

For immediate release:



Australian Automotive Aftermarket Association

The voice of the independent aftermarket in Australia

THE 2019 AUSTRALIAN AUTO AFTERMARKET EXPO - BRINGING AUSTRALIA'S AUTOMOTIVE TRADE TOGETHER

November 26, 2018 - Australia's automotive aftermarket industry will proudly assemble in from April 4 to 6, 2019 at the Melbourne Convention and Exhibition Centre for the 2019 Australian Auto Aftermarket (AAA) Expo.

All is set for this to be the most impressive Expo to date, with 93% of the exhibition space (almost 21,000 square metres) already sold out, featuring more than 400 exhibitors representing Australia's and the world's leading automotive parts, tools and workshop equipment brands and suppliers.

This trade-exclusive event will showcase Australia's constantly growing automotive aftermarket component and accessory manufacturing sector, with hundreds of technical and product experts on hand to provide detailed information to the thousands of automotive repairers, parts re-sellers and managerial personnel who will be attending this important biennial event.

Members of the trade can take part in this comprehensive three day industry event free of charge with easy online registration now available. The Expo will also include a dedicated Expo seminar program that will be geared to engage business owners and managers, repairers, re-sellers and technicians across a range of relevant topics. These helpful and informative seminars are always a popular and integral part of each Expo and are provided at no extra cost for members of the trade taking part.

Monroe Shock Absorbers, Australia's market leader in ride performance products, is the major corporate sponsor of the industry's largest showcase event for the fifth consecutive Expo in 2019. According to the company's marketing manager, Brydon Tweddell, this trade exhibition is an extremely important industry event for a number of reasons.

"The ability to bring the entire industry together at the one major event is a feat within itself and the AAA Expo achieves this brilliantly every two years. This Expo has truly become world class in terms of its presentation and professionalism. Gaining face to face access with so many of our trade customers at the one event is an invaluable marketing benefit that develops strong, long term business relationships," Mr Tweddell stated.

With the inclusion of the AAAA Innovation and Excellence awards, presented through Expo linked major social events such as the Australian Auto Aftermarket Innovation Awards

Breakfast and the Australian Auto Aftermarket Excellence Awards Banquet, this busy three day event in Melbourne provides many opportunities for business to business interaction.

This Expo provides a major overview of the people and the premium quality products that form Australia's automotive component industry that exports more than \$1 billion worth of products and generates revenues in excess of \$11 billion domestically each year, employing more than 40,000 people.

The 2019 AAA Expo being held from April 4 to 6 is a must-visit event for all members of Australia's automotive repair trade and is being held concurrently with the 2019 Collision Repair Expo, showcasing the latest developments in panel repair, refinishing and paint technology, making it the complete automotive repair and service industry one stop information hub.

Members of the trade can register online at www.autoaftermarketexpo.com.au free of charge.

Limited exhibition space remains to ensure that your company is a part of one of the largest automotive trade exhibitions in the Pacific region. Contact AAA Expo Manager Nina Roberts by calling **03 9596 9205** or by email: nina@iecgroupp.com.au for remaining exhibitor opportunities.

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For further information contact Paul Marinelli, Marinelli PR – 0417 558 655.

Suggested image caption: *The 2019 Australian Auto Aftermarket (AAA) Expo to be held at the Melbourne Convention and Exhibition Centre from April 4 to 6 will bring together Australia's Automotive trade and the world's leading automotive parts, tools and workshop equipment brands and suppliers.*

This press release and its accompanying images can also be viewed and downloaded from the Marinelli PR website:

