



Bologna, 24th November 2016

The 2017 edition of Autopromotec is a sell-out

Exhibition surface expanded and layout reorganised

for even stronger product specialisation

- **Exhibition halls nearly fully booked**
- **New floor plan: expanded exhibition areas and improved layout**
- **The “show-within-a-show” aspect takes on a new meaning**

The next edition of Autopromotec, the most specialised international exhibition of automotive equipment and aftermarket products to be held in Bologna from 24th-28th May 2017, is shaping up to be an even more dynamic and must-attend event than past editions. At roughly six months from the opening, exhibition space for most product sectors has already sold out. Organisers are also announcing a strong increase in the number of exhibitors (+19% increase over the same period in 2014), a factor that has led to the upgrading and optimisation of several exhibition areas.

The end of October was the deadline for pre-registration to the 2017 edition of Autopromotec. Once again, the results attest the key role that this event has been having for the market of automotive after-sales assistance. All product sectors involved– from tools and equipment to spare parts and components, diagnosis and car service – have heated up significantly with nearly all halls of the Bologna Exhibition Centre booked solid.

More specifically, there is one market – tyres -- that has noted a distinct increase in exhibitors, to the extent that the space devoted to showcasing products has actually been doubled. For the first time, all major world brands in the sector will be exhibiting at Autopromotec, proof of the importance the Bologna trade fair has for this particular segment. To enable its expansion, several other halls have been set aside for the leading players of this important sector, including producers and dealers of tyres and rims, vehicle servicing equipment, retreaded tyres and their related accessories and services.



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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

BOLOGNA, ITALY 24-28 MAGGIO/MAY 2017

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The increase in the number of registrations and the demand for larger space by long-time exhibitors have led to a reorganisation in the layout of Autopromotec 2017, now expanded and improved and including a higher presence of outside exhibition areas. The floor plan for Autopromotec 2017 reflects an expansion that further strengthens the “show-within-a-show” aspect, a feature that has always characterized the exhibition and that allows visitors to plan their visits according to their professional interests and in order to maximize their time.

As **Renzo Servadei, CEO of Autopromotec** commented: “A full house six months before the start of the exhibition is an important achievement. It confirms the role of Autopromotec as an opportunity for the industry of automotive after-sales to gather and exchange information, as well as to showcase products and cutting-edge technological innovations.” Servadei continued: “Autopromotec Conference – State of the Industry 2016, the conference organised last June by Autopromotec, validated the role of Autopromotec as a loudspeaker of automotive industry trends and conduit for companies who are protagonists of the on-going revolution, tied to the increasing interpenetration between the automotive industry and the web. To back this up, during last June conference, Angie Cucco, Automotive Industry Google US, pointed out that each month 2.7 billion searches are made for spare parts and accessories through the Google search engine, and 425 million are related to after-sales service, a trend that will keep growing in the future.” Servadei then concluded: “At Autopromotec, industry participants will discover how companies can evolve and innovate in order to achieve success within this framework. This is the real competitive advantage of the exhibition: it is a one-stop shop for gaining information so that players can stay ahead of the trends in repair and servicing.”

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ABOUT AUTOPROMOTEC:

Autopromotec is an international exhibition for automotive equipment and aftermarket that takes place every two years at the Bologna Exhibition Centre. Founded in 1965, the event is organised by Promotec, a services company owned by AIRP -Associazione Italiana Ricostruttori Pneumatici (Italian Tyre Retreaders Association) and AICA - Associazione Italiana Costruttori Autoattrezzature (Italian Automotive Equipment Manufacturers Association). Its unique formula is based on the specialisation, professionalism and quality of the exhibition, a true meeting point between manufacturers and users. The trade show -which includes 575 product categories, covering all sub-sectors of the aftermarket -takes the form of a selection of specialised fairs, where visitors can easily plan personalised itineraries based on their professional interests. Through intensive promotional activities supported both at an institutional level and by trade associations, over the course of 26 editions Autopromotec has experienced a continued increase in international growth. Each edition of the event focuses great attention on training with AutopromotecEDU, a think tank dedicated to the analysis of the trade and to the most current and innovative topics regarding the automotive aftermarket.

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