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Top brands exhibit at 2017 *Auto Aftermarket Expo*

Leading automotive parts, accessories, tools, equipment, diagnostic and software brands from Australia and around the world have booked exhibition space at the 2017 *Australian Auto Aftermarket Expo* to be held from 6 to 8 April, 2017 at the Melbourne Convention and Exhibition Centre.

Manufacturers, distributors and retailers of everything required in an automotive workshop will be on display at the Expo hosted by the Australian Automotive Aftermarket Association (AAAA). The theme for the 2017 Expo is *Build a better auto business* – a timely topic in this period of change and challenge in the automotive industry.

AAAA Executive Director Stuart Charity said technology will be an important focus of this Expo. “With today’s vehicles virtual computers on wheels, workshops depend increasingly on high technology tools and equipment to service, repair and enhance these sophisticated vehicles,” he said.

“At the 2017 Expo, we will highlight those rapidly developing technologies with 300-plus exhibitors’ product displays, an educational seminar program run over two days to allow visitors to pick the sessions that best meet their needs, and a range of networking opportunities.

“In addition to all the best parts and accessories brands, the list of exhibitors for 2017 includes companies that work at the leading edge of system diagnostics, maintenance and repair. The products and services offered by these exhibitors are necessary to keep independent workshops in business in the future.

“Visiting the Expo provides workshop owners, managers and technicians the opportunity to review a wide range of solutions in one location. You can talk to the suppliers and compare their products and services right there and then.

“Your Expo visit will save time, help you research your needs in a convenient environment, and enable you to make decisions about which brands will work best for your business. A visit to the *Auto Aftermarket Expo* website provides the A to Z list of industry suppliers that will be exhibiting at the 2017 Expo,” said Stuart Charity.

New Product Awards Showcase

An important part of *Expo* is the *Australian Auto Aftermarket Awards* program. Competition is strong among parts, accessories, tools and equipment suppliers for the prestigious awards offered in a range of categories.

Stuart Charity said the *Innovation Awards* program is a long standing tradition and attraction at the Expo. “This product awards program encourages innovation and celebrates excellence in the aftermarket,” he said.

“Suppliers strive for an award to gain the national recognition that follows success. We encourage exhibitors to give serious consideration to entering the Innovation Awards. For further information, or to lodge an entry, visit www.aftermarketawards.com.au. Entries close on 10 February 2017.

“The 2017 winners will join a who’s who of the automotive aftermarket. Among the recent winners were 4X4 driving lights experts Ashdown Ingram, solar panels from technology specialist Brown and Watson, a triple clutch system from performance specialists Clutch Industries, together with many other big names.

“*Innovation Awards* judging will be completed before the Expo and all entries will be displayed in a special *New Products Awards Showcase* located in the exhibition hall.

“This provides Expo visitors with the exclusive opportunity to see the latest award winning products – the ones that your customers will soon be asking for in your store or at your workshop,” said Stuart Charity.

Expo presents “you have to be there” seminar program

As technology becomes a greater part of the work done by automotive technicians, Expo organisers are meeting the need for increased educational opportunities with a comprehensive seminar program. Seminars at the Expo are free and will be held on Friday 7 April and Saturday 8 April. Pre-registration is required to help plan seating requirements.

Expo Seminar Coordinator and Sessions Facilitator Colin Bockman has 30 years experience working with the challenges workshop owners face. “In the competitive service and repair markets, customers demand value for money. Business profits depend on your ability to charge a fair price for your work,” he said.

“To help you address this element of your business, one Expo seminar topic will cover the vital issue “*Make your customers happy to pay for your expertise*”. There are some simple yet very effective ways to shift the customers’ perceptions about valuing what you do to keep their vehicles safe and reliable.

“The information presented in this seminar session is designed to help you convert sceptical shoppers into loyal repeat customers. To learn about these techniques you have to be there,” said Colin Bockman.

The *Auto Aftermarket Expo* is a trade only event. Admission is free for qualified members of the automotive industry and all visitors must register. For further information, or to secure your free trade registration, visit: <http://www.aftermarketexpo.com.au/> .

Image caption AAAEbanner.jpg: *The theme for the 2017 Australian Auto Aftermarket Expo is “Build a better auto business” – a timely topic in this period of change and challenge in the automotive industry.*

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 from Thursday 6 April to Saturday 8 April, 2017. 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*. 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, and providers of mechanical repair and modification services in Australia. The Association represents 2,250 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 \$11 billion. AAAA member companies employ more than 40,000 people and export over \$1 billion worth of product a year. Visit <http://www.aaaa.com.au/>

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