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Industry support surges for Australian Auto Aftermarket Expo

Industry support for the Australian Auto Aftermarket Expo continues to grow with exhibitors having already booked more than 75% of the available space 10 months out from the 16-18 April, 2015 trade only event.

Organised for the aftermarket industry by the Australian Automotive Aftermarket Association (AAAA), the Expo will be held at the Melbourne Exhibition Centre.

AAAA Executive Director Stuart Charity said the 2015 Expo is experiencing the quickest ever uptake of exhibition space and sponsorship packages. "We welcome the Tenneco brand Monroe as the major corporate sponsor for the third time," said Stuart Charity.

"Almost all sponsorship packages have been taken, which is a powerful endorsement for this Expo. Aftermarket businesses support this show because it delivers what exhibitors want – thousands and thousands of quality trade visitors.

"A committee of senior industry leaders help set the direction for this event and they understand the workshop owners, managers, technicians and apprentices who attend the Expo, because those visitors are also their customers.

"In addition, we get feedback from actual and potential show visitors through formal research. With all this knowledge of the market, we truly make it an Expo for the industry by the industry.

"The comprehensive display of vehicle repair and servicing equipment, replacement parts, accessories and workshop tools will be balanced by a seminar program featuring industry experts presenting the latest technologies and trends in workshop and retail management. The 2015 Expo also introduces an expanded Australian Auto Aftermarket Awards program recognising innovation and excellence in our industry.

"With this tremendous support from the industry, we look forward to a bumper Australian Auto Aftermarket Expo in Melbourne next April. I suggest that auto aftermarket businesses wanting to exhibit at the 2015 Expo should quickly contact Exhibition Director Tony Francis on E: Tony.Francis@informa.com or T: 03 9654 7773.

"We are delighted too with the remarkable industry support received for the co-located Collision Repair Expo. More than 90% of that show's exhibition space has been sold. The Collision Repair Expo features state of the art body finishing materials, crash repair equipment and tools, and has its own industry seminar program.

"Together, the Australian Auto Aftermarket Expo and the Collision Repair Expo will offer more than 400 leading Australian and international brands displayed across five acres," said Stuart Charity.

Photo caption AAAERecord.jpg: *The Australian Auto Aftermarket Expo is a busy business bonanza.*

About the Australian Auto Aftermarket Expo:

Hosted every two years by the Australian Automotive Aftermarket Association (AAAA), the next Expo is being held at the Melbourne Exhibition Centre 16 – 18 April, 2015. It will be the nation's most comprehensive exhibition of vehicle repair and servicing equipment, replacement parts, tools and accessories. This is a trade only show run by the industry for the industry. An Expo highlight is the education and information program featuring industry experts to update businesses on the latest technologies and new trends in workshop management. More than 400 top Australian and international brands will be displayed across five acres at the *Auto Aftermarket Expo* and the adjacent *Collision Repair Expo*. The major corporate sponsor for the *2015 Auto Aftermarket Expo* is the Tenneco brand Monroe.

Visit: <http://www.aftermarketexpo.com.au/>

About the Australian Automotive Aftermarket Association Limited (AAAA):

The AAAA is the national industry association representing manufacturers, distributors, wholesalers, importers and retailers of automotive parts and accessories, tools and equipment in Australia. The Association has over 1,700 member companies in all categories of the Australian automotive aftermarket and includes major national and multi-national corporations as well as a large number of independent small and medium size businesses. Member companies are located in metropolitan, regional and rural Australia. The parts and maintenance sector of the \$108 billion Australian automotive industry represents about \$34 billion. AAAA member companies employ more than 30,000 people and export over \$800 million worth of product a year. Visit <http://www.aaaa.com.au/>

Further information:

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