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AIA is the Voice and the Resource for the automotive aftermarket industry in Canada

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**For Immediate Release**

### **Delphi Automotive Systems and NGK Spark Plugs Win Innovators Showcase Awards**

**May 3, Toronto, Ontario** - Delphi Automotive Systems won the Best New Product/Technology Category and NGK Spark Plugs won the Best New Merchandising Category in the AIA Innovators Showcase competition being held during the Canadian International Automotive Show May 3 to 5, 2002.

In presenting the Award, AIA President Ray Datt said, "The blue-ribbon panel of judges, selected the Delphi DS 800, a wireless hand held vehicle service and diagnostic tool for its innovativeness and utility. Congratulations!" There was a tight race between the top three products in the Best New product Category, but Delphi won for its Delphi DS 800 because the blue-ribbon panel of automotive aftermarket trade magazine judges felt it brought the wireless age to automotive service technicians eliminating what is known as the walk of death (the time it takes a technician to walk to the in-store catalogues to research product specific information).

The Corghi "Artiglio Master" an automated tire changer from Duret & Landy won an Honourable mention in the Best New Product/Technology for bringing innovation to a sector of the industry that has not seen true innovation in decades. The Corghi "Artiglio Master" was felt to address all major concerns involved in tire changing: reducing physical stress on personnel; reducing scuffing and scratching on rims, etc; establishing a standard and consistent period of time per tire change, and easing tire size differences complications to automotive tire facilities.

In the best New Merchandizing Category, the NGK Iridium IX Spark Plugs won for its simple and easy approach to attracting attention in this sector of the aftermarket. "AIA is pleased to present you with the 2002 CIAS Innovators Showcase Award for Best New Merchandising," said AIA President Ray Datt. "The blue-ribbon panel of judges selected the Iridium IX Spark Plugs for its innovative approach to merchandising that will result in increased sales and improved customer service for your company. Congratulations!"

Tenneco's Monroe "Safety First" Campaign won Honourable mention in the Best New Merchandising category for taking its Safety Triangle promotional campaign to the next level of consumer marketing.

AIA would like to thank Innovators Showcase sponsor AVP Inc.

The Automotive Industries Association of Canada (AIA) is the voice and resource for the automotive aftermarket industry in Canada. AIA's mandate is to promote, educate and represent members in all areas that impact the growth and prosperity of the industry.

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