



## *News Release*

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**FOR IMMEDIATE RELEASE**

**BENDIX IS PLATINUM SPONSOR OF HEAVY DUTY AFTERMARKET WEEK 2024**  
**ALL-INDUSTRY CLOSING RECEPTION AT AT&T STADIUM**

*Pivotal Sponsorship Reflects Bendix's Core Mission to Support and  
Advance the North American Heavy Duty Aftermarket*

**AVON, Ohio – Nov. 8, 2023** – The closing celebration of Heavy-Duty Aftermarket Week (HDAW) 2024, taking place at AT&T Stadium, promises to be a memorable experience for the industry professionals attending – and Bendix Commercial Vehicle Systems LLC (Bendix) is supporting it in key fashion as the platinum sponsor.

The all-industry closing reception at HDAW'24, "Wednesday Night Lights," happens January 24 on the field of the renowned Arlington, Texas, sports venue, home of the National Football League's Dallas Cowboys. Every year, HDAW's ([hdaw.org](http://hdaw.org)) popular closing event brings together leaders from the heavy duty trucking and aftermarket industry for a night of networking and celebrating. AT&T Stadium is hosting the reception for the first time.

"HDAW's closing reception marks the grand finale of the show, and Bendix is proud to be the platinum sponsor for this year's festivities at the legendary AT&T Stadium," said Bendix Vice President of Sales and Marketing Nicole Oreskovic, who serves as co-chair of HDAW'24. "Attendees will get to experience the energy and enjoy exclusive access to the stadium, music, food, drinks, and more as they celebrate a successful and productive week."

Joining Oreskovic as the other co-chair leading the planning efforts for HDAW'24 is Michael Callison Jr., president and CEO at Midwest Wheel Companies. "Fully Equipped" is the theme of the 2024 show, taking place January 22-25 at the Gaylord Texan Resort in Grapevine,

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Texas. Attendees will engage in peer-to-peer learning, networking opportunities, personalized business meetings, and a Product Expo that provides a view of the latest products moving the industry forward.

“The value, interest, and impact of HDAW have continued to skyrocket annually,” Oreskovic said. “The 2024 show is shaping up to be the biggest and best ever.”

She continued, “Our industry is changing like never before, including a significant digital transformation. At HDAW’24, we aim to open the door for attendees with products, resources, and connections that help prepare them for the next generation. HDAW delivers innovative solutions, access to the leading suppliers, and a high-quality one-on-one business meeting program. That powerful combination brings countless opportunities to establish and solidify essential partnerships for their business. Further, HDAW features programs aimed at women and younger professionals – two groups critical to the industry’s future.”

According to Oreskovic, stepping into a co-chair role was an easy decision since supporting and advancing the North American heavy duty aftermarket is a core focus area for Bendix.

“Bendix works to meet the needs of the industry in multiple ways, among them our dynamic ecommerce platform, B2Bendix.com; online brake school, at brake-school.com; in-person brake schools across the United States; and a second-to-none, expert technical support group, along with our veteran field sales team,” Oreskovic said. “We’ve been a proud part of HDAW from the beginning, and we’re excited for the opportunity to offer additional support through our role in the 2024 event.”

Oreskovic noted that B2Bendix.com and brake-school.com will be among the value-packed products and services highlighted in Bendix’s Product Expo booth, number 807, at HDAW’24.

**About Bendix Commercial Vehicle Systems LLC**

Bendix Commercial Vehicle Systems, a member of Knorr-Bremse, develops and supplies leading-edge active safety technologies, energy management solutions, and air brake charging and control systems and components under the Bendix® brand name for medium- and heavy-duty trucks, tractors, trailers, buses, and other commercial vehicles throughout North America. An industry pioneer, employing more than 4,400 people, Bendix – and its wholly owned subsidiary, R.H. Sheppard Co., Inc. – is driven to deliver the best solutions for improved vehicle safety, performance, and overall operating cost. Contact us at 1-800-AIR-BRAKE (1-800-247-2725) or visit [bendix.com](https://www.bendix.com). Stay connected and informed through Bendix expert podcasts, blog posts, videos, and other resources at [knowledge-dock.com](https://www.knowledge-dock.com). Follow Bendix on X, formerly known as Twitter, at [twitter.com/Bendix\\_CVS](https://twitter.com/Bendix_CVS). Log on and learn from the Bendix experts at [brake-school.com](https://www.brake-school.com). And to learn more about career opportunities at Bendix, visit [bendix.com/careers](https://www.bendix.com/careers).

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