

Autopromotec Observatory

PRESS RELEASE

A galaxy of specialized exhibitions scheduled in Bologna (Italy), May 20 – 24, 2009

Autopromotec 2009: only eight months away and new exhibitor records already in sight

Strong growth in foreign exhibitor turnout and several exhibition areas already booked up for Autopromotec 2009, the most specialized international exhibition of equipment and products for the automotive industry that will be held May 20 – 24, 2009 in Bologna (Trade Fair Center), Italy. With almost eight months to go, a 15% increase over 2007 is already recorded.

Despite hard times for the economy and the automotive industry, the 2009 edition of the Autopromotec show confirms beforehand its formula for an international show that showcases a galaxy of specialized exhibitions featuring the latest cutting-edge technologies and production know-how of the automotive aftermarket industry worldwide. As in previous editions, only manufacturers and exclusive distributors will be allowed to exhibit at Autopromotec 2009.

Among new and confirmed features are: further increase in exhibition area for automotive components and spare parts, car service and service networks. Increased exhibition area is also planned for car wash companies, while two new halls will host – for the first time ever – fueling stations and new energies and motorizations. As always, three halls will feature the world's most renowned manufacturers of new and retreaded tires, tire repair tools, wheels and tire accessories. The technology overview will be completed by the latest innovations in the engine rebuilding business as well as in vehicle lifts, vehicle diagnostics, car body and automotive tools.

The quick pace of technology innovation – says Autopromotec Managing Director Renzo Servadei, and growing demand for higher quality reveal new needs in terms of products and services for all automotive industry operators. This paves the way for a new and more global vision of the automotive aftersales market which blends several aspects: from distribution to service, from telediagnosics to infotelematics, from environmental friendliness to customer satisfaction”.

An attention catcher at Autopromotec 2009 will be “Futur motive”, a showcase of all environmentally sustainable technology innovations for automotive service companies that will be one of the show highlights. This is the logical consequence of growing levels of commitment among manufacturers

and widespread interest among consumers who are shifting more and more toward alternative fuel cars and maintenance, with special attention being given to fuel economy and CO₂ emissions. According to show organizers, around 100 thousand operators are expected to visit Autopromotec 2009, and international attendance will be high. As in previous editions, entrance is free by invitation from exhibitors and show organizers and is open to trade professionals only.

Bologna, October 9, 2008