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## **Register early for free travel, parking and entry at the Australian Auto Aftermarket Expo**

**Visitor registrations are rolling in quickly as the Australian Auto Aftermarket Expo rapidly approaches – it runs from 2 to 4 April, 2009 at the Sydney Exhibition Centre. Entry to the Expo is free and early registration is recommended to take advantage of the free parking on offer and to eliminate the hassle of waiting in queues at the door on arrival.**

This Expo, which will be held in Sydney for the first time since 2005, will be the most comprehensive automotive aftermarket trade event ever held in Australia. Over 400 industry leaders will present their products and services across nearly five acres of space. This is almost double the number of exhibitors at the 2005 Trade show and highlights the significant growth of this trade only event.

Stuart Charity, Executive Director of the Australian Automotive Aftermarket Association, said the Expo is organised by the industry body for the industry members. "This huge Expo is held for the benefit of the industry and will showcase the latest automotive parts and accessories, workshop tools and equipment and business services. If you want to keep your business ahead of the competition, this is the place to learn all about the latest products and technology our industry has to offer," he said.

"Attendance at Expo provides busy workshop owners and managers with the opportunity to see all the big brands in one place. Among the aftermarket specialists displaying ground breaking new products are Bendix, Hella, Meguiars, Repco, Ryco, Shell, NGK, Tenneco, Burson, Robert Bosch, and major Expo sponsor Armor All.

"Workshops searching for new technicians could also find them at the Expo in the Sachs Masters Skills Competition. Visitors will experience the excitement of this team based automotive technician skills competition, as some of Australia's most talented professionals go head to head on the Expo floor," said Stuart Charity.

"It could not be easier or cheaper to attend a trade show. In addition to free entry to the Expo, all visitors will be able to use the free Monroe Park'n'Ride service from nearby Harold Park Paceway. Complimentary shuttle buses between Harold Park and the Exhibition Centre will depart every five minutes over the three days of the event.

"To assist visitors from regional NSW to attend the Expo, free bus services will operate from Canberra (also picking up at Goulburn), Wollongong, Bathurst and Newcastle to the Expo on Saturday 4 April. Buses will arrive at the Exhibition Centre around 10.30am Saturday morning and will depart the venue for the return journey from 3.00pm. Pre registration for this service is essential and numbers are limited. Departure times and registration details are on our website [www.aftermarketexpo.com.au](http://www.aftermarketexpo.com.au)," said Stuart Charity.

### **Product showcase**

Strong interest in the Expo from exhibitors resulted in a virtual sell out of display space many months ago and all aspects of the automotive aftermarket will be represented.

Australian Truck and Auto Parts Marketing Manager Anthony Goerke said the full Protex range of brake and suspension parts will feature on the company's stand, together with products from other leading brands. "Protex has expanded to offer three levels of disc pads, a variety of performance disc rotors for popular applications, as well as shockers and an impressive line up of cooling products. We look forward to our Expo presentation and welcoming lots of visitors to the stand," he said.

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Australian family owned international company Pedders Suspension is again participating in the Australian Automotive Aftermarket Expo to present its range of quality shock absorbers, steering and suspension components. Group Marketing Director Adam Gillick said the company is pleased to be a part of the 2009 Expo and looks forward to welcoming visitors to stand U10 to promote the company's selling propositions – design, manufacture, research, development, training, wholesale, retail, export and advice.

From outside to inside the vehicle, the Expo exhibitors offer solutions for every workshop. Valvoline Australia will highlight its new Eagle One Nano Protectant Detailer for 2009. "Cleverly packaged in a wipe on pack designed to avoid windscreen overspray, it delivers a natural smooth satin finish and dries quickly leaving no oily residue so it minimises duct accumulation," said Senior Product Manager Tony McDermott.

Caravan and 4X4 businesses will see a range of specialist products for their markets. Manager Michael Kehrer said Kangaroo Creek Imports will showcase its new KCI 12 volt Hi-Jacker 2000kg jack and the KCI 12 volt Ezy Wrench impact wrench on its Expo stand. "These products have strong appeal across a range of market segments because they can be operated from standard cigarette lighter style fitting, or the vehicle battery. The KCI Hi-Jacker has been tested to AS/NZS2693:2003 and the Ezy Wrench has been tested and used by the NSW NRMA and sold by RACV and ARB," said Michael Kerher.

### **See the big Expo for free**

Visitors to the Auto Aftermarket Expo can also attend the Collision Repair Expo, to be held in the adjacent exhibition hall, featuring a further 50 leading suppliers to the collision repair industry.

"We are confident that the unprecedented response from exhibitors, combined with our extensive marketing campaign, will result in a record number of people visiting the Expo this year," said Stuart Charity. "Therefore, I strongly recommend registering for the event now to avoid any delays when entering the venue.

"Simply log on to our website [www.aftermarketexpo.com.au](http://www.aftermarketexpo.com.au) to complete the online registration form. Then in the week prior to the Expo, you will be sent your free entry pass and a voucher to access the free Monroe Park'n'Ride service. Regional visitors can also book for the free bus service on Saturday 4th April," he said.



**Photo caption ATAPBrakeDisc.jpg** – Popular Protex brand performance disc rotors will feature on the Australian Truck and Auto Parts exhibit.



**Photo caption Pedders 07.jpg** – Enthusiastic Expo exhibitor Pedders returns in 2009 with its full range of quality shock absorbers, steering and suspension components.



**Photo caption Valvoline.jpg** – Valvoline Australia will highlight its new, cleverly packaged Eagle One Nano Protectant Detailer on its 2009 Expo stand.

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**Further information:**

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