



News Release

COLORS ON PARADE FEATURED AT 2016 WOMEN IN AUTOMOTIVE CONFERENCE IN ORLANDO

July 5, 2016, Conway, S.C.- The Second Annual Women in Automotive Conference was held June 26-28 in Orlando, Florida. [Colors on Parade](#) was represented by Tara Rixey, Claire Garstka, Maureen Sander and Rose James. The focus of the conference was centered around educating and empowering the automotive community on leadership and trends that positively impact employment and sales growth within the female market.

The conference included seminars, workshops and keynote speakers, all designed to assist in capitalizing on the benefits of women both as employees and automotive consumers. With the goal in mind to move the automotive industry forward as it relates to one of most influential segments of the market: Women. This year's conference was attended by around 500 women, which is a significant increase in its attendance from the year prior.

Women in Automotive speakers ranged from off road racing teams to dealership owners to NADA leaders, and topics covered leadership, sales, marketing and management. This event is made possible by the consolidated efforts of board members, associations and sponsors. 2016 sponsors included industry leaders such as Cox Automotive, General Motors, Hyundai, Asbury, True Car, ALLY and many others. Claire Garstka, Vice President of Sales and Marketing at Colors On Parade was chosen to speak on the topic of public relations along with many other speakers from around the country.

"We were thrilled to attend the Women in Automotive Conference for the second year in a row," said Jeff Cox, president of Colors on Parade. "This conference is a great way to share, learn and be inspired by women and leaders in the automotive industry from around the world. We are working on implementing all of the takeaways we learned."

In addition to providing effective training and material, the WIA conference also introduced a new mentoring program. Based around the idea that mentors are effective resources, the program is designed to help people in the field become great leaders. The program is designed for people who are new to the industry, as well as seasoned veterans and will be a valuable tool for success. Mentors will assist anyone looking to learn more about the automotive industry and will provide personal experience to help navigate mentees' careers and passions.

About Colors on Parade

Colors on Parade was founded in 1988 by Robert Lowery to service the automotive industry with body shop quality repairs from a mobile unit. The company originated in Conway, S.C., and has since expanded, with franchises in 31 states. Colors on Parade uses patented eco-friendly

technologies to provide mobile onsite auto repair services at any location including a client's home or work. The services include the repair of paint scratches, scrapes, dents and dings, as well as offer paintless dent repair. Its customer base includes car dealerships, fleet owners, rental car agencies, body shops and individual vehicle owners. For more information about Colors on Parade, visit www.colorsonparade.com.

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