



The Automotive Experience Alliance Announces New Board of Directors

The AEA seats 3 new board members for the 2026-2027 season.

WILMINGTON, DE, UNITED STATES, August 28, 2026 /EINPresswire.com/ -- The [Automotive Experience Alliance](#) (AEA), a coalition of auto shows with a shared interest in driving innovation and standardization throughout the auto show industry, is pleased to announce the appointment of its 2026-2027 Board of Directors, including new officers and three new board members.

“For 2026-2027, the AEA will continue its important mission of helping to support auto shows and the overall automotive industry with a host of new, innovative initiatives.”

Ahmad Halawi, Chairman

“We are excited for a terrific 2026-2027 auto show season led by our new board,” said Ahmad Halawi, newly appointed Chairman of the AEA and Executive Director of the Greater Charlotte Automobile Dealers Association. “For 2026-2027, the AEA will continue its important mission of helping to support auto shows and the overall automotive industry with a host of new, innovative initiatives.”

As Chair, Halawi will oversee AEA initiatives, working closely with other board members, member shows, and affiliates.

The new board includes:

- Ahmad Halawi, Greater Charlotte Automobile Dealers Association - AEA Chairman
- Jennifer Morand, Chicago Automobile Trade Association - Vice Chairperson
- Mike Gempp, Auto Dealers Association of Greater Philadelphia - Treasurer
- RoShelle Salinas, Houston Automobile Dealers Association - Secretary
- Pam Crail, San Antonio Auto Dealers - Vice President
- Scott Webb, New Car Dealers of San Diego County - Vice President
- Jeff Fishback, Oregon Auto Dealers Association - Vice President
- John Capano, The Ev&Ex Agency, Executive Director

Salinas, Webb and Fishback are all newly seated board members.

“I am excited to turn the Chairperson reigns over to Ahmad,” said Jennifer Morand, outgoing

Chairperson and President of the Chicago Automobile Trade Association. "Ahmad is an energetic leader and a forward-thinker. There is no one better to lead our association into this next season."

AEA Key Initiatives

The AEA will continue its core initiatives, including Auto Show Attendance Auditing, Consumer Research, and Industry Benchmarking. For 2026-2027, it will also launch new initiatives aimed at helping shows implement production best practices, standardizing data collection and reporting across the industry, and working more closely with OEMs on developing effective consumer engagement strategies that add excitement to auto shows.

For more information on the AEA, visit AutomotiveExperienceAlliance.org, and follow the AEA on Facebook, Instagram, and LinkedIn.

About Automotive Experience Alliance

The Automotive Experience Alliance is a coalition of auto shows that fosters success in the automotive industry by defining and adopting a standard set of processes, practices, methodologies, metrics, and messaging that drive more value for the entire automotive ecosystem including consumers, manufacturers, dealers, suppliers, sponsors and show producers. For more information, please visit AutomotiveExperienceAlliance.org.

The following member auto shows participated in the audits: Arizona International Auto Show, Austin Auto Show, Chicago Auto Show, Colorado Auto Show, Greater Charlotte Auto Show, Houston Auto Show, Milwaukee International Auto Show, Oregon International Auto Show, Philadelphia Auto Show, San Diego International Auto Show, Seattle International Auto Show, St. Louis Auto Show, Toledo Auto Show, and Utah International Auto Show.

John Capano

Automotive Experience Alliance Inc.

+1 310-867-5622

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