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## **2015 Australian Auto Aftermarket Expo – Australia’s premier automotive industry show**

**The visitor friendly Melbourne Exhibition Centre at Southbank is the 2015 venue for the nation’s premier automotive industry show – the *Australian Auto Aftermarket Expo* – to be held from 16 to 18 April in conjunction with the *Collision Repair Expo*.**

Organised by the Australian Automotive Aftermarket Association (AAAA), the biennial Expos alternate locations between Melbourne and Sydney to foster national engagement in the events by both the industry supply chain and the workshop owners and managers who use the products and services.

### **Exhibition space – already a near sell out**

Demand from exhibitors for display space is the strongest on record. With seven months before the doors open, over 80% of the *Australian Auto Aftermarket Expo* floor space has been sold.

The combined 2015 *Australian Auto Aftermarket Expo* and *Collision Repair Expo* are shaping up to be the largest automotive trade event ever held in this country. “These Expos will make a definitive statement about the underlying strength and resilience of the aftermarket industry,” Stuart Charity said.

“There is also a significant increase in the number of enquiries from organisations wanting to link their meetings and conferences to the Expo. The sense of anticipation building as we move closer to the Expo launch date is palpable,” said Stuart Charity.

“Our event planning focuses strongly on ensuring Expo visitors are able to experience the latest innovative products and services in our industry, learn from a high quality education program, as well as benefit from the industry’s largest networking opportunity,” he said.

### **Information exchange about the changing industry**

Stuart Charity said the automotive aftermarket is experiencing unprecedented change. “This transformation is driven by economic factors, the complexity of the car parc, advances in vehicle and information technology, shifting industry dynamics, as well as the adjustment in the capabilities and needs of our workforce and customers.

“While there are many threats and challenges on the horizon, there is also a myriad of opportunities presenting themselves. The key to unlocking this potential is to stay ahead of the competition by keeping yourself up to date on the very latest industry information, products and trends,” he said.

### **Industry suppliers and customers come together**

Regular exhibitor Brown & Watson International will again be a proud supporter of the *2015 Automotive Aftermarket Expo*. “We will be exhibiting our two brands Narva and Projecta on our large stand,” said Marketing Manager George Davies.

“The Expo always provides an exceptional opportunity for us to expand our customer base. As the largest gathering of the automotive aftermarket industry, it is also the ideal venue to build relationships with the people who specify, supply and fit our products.

“In 2015, we look forward to launching new and innovative products into the industry, while taking the opportunity to learn about new trends and changes of direction being experienced in the industry,” said George Davies.

## The trade only Expo

Stuart Charity said the *Australian Auto Aftermarket Expo* provides a once in two year opportunity for members of the automotive industry to see all of the major industry brands under one roof – and to exchange ideas and information with 13,000 automotive trade professionals over three action packed days.

“The research data gathered each year from exhibitors and visitors guides the senior industry executives who volunteer time to work on the organising committee. That input makes this Expo the best automotive industry showcase in Australia.

“If you are travelling from interstate or overseas, we have negotiated preferential rates on a huge range of hotels and serviced apartments within easy walking distance to the Melbourne Exhibition Centre through our accommodation provider Ozaccom,” he said.

“We are also developing a range of incentives and activities to make your stay in Melbourne more productive and enjoyable. Accommodation options and pricing can be viewed through a live and interactive booking page linked to the Expo website > <http://www.aftermarketexpo.com.au/>.

“Registration and entry to the Expo and seminar program are free of charge for all bona fide trade visitors. The Expo is the one industry event in 2015 that you can’t afford to miss,” said Stuart Charity.

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

**Photo caption GeorgeDavies.jpg:** Brown & Watson Marketing Manager George Davies.

**Photo caption ProjectaNarvaStand11.jpg:** The Projects and Narva brands are always supported by a large custom display stand at the Australian Auto Aftermarket Expo.

### 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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