



## **Burson Automotive Secures Platinum Sponsorship of Australian Auto Aftermarket Awards**

The Australian Automotive Aftermarket Association is pleased to announce that Burson Automotive has secured the Platinum Sponsorship for the 2022 Australian Auto Aftermarket Excellence Awards Banquet.

Taking place in conjunction with the Australian Auto Aftermarket Expo, April 7 – 9 2022, the Australian Auto Aftermarket Awards Banquet is the most prestigious industry event on the aftermarket calendar. The event recognises the organisations and individuals who set the benchmark for excellence across a wide variety of categories, including manufacturing, products, service, innovation and marketing.

Burson has been a long-term platinum sponsor of the Aftermarket Awards event, and the continuation of Burson's sponsorship demonstrates huge support and excitement for the upcoming Australian Auto Aftermarket Expo, and Aftermarket Awards.

"I'd like to thank Burson Automotive for their continued commitment to our industry. The value of Burson's support of the Aftermarket Awards can't be underestimated, and it helps us achieve our goal of celebrating and acknowledging excellence at our industry's night of nights," said Stuart Charity, CEO of the AAAA.

Burson Automotive is one of Australia's largest trade specialist suppliers, and since 1971 has supplied automotive aftermarket parts, accessories and equipment to customers via their nationwide store and delivery vehicle network.

"Burson Automotive is proud to continue our sponsorship of the AAAA Awards Banquet. Every day we satisfy our trade customers in Australia through our industry leading range of parts and equipment, first class knowledge and experienced team. Supporting this premier event that acknowledges excellence in the automotive aftermarket industry is something Burson sees as a great honour and privilege," said Steve Drummy, Executive General Manager, Burson Automotive.

An initiative of the AAAA, The Australian Auto Aftermarket Awards Banquet will take place at Crown's spectacular Palladium venue, where over 800 industry professionals from across the country will come together to celebrate the best and brightest companies and individuals in our industry.

In addition to Burson, some of the industry's biggest brands are also backing the Awards. The Gold Sponsor of the event is Dayco Australia, Ryco Filters is sponsoring the Marketing Award, and Supercheap Auto the Manufacturing Award. Supporting sponsors include: Hella, Mahle, Hella Pagid Brake Systems, Hella Gutmann Solutions, Scangrip, JB Weld, Formula 1 and RSP Automotive & Industrial. The Awards Breakfast is proudly sponsored by the great team at Ryco Australia.

"We've been overwhelmed with industry support. We thank each and every company for their belief in this important industry event. We look forward to coming together in April next year to celebrate our wonderful industry," said Stuart.

For further information on the Aftermarket Award Banquet sponsorships still available contact Michelle Vizzutti on (03) 9545 3333 or email [michelle@aaaa.com.au](mailto:michelle@aaaa.com.au).

For more details on Burson Automotive, head to [www.burson.com.au](http://www.burson.com.au)