business* channels to reach shop owners across the country," Calitri adds.

Body Shop Business, with a monthly circulation of more than 32,000, is published by Babcox Media, one of the nation's leading publishers of automotive service magazines. *American Towman Magazine* is the towing industry's oldest and largest circulated monthly trade publication with more than 33,000 print and 40,000 digital readers. Exhibit information may be found at WreckWeek.com.

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