



Bologna, May 17, 2016

Autopromotec 2017: pre-registrations on the rise More and more automotive companies interested in exhibiting

- **Over 9% increase in pre-registration requests than the same period in 2014**
- **Over 10% increase in pre-registrations from first-time exhibitors**
- **More pre-registrations from international newcomers, especially from Germany, the UK and Poland**

Autopromotec, the most specialized international exhibition of automotive equipment and aftermarket products that will be held at the Bologna Trade Fair Center (May 24-28, 2017) has just disclosed the first figures related to 2017 pre-registrations.

These figures have been sourced from the *Information Form*, a non-binding document that both repeat and potential exhibitors sent to the Show Organizers to help them plan the 2017 floor layout based on actual space request.

At the end of April, 761 companies had submitted pre-registration information, 9% more than the same period in 2014. Over 10% of these pre-registrations are from first-time exhibitors, 30% of whom come from such big European automotive markets as Germany, the United Kingdom and Poland.

The positive feedback from international exhibitors is all the more remarkable if we consider that exhibiting companies usually book their booths directly, skipping the pre-registration phase altogether.

Early figures already show which halls are going to draw larger numbers of exhibitors, namely the ones devoted to spare parts, diagnostic lines, tire equipment and tires, the latter having strongly increased over the past few years thanks to new manufacturing companies from the Far East.

Autopromotec CEO Renzo Servadei says: "Our exhibition has been steadily expanding and proving to be the benchmark event, held in odd-numbered years, for the whole automotive aftermarket industry, and early figures seem to confirm it. We have many requests from first-time exhibitors, and long-time repeat exhibitors often request larger exhibit space. Additionally, international attendance has grown over the past few editions, as a result of increased promotional activities aimed at enhancing international recognition of the show and the "Made in Italy" business." Servadei then concludes: "Autopromotec constantly provides updates on the latest technologies that will be soon affecting workshop activities and that no trade operator can afford to ignore."



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Homo faber fortunae suae

27^a Biennale Internazionale delle Attrezzature e dell'Aftermarket Automobilistico
27th International Biennial Exhibition of Automotive Equipment and Aftermarket Products

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ABOUT AUTOPROMOTEC:

Autopromotec is the international exhibition of automotive equipment and aftermarket products held every other year at the Bologna Trade Fair Center. First established in 1965, the show is organized by Promotec, a service company owned by AIRP - the *Italian Tyre Retreaders Association* – and AICA – the *Italian Garage Equipment Manufacturers Association*. Its exclusive formula is based on the high level of specialization and professionalism of all exhibiting companies, as well as the high quality of all exhibited products. The show, a real meeting point for manufacturers and final users, includes 575 product groups covering all sub-sectors of the automotive aftermarket industry. Due to the wide range of products on display, every single hall is *a show within the show*, and attendees can plan custom-made visits based on their professional interests. Over the last few years, Autopromotec has registered a constant international growth, thanks to a carefully planned promotion campaign endorsed by national institutions and trade associations. Training has also been in the spotlight thanks to AutopromotecEdu, the think tank for closer examination of the latest trends and innovations in after-sales services.

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