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## 2017 *Auto Aftermarket Expo* enjoys huge industry response

**The 2017 *Australian Auto Aftermarket Expo* to be held from 6 to 8 April, 2017 at the Melbourne Convention and Exhibition Centre has attracted huge industry response with almost 90% of exhibition space already sold.**

New technologies will feature strongly at the Australian Automotive Aftermarket Association (AAAA) hosted Expo. Exhibitors will introduce the latest parts and accessories, tools and equipment required to service, repair and enhance today's "computer on wheels" vehicles.

AAAA Executive Director Stuart Charity said the *Australian Auto Aftermarket Expo* is on track to sell out. "Following the outstanding success the last Expo held in May 2015, we have received unprecedented demand for space at the 2017 show," said Stuart Charity.

"With just over 6 months until we open the doors, we have more than 300 exhibitors confirmed. This will be the most comprehensive aftermarket industry showcase ever held in this country.

"This is an incredible and humbling vote of confidence in our Expo. This response also highlights the critical role that face to face contact in a trade show environment still plays in our industry.

"Information technology has revolutionised the way we do business, but it will never replace the desire to touch, feel and try new equipment and technology, and the ability to network with industry colleagues.

"The automotive industry has changed more in the last 10 years than it had in the previous 50 years. That pace of change is accelerating. It is critical for the survival and growth of your business to continually explore and implement better, more efficient and productive ways of doing things," said Stuart Charity.

### **Industry input**

For the fourth consecutive Expo Monroe will be the major corporate sponsor. "We again welcome Monroe as our major naming rights partner," said Stuart Charity.

"It is fantastic to have one of the industry's most iconic brands endorse the value of our Expo from both a company and industry wide perspective.

"We always engage aftermarket businesses in developing aspects of the Expo and we appreciate the contribution made by our consultative group of exhibitors.

"In my role I am fortunate to visit all the major aftermarket trade shows. I can honestly say that our Expo is world class in every respect," said Stuart Charity.

### **Exhibitor perspective**

Gates Marketing Manager Priscilla Robb said the *Auto Aftermarket Expo* is an industry event not to be missed. "It provides the trade with an abundance of the latest product and industry news in the one location, while enabling brands to network with their customers and partners over the three days," said Priscilla Robb.

"Over the past decade, Gates' contribution to the Expo has evolved and become bigger and better. At the 2017 Expo, Gates will celebrate 30 years of business in Australia by again hosting the Friday evening *Auto Aftermarket Expo Happy Hour*.

"Our exhibit will focus on the recently launched *Be System Smart* serpentine belt replacement program, promote our new products and *Belt Wear Gauge* and feature another innovative product where Gates belts are used. We will also feature the Gates user friendly digital platforms and give visitors to the stand a chance to win a great prize," said Priscilla Robb.

## **Educational seminar program**

Harnessing technology to grow your business, to find new customers and to hold existing ones is the major challenge for every automotive aftermarket business today. "A major focus of the 2017 Expo will be to provide a comprehensive free seminar and education program," said Stuart Charity.

"The seminar content will provide you with practical information and tips that can be used immediately in your business to improve the bottom line. Our litmus test for every seminar is to have delegates say after attending "you had to be there!"

"An important theme for the 2017 Expo seminar program will be technology. Among the topics that will be covered are how to pre-empt and resolve common on board system faults and selecting the right scan tools to suit the work you do in your workshop.

"The Expo team is working hard to deliver the key benefits of great business to business shows – the latest products and technology, a comprehensive educational seminar program with leading Australian and international speakers, and three days of networking and business development opportunities.

"These critical elements make this Expo a must attend event for anyone working – or wanting to work – in this industry. If you only attend one industry event in 2017, make it the *Australian Auto Aftermarket Expo*," said Stuart Charity.

### **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 in Australia. The Association has over 2,000 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 \$800 million worth of product a year. Visit <http://www.aaaa.com.au/>

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