

# Automotive Service Professionals



## Automotive Service Association Midwest

Now serving Missouri, Kansas, Iowa, Nebraska, Arkansas and Oklahoma

### Lincoln Area Automotive Service Professionals



### Generation "Why?": Your Next Customer

Training presented by  
Mike DelaCruz, Kukui



KUKUI

**Tuesday,  
September 24, 2015**  
6:30 - 8:30 pm

#### LOCATION:

**Hy-Vee Club Room**  
5010 "O" Street  
Lincoln, NE 68502

\$25 for ASA-Midwest Members  
\$30 for Non-Members  
Includes Dinner & Training

**RSVP BY FRIDAY, SEPTEMBER 21st**

40% of vehicles sold in the next 10 years will be purchased by Millennials, or Generation "Why?", as we like to call them. They're educated & diverse, digital pioneers, and they behave much differently than other generations when they are looking for auto repair shops.

In this presentation we attempt to understand a generation that is very selective and questions everything, as well as review strategies that repair shops can adapt themselves to better serve their next customers.

### Registration Form

Company: \_\_\_\_\_ Phone: \_\_\_\_\_

Attendees: \_\_\_\_\_

Credit Card : \_\_\_\_\_

Name on the Card: \_\_\_\_\_

Exp. Date: \_\_\_\_\_ CVC Code: \_\_\_\_\_

Billing Address: \_\_\_\_\_ Zip: \_\_\_\_\_

**Fax to 816.817.2260**  
**Or call ASA-Midwest at 816.781.5801**



**Coming Soon to Lincoln:**

**October 27**  
**Details Coming Soon!**

**November 24**  
**Details Coming Soon!**

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