

2024 NADA SHOW



DRIVING THE FUTURE!

What a magnificent event for **MOC PRODUCTS** and the Automotive Collective. This year held in "VIVA" LAS VEGAS. We started out the week with the build, seven crates of product and displays to ensure the event knew "MOC" was in the house!

The NADA Dream Team: Bryan Slossen, Patty Blair, Tony Gaeta, Sean Chidsey.

Tuesday through Thursday was set up and refinement to our booth display with product/program/complete solution for your service drive needs. Friday morning, we held a rally meeting to discuss our feature programs and products. Six presentation stations set up to showcase our complete solutions centric products and programs.

- **Service Drive** - Chemicals and Processes!
- **Reconditioning** - Per Car Cabinet and Products.
- **Technology** - Menu on Demand, Pro-Systems Reporting, Appointment, ReconConnex (Used Car).
- **Warranty Product** - Used Car, Engine Advantage, Roadside Assistance, Vehicle Protection.
- **Training & Development** - MOC University, MVT (Advanced Training), MOC U & Smart Tech Apps.
- **Specialty Products** - Banish, Vision, Charge Port Cleaner, Fresh A/C, Artic Blast, Airborne Defense.

We also had fun with all our customers with a 4-lane slot car track set up for racing and competition complete with hovering product advertising. We had a wide variety of customers coming in to try their racing skills and exploring MOC Products and what we represent in support in the automotive sector.

Our Booth attracted a wide variety of existing and new potential customers. We had customers from all 4 corners of the United States, Canada, New Zealand, Mexico, Puerto Rico, Columbia, and Philippines.

We would like to thank all the support at the show in LAS VEGAS this year.

Mitch Hardt, Keith Winkler, Rick Lux (**Central**), Marc Berry (**Southeast**), Cory Klein (**Midwest**),
Mark Waco, Dave Waco, Eric Berg, Doug Weider, George Logan, Ed Love, Mike Madnick, Brian Cockman (**Corporate**)