

# Automotive Service Professionals



## Automotive Service Association Midwest

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

### St. Louis Area Automotive Service Professionals

**Tuesday, May 12, 2015**  
**6:30- 8:30 pm**



### Generation "Why" - Your Next Customer

Training Presented by  
Mike Delacruz, Kukui



#### LOCATION:

**Spazio Westport**  
12031 Lackland Road  
St. Louis, MO 63146

**\$25 for ASA-Midwest Members**  
**\$30 for non-members**

**Includes dinner & training**

**RSVP BY MAY 8th**

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 ...

- ☐ Pay by cash or check at the door  
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Attendees: \_\_\_\_\_

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