



MONROE AUSTRALIA LOOKS FORWARD TO ITS 5TH AAA EXPO AS MAJOR SPONSOR

March 12, 2019 - Monroe Australia is delighted to announce the market leading company's major sponsorship of Australasia's largest automotive aftermarket trade exhibition for the fifth time in 2019.

This major biennial three day trade expo gathers Australia's and the world's leading automotive aftermarket industry manufacturers, marketers, re-sellers and customers from April 4 to 6 at the Melbourne Convention and Exhibition Centre.

As the AAA Expo continues to be the major showcase of the Australian automotive repair, service and parts industry, Monroe continues to grow as the Australian automotive repair trade's clear number one choice for shock absorber replacement. The introduction of the industry's first five year warranty on all Monroe OESpectrum replacement shock absorbers continues to be the only five year warranty commitment in the Australian market, ensuring total peace of mind for installers and consumers.

"The AAA Expo is an outstanding Australian trade event for our industry and the exhibition's growth over the years also makes it a must-attend event within the Asia-Pacific region. As the market leader in aftermarket ride performance products both in Australia and in many markets around the world, partnering with the AAA Expo as the event's major sponsor is a great fit. It aligns one of Australia's premier automotive aftermarket brands with Australia's premier automotive aftermarket event," stated Brydon Tweddell, Monroe Marketing Manager, SEAP.

"The AAA Expo represents a major part of a much more expansive body of invaluable work that the Australian Automotive Aftermarket Association provides to the industry," Mr Tweddell added.

Monroe's unrivalled longevity in the Australian and international automotive aftermarket industry will also be celebrated at the 2019 AAA Expo. The company's century of operations makes it a true veteran of the worldwide automotive aftermarket industry. A veteran that continues to proudly design, test and manufacture ride performance products in Australia.

"By having a major presence at this major industry event, we want to make our customers aware of how highly we value being their number one choice for replacement ride performance products. We enjoy the face to face customer interaction that comes with

every AAA Expo and look forward to one of the industry's best ever events in Melbourne this April," Mr Tweddell said.

Monroe Australia will be joined by hundreds of other Australian and international companies who will be exhibiting at the 2019 AAA Expo from April 4-6 at the Melbourne Convention and Exhibition Centre.

You are invited to visit Monroe Australia at Stand J28 throughout the 2019 AAA Expo.

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

