

**From:** Association of Diesel Specialists (ADS) [info@diesel.org]  
**Sent:** Monday, October 15, 2012 3:26 PM  
**To:** Greg Carlile  
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October 15, 2012



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## Industry Expert to Outline New Technology Game-Changers at HDAW'13

Derek Kaufman of C3Network will present "Technology Trends Driving Aftermarket Opportunities" during the Education Program at Heavy Duty Aftermarket Week 2013 (HDAW'13) at The Mirage in Las Vegas, Monday, Jan. 21 to Thursday, Jan. 24, 2013.

Kaufman is a 35-year veteran of the transportation industry with positions including vice president of marketing and product planning for Freightliner Corporation; senior vice president of sales, marketing and customer support for Hino Trucks; president of Diesel Technology Company; and vice president of fixed operations for Smart USA. In 2010, Kaufman joined a consortium of investors as CEO of San Francisco-based Glacier Bay Technology. He currently holds the position of chief operating officer of Mission Motors, a developer of electric drive systems based in San Francisco.

Kaufman's presentation, "Technology Trends Driving Aftermarket Opportunities," will review the advances in truck and trailer technology that will create new sales opportunities for heavy transportation aftermarket distributors. This fast-paced look at near-term and more distant design trends will provide food for thought on the next phase of product or service offerings within the heavy-duty industry, complementing the HDAW'13 theme ***Formula for Success—Focus on the Future.***

In addition to his corporate positions, Kaufman is an entrepreneur who founded C3Network to help clients launch new products. For 12 years, C3 worked on a variety of projects to introduce leading edge technology to the transportation industry. He also serves on several

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##### **Intro to Ford PowerStroke 6.0L**

**Nov. 5–6**

Memphis, Tenn.

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corporate boards, all while writing and speaking on technology trends.

For more information on Derek Kaufman and his presentation for HDAW'13, visit [www.hdaw.org](http://www.hdaw.org).

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Most large corporations know that their supply chains are now visible. When a factory explosion in China impacts parts shipments to Apple in the United States, for example, it makes the news. Also, as consumers become more informed, potential for brand loyalty increases for those organizations reducing their harmful emissions and their carbon footprints through more efficient, money-saving supply chain management.

### [Diesel Hike Halves Consumption Growth](#)

A diesel price hike has put the brakes on the double digit consumption growth of the highly subsidized fuel. Following the 13 percent hike on Sept. 13, the oil marketing companies have witnessed a softening in diesel off-take to 5 to 6 percent compared to the usual double-digit growth. According to provisional data, diesel grew by around 5 percent in September compared to 9.8 percent in the same month last year.

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The average price of diesel has fallen again, however slightly, for the second week in a row after rising steadily from early July into mid-September. Officially, the nationwide retail on-highway diesel price came in at \$4.079 per gallon, according to the Oct. 1 report by the Energy Information Administration of the Department of Energy.

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**AAPEX – Automotive Aftermarket Products Expo**

**Oct. 30–Nov. 1**

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Location/Host: Mid-South Power Distributors · Memphis, Tenn.

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### ADS-Sponsored Training Course

#### Ford PowerStroke 6.4L

Nov. 7–8

Location/Host: Mid-South Power Distributors · Memphis, Tenn.

[Online Registration](#) | [Printable Registration/Course Description](#)

### 2013 HDAW – Heavy Duty Aftermarket Week

Jan. 21–24

Mirage · Las Vegas, Nev.

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

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### ADS Latin American Regional Event

April/May 2013

Puerto Vallarta, Mexico

Questions? / ¿Preguntas?

[virmor1@prodigy.net.mx](mailto:virmor1@prodigy.net.mx) · Phone: 01.55.5572.3811

### PAACE Automechanika Mexico

July 10 – 12, 2013

Mexico City, Mexico

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### ADS International Convention & Tradeshow

July 30–Aug. 2, 2013

Manchester Hyatt, San Diego, Calif.

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