

From: Association of Diesel Specialists (ADS) [info@diesel.org]
Sent: Monday, August 06, 2012 5:29 PM
To: Greg Carlile
Subject: News@ADS August 6, 2012



August 6, 2012



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ADS Breaks Tradeshow Record



President Chuck Hess cuts the ribbon marking the official opening of the **ADS International Convention & Tradeshow**.

The 2012 tradeshow was the largest in ADS history! This year there were 163 booths compared with 142 booths last year in Vegas (15 per cent increase). We also had a record number of first time exhibitors, 22 new exhibitors, which is more than double the number in years past. The Tradeshow floor was completely sold out. There were even two outdoor displays – one by Robert Bosch LLC and one by Mech Tech Institute.

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ADS's On-Engine Training Courses provide diesel technicians with the opportunity to learn troubleshooting basics by working with popular applications in fuel-injection pump, injector and turbocharger removal, reinstallation and timing.

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Sprinter Diesel Engine Management

Sept. 12

Hosted by: [H.G. Makelim Co.](#)

South San Francisco, Calif.

[Course Description](#)

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Seven Ways to Measure the Moment of Truth

Aug. 8 · Noon Eastern

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Tony Salas ADS New Director of Training



ADS recently hired Tony Salas as the full time director of training. Salas brings 20 years of auto/diesel instructor experience, holding various certifications including ASE master technician. Paul Thoms, ADS technical education committee chair, stated hiring Salas “underscores our commitment to deliver quality training as well as service and support that ADS member’s need.” Contact Salas with your technical questions and training needs at tony.salas@diesel.org.

Florida Auto Dealers are Being Targeted by State and County Regulators

Aug. 14 · 10:00 a.m. Eastern

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How to Take Your Social Local

Aug. 14 · Noon Eastern

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Summer ADS Nozzle Chatter

Check out Superior Diesel in South Carolina highlighted in this month's shop profile. Starting out as a one-man show in 1967, it has grown to a full service engine sales and service center with 35 employees with parts distribution in six states.

Read more about this in the Summer issue of ADS's *Nozzle Chatter*.



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[Diesels for the Masses on the Horizon](#)

New car buyers anxious to cut their fuel bills are increasingly turning to diesel as an option. Allen Schaeffer, the executive director of Diesel Technology Forum, points out that during the first six months of 2012, clean diesel automobile sales increased 27.5 percent in what had been a diesel-reluctant United States.

[Clean Diesel Cars: Sales Shocker](#)

Data for the first half of 2012 is in, and it looks as though the sales of clean diesel vehicles in the United States will follow the same trend that has been established for hybrids.

[Navistar Outlines 'Clean Engine' Plan for Diesels](#)

Navistar expects that applying the Cummins SCR after-treatment system to its existing MaxxForce engines will allow its ICT+ technology to meet U.S. standards.

[Prestige Motors, Mercedes-Benz BlueTEC Leading the Way in Diesel Technology](#)

Mercedes-Benz is emerging as a leader in modern diesel innovation, introducing five different Mercedes-Benz models equipped with BlueTEC technology in the United States.



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AAPEX – Automotive Aftermarket Products Expo

Oct. 30 – Nov. 1

Sands Expo Center · Las Vegas, Nev.

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2013 HDAW – Heavy Duty Aftermarket Week

Jan. 21 – 24

Mirage · Las Vegas, Nev.

ADS will be exhibiting at this industry event—please join us!

[More Info](#)

ADS International Convention & Tradeshow

July 30 – Aug. 2, 2013

Manchester Hyatt, San Diego, Calif.

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