



12-14 MAY 2011  
MELBOURNE EXHIBITION CENTRE

## VISITOR STATISTICS & POST EXPO FACT SHEET

The **2011 AUSTRALIAN AUTO AFTERMARKET EXPO & COLLISION REPAIR EXPO** attracted a record attendance of over 12,600 qualified Trade Visits (10,800+ individual visitors), which represents a 17% increase on the previous Melbourne event (in 2007) and 55% increase on the more recent Sydney event (in 2009). Exhibitors offered a wide range of Automotive Parts, Accessories, Tools & Equipment, Paint Products & Applications, Chemicals & Surface Preparation Products, Replacement Panels, Parts & Frames, Computer Software & Hardware, Training & Technology and Business Services.

### KEY EXPO STATISTICS

#### VISITORS

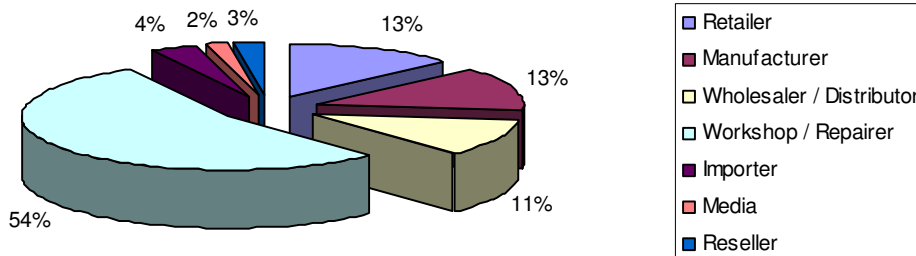
Automotive Aftermarket Expo	69%
Collision Repair Expo	31%
Proportion pre-registered	81%
Proportion registered onsite	19%

#### EXHIBITORS

Automotive Aftermarket Expo	371
Collision Repair Expo	68
Proportion from Australia	71%
Proportion from Overseas	29%

### VISITORS BY BUSINESS TYPE & INDUSTRY

All Visitors were asked which of the following Business Types best described the company that they represent. The results show that over 50% of visitors came from the Workshop / Repairer background.



Visitors were also asked to select one or more Industry Types that describe the company that they work for. The results are shown in the table to the right.

#### Key trends for 2011:

- 54% of attendees came from a Workshop / Repairer type of business, which is a 13% increase over Melbourne 2007
- The proportion of the Auto Mechanical sector was significantly higher than in 2009, representing almost 40% of the overall attendees.
- Categories relating to the Collision Repair sector were considerably better represented than 2007 and 2009 (e.g. Spray Painting, Crash Repair, Panel Beating)

#### Industry Sector

Automotive Mechanical	4905
Automotive Electrical	1402
Engine Reconditioning	1377
General Repairer	1031
Panel Beating	951
Roadside Emergency	888
Brake Specialist	740
Crash Repair	666
Spray Painting	629
Performance Specialist	623
Air Conditioning	587
Suspension Specialist	581
EFI Specialist	423
Body Maker	370
Exhaust Specialist	304
Vehicle Detailing	298
Auto Trimming	136



An Initiative of  
**Australian Auto Aftermarket Association**  
Suite 16, Building 3, 195 Wellington Road  
Clayton Vic 3168  
Tel +613 9545 3333 Fax +613 9545 3355  
Email info@aaaa.com.au

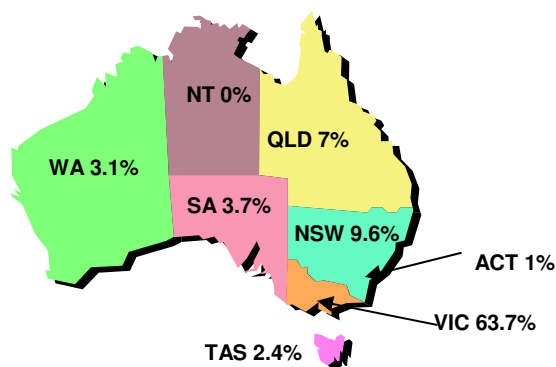


Expo Organised by  
**Australian Exhibitions & Conferences Pty Ltd**  
Level 2, 267 Collins Street  
Melbourne VIC 3000  
Tel +613 9654 7773 Fax +613 9654 5596  
Email auto@aec.net.au or collision@aec.net.au



## VISITOR STATISTICS & POST EXPO FACT SHEET

### GEOGRAPHIC SPREAD OF VISITORS



As expected a majority of the Visitors were from the home state of Victoria, however a strong national marketing campaign across Australian and New Zealand resulted in a combined interstate and International attendance of 36%.

### INTERNATIONAL ATTENDANCE

International visitors attended the Expo from countries including: Brazil, Canada, China, Fiji, Germany, Hong Kong, India, Indonesia, Iran, Italy, Japan, Korea, Malaysia, New Zealand, Singapore, South Africa, Taiwan, Thailand, U.A.E., U.K. and U.S.A.

OVERSEAS VISITORS 8%



### SPECIAL FEATURES & EVENTS

The 2011 Expo incorporated a wide range of activities and sub-events to ensure visitors had many opportunities to keep up to date with industry trends and technologies. The feature events were embraced by Visitors, Exhibitors and the Media, providing a fully interactive experience for all involved. Major features of the Expo included:

#### Lowbake Spray Booths

The Lowbake portable spray booths provided unique learning opportunities for those involved in the spray painting industry. The 2011 Expo saw live demonstrations in a booth set up with new broadband gas infrared paint curing technology, as well as traditional gas fired equipment. The facility incorporated a lecture room with a see through panel, where visitors were able to view demonstrations from some of the industry's the top paint companies.



#### Industry Seminar Program

High profile and keynote speakers, including international experts, formed a comprehensive Seminar Program, offering hundreds of visitors the opportunity to learn about key industry trends and updates. The highlights of this program included:

- *Choice of Repairer* by Lee Kadrach, former VP Government Affairs & Trade, Automotive Aftermarket Industry Association (USA) and Stuart Charity, Executive Director AAAA (Australia)
- *Repairable Write Off Legislation* by James McCall, MTA NSW
- *Lean Production Techniques* by pioneers of Lean Manufacturing Principles, Doug Kirk of AkzoNobel and Michael Giarrizzo Jnr from DCR Systems (USA)



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