

Media Leaders Team Up to Promote **WRECK WEEK** Premiering in 2024 For Collision and Auto Repair Shop Owners

Warwick, NY – *Body Shop Business* and *American Towman* magazines have formed a marketing alliance on the promotion of a new trade show and conference for body shop and auto repair business owners.

Wreck Week, the *Exhibition for Collision and Auto Repair*, will debut June 20-22, 2024 at the Fort Worth Convention Center. It will be co-located with TowXpo Dallas/Fort Worth the 26-year old trade show for tow business owners.

“We are extremely excited to team with *Body Shop Business* magazine, the preeminent publication in the auto body repair industry,” says Henri “Doc” Calitri, president of A.T. Expo Corp., *American Towman* magazine’s show division. “It brings together the marketing clout of two leading magazines in their respective industries giving **Wreck Week** a tremendous edge in marketing the show to collision and repair shop owners.”

American Towman produces trade shows and conventions for the towing industry, including the world’s largest, the *American Towman Exposition*.

American Towman surveys indicate 60% of tow business owners operate auto body or mechanical repair, or both, in addition to their tow operations. Most independent towing operations have a working business relationship with both collision and repair shops. “There is tremendous synergy and commonality between the two markets,” states Calitri. “Wreck Week will target all body shop and repair shop business owners in the nation.”

A comprehensive advertising and marketing program has been designed for **Wreck Week** to take advantage of the unparalleled impact *Body Shop Business* has on its market. “It will include print, digital, direct mail and social media marketing to reach shop owners across the country,” Calitri adds.

Body Shop Business is designated as the **Official Sponsor of Wreck Week**.

“We re 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 *BodyShop Business*, “We look forward to a long partnership with **Wreck Week**.”

The trade show portion of **Wreck Week** will feature suppliers to the collision and repair markets while the conference segment will focus on shop owners’ management skills and increasing their bottom line.

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. *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. Exhibit information may be found at WreckWeek.com.

#