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Technology to make your business more competitive

New technologies and the latest trend setting product lines from local and international suppliers will be showcased at the Sydney Exhibition Centre from 2 to 4 April 2009. With 350 exhibitors booked to present their products and services, the Australian Auto Aftermarket Expo will be the largest aftermarket trade show seen in Australia.

AAAA Executive Director Stuart Charity said that even in these challenging economic times, the fact that the industry is mounting such a huge trade show, is a demonstration of the strength and resilience of the sector in Australia.

“The major commitments being made to the 2009 Expo, by both small and large businesses, are a reflection of the robust health of the industry and the confidence that people have in its future. This Expo has been a virtual sell out for months and only a few small stands remain available,” said Stuart Charity.

“This makes the 2009 Auto Aftermarket Expo a unique opportunity for automotive workshop owners and managers to see all the leading brands and products under one roof. The next opportunity will be in Melbourne in May 2011, and the Expo won’t be back in Sydney until 2013.

“These new technologies and trend setting products lines will be a critical path to profits for workshops in coming years. Workshop owners and managers who visit the Expo and learn about these opportunities next April, will position themselves ahead of their competitors,” he said.

Major corporate sponsor ARMOR ALL will be exhibiting its comprehensive range of products that clean, and shine vehicles of all types. ARMOR ALL automotive Marketing Manager Paul Blair said the company is proud to be an Australian Auto Aftermarket Expo partner. “Our 40 year old brand continues to expand its range of products that protect vehicles top to bottom, inside and out. We are also committed to continuing our support for the AAAA, which works with and for the automotive industry,” he said.

Exhibitors star at Expo

Among the new technologies to be launched at the 2009 Auto Aftermarket Expo will be the EXACT700 wheel aligner, which is designed to be more user friendly, faster and more accurate than existing machines. Marketed by Corgi Wheel Service Equipment, General Manager Andrew Cornwell said the EXACT700 will be joined in the company stand by an extensive range of Corgi tyre fitters and wheel balancers made to the highest design and manufacturing standards.

Australian Transmission Components will feature its extensive range of OEM and aftermarket gearbox components at the Expo stand. The company, which specialises in bearing kits and remanufactured assemblies, has a new line of bearing puller sets for manual transmissions that will be highlighted on the stand, together with a parts catalogue CD.

Services for auto aftermarket businesses are an important part of the Expo and a new catalogue system from TecDoc will be launched at this show. TecDoc is an international automotive aftermarket DVD and web based catalogue system providing standardised data from over 300 parts manufacturers and suppliers. TecDoc was established in Germany in 1995 and is owned by a consortium of 26 aftermarket companies including Bendix, Bosch, Hella, LUK, Mann-Hummel Sachs, Tenneco and TRW.

TecDoc’s Andrew Mattock said: “With a standardised table of 4700 Australian vehicles on the system, TecDoc allows Australian producers of aftermarket components to take their products to market in a direct way to better compete with original equipment. For added convenience, the system includes an on-line ordering capability, and can provide access to repair time and fitting guides via Autodata, or Vivid.”

Countdown to April 2

Enthusiastic exhibitors from the automotive aftermarket sector attended special briefings held recently in Sydney and Melbourne to help them with plans to maximise the attraction of their stands at the Auto Aftermarket Expo. For example, most exhibitors will be running competitions, sales incentives and special promotions.

Stuart Charity said that with only three months to go before the show, exhibitors are gearing up their stands. "Likewise, workshop owners and managers should start thinking about making arrangements to visit the Expo.

"AAAA has made it as easy as possible to attend the Expo. We have arranged free pick up and drop off bus services from regional centres as well as the free car park at the Harold Park Paceway in Glebe, which will be serviced by a Monroe sponsored free Park'n'Ride service to the Expo.

"We have an advance registration service on the Expo website at www.aftermarketexpo.com.au, where you can review the list of exhibitors. Once registered, you will receive regular notices about important Expo activities and opportunities to participate in promotions. You will also save time when you visit the show, because you will not have to stand in a queue," said Stuart Charity.

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

Further information:

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