

PRESS RELEASE

Intensive promotion campaign now underway

New halls and activity-laden roadshow planned for Autopromotec 2009

Autopromotec 2009, the most specialized international exhibition of automotive equipment and products taking place in Bologna (Trade Fair Center), Italy, May 20 – 24, will feature new worldwide promotion activities and a larger exhibition area.

The 2009 edition will witness significant innovations, namely two new halls devoted to alternative fuels and the latest solutions for sustainable mobility. An additional hall for automotive diagnostic products is also featured, together with a new large outdoor area exclusively devoted to car washes.

Besides highlighting cutting-edge trends, Autopromotec 2009 is having its international promotion extended thanks to a rich schedule of press conferences and institutional meetings. After touching down in Germany and the U.S.A. (for the Automotive Aftermarket Industry Week in Las Vegas), the promotional tour stopped off in Paris for a press conference that involved the most important media representatives in France. Also attending were French consulting agency Ubifrance and important industry associations, that confirmed their participation in the Bologna-based show.

The Autopromotec 2009 promotional tour will go on till the show kicks off, including such important venues as London, Madrid, Stockholm, Athens and Lisbon, and will involve numberless international buyers, journalists and institutions.

Bologna, February 10, 2009