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The 2015 Australian Auto Aftermarket Expo –

A showcase of innovation and economic strength

With exhibition space for the *Australian Auto Aftermarket Expo* sold out, visitors will see and experience the largest display of vehicle repair and servicing equipment, replacement parts, tools and accessories ever held in Australia.

Hosted by the Australian Automotive Aftermarket Association (AAAA) at the Melbourne Exhibition Centre from 16 to 18 April 2015, this action packed trade only event is THE place to:

- Check out the latest products and services from all the industry leaders.
- Learn from a comprehensive program of free educational seminars covering the topics that matter.
- Network to get fresh inspirational ideas to take your business to the next level.

AAAA Executive Director Stuart Charity said activities at the 2015 Expo are focused on helping owners and managers strengthen their businesses. Many key elements of the Expo have been expanded and improved this year as part of this theme.

“Together with the co-located *Collision Repair Expo*, this event will showcase 420 exhibitors from 21 countries across more than five acres of floor space. Visitors will see and experience just about every product and service they need to fit out a modern workshop and make it successful,” said Stuart Charity.

Tenneco Australia National Marketing Manager Brydon Tweddell said the Monroe shock absorber brand’s leading status in the aftermarket is re-affirmed strongly to trade customers by taking on the major sponsorship of the Expo. “No event compares to the size and success of this Expo in Australia. So for Monroe, being the major sponsor for the third successive time makes perfect sense,” he said.

Gain product knowledge

An important new Expo feature to help promote the best new products – and to recognise innovation by manufacturers – is the expanded *Industry Awards Program*.

“This program celebrates excellence across a range of categories and all products entered in the awards program will be displayed in a special feature called the *New Products Showcase* in the exhibition hall,” Stuart Charity said.

“In addition, you can increase your knowledge of new state of the art technology simply by walking the aisles of the Expo, because most exhibitors will launch new products or services at the show,” he said.

Gain business and technical knowledge

The *Expo Seminar Series* has become a big drawcard for visitors with bookings now required to secure entry to the seminars you want to attend. Seminars are delivered by industry experts covering both business operations and technical subjects and are held on Friday April 17 and Saturday April 18.

Expo visitors should book seminar seats at <http://www.aftermarketexpo.com.au/seminars>.

Gain industry knowledge

An exciting element of the Expo that has grown significantly is the opportunity to meet and share ideas with others working in similar businesses to yours. This year more than 30 industry organisations are hosting their own events that are co-located with the Expo.

“Visitors who capitalise on the opportunities offered at the Expo to network with their peers will benefit from the biggest aftermarket learning and information exchange in the country. We have visitors from more than 70 countries attending,” said Stuart Charity.

“This outreach and engagement aspect of the Expo is a sign that this event is much more than a product exhibition. It has become an important biennial industry focal point for all elements of the automotive aftermarket.

“With the focus this year on growing stronger aftermarket businesses, the AAAA is hosting investment and trade meetings for members with delegations from Mexico, Thailand and Indonesia.

“Such events make the Expo the premier trade show in the Australian automotive market thanks to the vision of our dedicated organising committee. This committee consists of executives from leading aftermarket businesses. As specialists in the industry, they really understand what people in our supply chain want and need from this event,” he said.

Increasing future role for the aftermarket

“In addition to introducing leading edge technologies and business practices, this year’s Expo makes a definitive statement about the underlying strength and resilience of the aftermarket sector. Looking beyond the closure of the three local car makers, the aftermarket manufacturers and exporters will play an even greater role in the future growth of the Australian automotive industry,” Stuart Charity said.

“The independent aftermarket sector is growing strongly, supplying service and repairs, parts, accessories, workshop tools and equipment, and 4WD, high performance and motorsport components for 17.6 million vehicles in Australia.

“These businesses turn over \$11 billion a year and employ 40,000 Australians. Aftermarket manufacturing represents 36% of all automotive production in Australia – \$5.2 billion a year – and exports products worth more than \$800 million a year.

“In Australia’s stormy automotive landscape, the aftermarket is one bright patch of consistent growth and optimism. The 2015 Expo will help people clearly see the important role the aftermarket now plays in the lives of Australians and their economy . . . and how it will continue to add value in the future,” said Stuart Charity.

The *Australian Auto Aftermarket Expo* is a trade only event. Entry is free – including the *Expo Seminar Program* – to all automotive industry professionals. To see the full list of exhibitors, the seminar program schedule and to learn more about the 2015 Expo, visit: <http://www.aftermarketexpo.com.au/>

Photo caption AAAAStuartCharity.jpg: *AAAA Executive Director Stuart Charity.*

AAAELogo.jpg

Photo caption BrydonTweddellTenneco.jpg: *Tenneco Australia National Marketing Manager Brydon Tweddell.*

MonroeLogo.jpg

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/>

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