



Media Release 9 February 2015

## Enjoy your 2015 *Australian Auto Aftermarket Expo* experience

**Visiting Australia's largest display of vehicle repair and servicing equipment, replacement parts, tools and accessories – the *Australian Auto Aftermarket Expo* – will provide you with *Innovation* – all the latest products and services from the industry leaders, *Inspiration* – get new ideas to take your business to the next level, and *Education* – a comprehensive program of free seminars by industry leaders covering the topics that matter.**

To be held 16 to 18 April 2015 at the Melbourne Exhibition Centre, this action packed industry event is hosted by the Australian Automotive Aftermarket Association (AAAA). Executive Director Stuart Charity said the growth of the biennial event has been rewarding for the hard working industry organising committee.

"This Expo continues to be a sell-out, which means the range of new products and technologies on display for visitors is huge. Together with the co-located *Collision Repair Expo* it covers more than five acres," he said.

### **New Products Showcase**

A special attraction of the 2015 *Australian Auto Aftermarket Expo* will be an expanded Industry Awards program. "These awards recognise the very best of the new products that entered the Australian automotive aftermarket in the past two years," said Stuart Charity.

"You can see this collection of top technologies in only one place – and that is the Expo's *New Products Showcase*. In addition to these award winning products, a large number of companies will use the Expo as the launch platform for their innovative new products and services.

### **Select and book your seminar seat**

"The education element of the Expo has now developed as a major attraction for business owners, managers and technicians. There will be two days of seminars delivered by industry experts covering both business operations and technical subjects.

"Held on Friday April 17 and Saturday April 18, the seminar sessions are very popular so bookings are required to ensure your entry. Visit <http://www.aftermarketexpo.com.au/seminars> to get additional information about the seminars and to secure your seat," said Stuart Charity.

### **Industry organisations meet and network at Expo**

Each year the number of industry organisations that host meetings and functions around the Expo expands. "This is a satisfying result of the organising committee's commitment to deliver an event run 'by the industry for the industry'," said Stuart Charity.

"In 2015 we have more than 30 leading industry associations, professional bodies and companies hosting activities that are co-located with the Expo. This aspect of the Expo has grown in importance with the event now recognised as the industry's national networking hub.

"This huge gathering of industry identities offers an unrivalled networking opportunity. It is your once-in-two year chance to get inspiration from sharing ideas and experiences," he said.

## Enjoy the city of Melbourne

It need not be all work and no play for Expo visitors. On Friday 17 April registered visitors can enjoy a relaxed happy hour from 6.00 to 7.00 pm with colleagues. "This is a free event thanks to sponsorship from Gates Australia," said Stuart Charity.

"In addition to catching up with colleagues during Expo, you can also enjoy being part of some major industry social functions. On opening day – Thursday 16 April – you can join in the celebrations at Crown's Palladium Ballroom with winners of the AAAA's two industry awards programs.

"At a 7.45 to 9.30 am breakfast sponsored by Hella Australia, the AAAA will host the Australian *Auto Aftermarket Innovation Awards* which recognise the best new products and services. The breakfast will finish in time for you to enter the Expo when doors open at 10.00 am.

"That night from 7.00 to 11.00 pm the AAAA will host the *Australian Auto Aftermarket Excellence Awards* at a banquet sponsored by Burson Automotive. These awards acknowledge excellence demonstrated by our industry's people and their organisations, as they strive to shape a better and more profitable Australian automotive aftermarket.

"Featuring Olympic Gold Medal swimmer Giaan Rooney as MC and entertainment by Dave Hughes, this banquet offers extraordinary networking opportunities with up to 700 people representing the who's who of the Australian auto aftermarket.

"Bookings for these prestige events are essential. To secure your tickets contact the AAAA National Office on 03 9545 3333 or [info@aaaa.com.au](mailto:info@aaaa.com.au)," said Stuart Charity.

## Discount accommodation and tourist activities

The Expo can also offer a business deductible short break for interstate visitors to marvellous Melbourne. Enjoy Melbourne's signature destinations and events, or a touch of first class indulgence at discount rates negotiated for you by the organising team.

Among the activities are Melbourne International Comedy Festival, an indulgent day spa, Phillip Island Penguin Tour, or explore Melbourne's exciting food scene on a walking Foodie Tour. Visit the Expo website at <http://www.aftermarketexpo.com.au/> to book your choice.

In addition, accommodation rates have been negotiated specifically for exhibitors and visitors. You can book your Expo accommodation and travel through dedicated agent Ozaccom+ at: Toll Free (Australia only) 1800 814 611, E: [ozaccom@ozaccom.com.au](mailto:ozaccom@ozaccom.com.au), or T: +61 (0)7 3854 1611.

## Exhibitor news updates

**Photo caption Autodata.jpg:** *The Autodata Australia exhibit will highlight a new, intuitive web-based automotive technical information platform for Australia. Providing vital information across more than 80 vehicle manufacturers, the innovative application is user friendly with interactive sections and new technical information embedded directly into the service schedule instructions. This online technical information tool reduces the number of steps to access information required for an average vehicle service by 75%. It includes interactive wiring diagrams, allowing users to search for components instantly and view component images.*

**Photo caption ApextoolsJamieWhincup.jpg:** *Red Bull Racing Australia sponsor Apex Tool Group brand Gear Wrench will focus on convenience and time saving products on their 2015 Expo stand. Their new 120xp ratcheting wrenches require only 3 three degrees to work. Visitors to their stand may score prizes including 10mm stubby ratcheting wrenches. Apex Tool Group brand Gear Wrench supported Red Bull Racing Australia and Jamie Whincup in winning the 2014 V8 Supercars Championship.*

**Photo caption DurstProgrammingPowerSupply.jpg:** *Australian producer of electrical maintenance, battery and charge system diagnostic tools and accessories, will feature its latest Programming Power Supply technology, jump starters and test bench units at the Expo. Developed with input from original equipment manufacturers in its research and development facility, the Durst Programming Power Supply ensures appropriate levels of power are maintained during diagnostic and service work.*

**Photo caption PenriteHonda.jpg:** *Building on its car racing history, Penrite Oil Company will launch into the two wheeled sport at the Expo with its new Penrite 10 Tenths racing oil for motorcycles. Penrite has partnered with the Honda MX Race Team and the Confederation of Australian Motor Sport. The new line complements the company's product range for cars, trucks, tractors, boats and commercial equipment. In 2016, Penrite will celebrate 90 years as a family owned and operated business.*

#### **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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