

AUTOCARE: THE MUST ATTEND INDUSTRY EVENT OF 2018

In just over a week, we will open the doors on the largest and most important automotive industry event of the year, Autocare 2018; to be held at the state-of-the-art International Convention Centre at Sydney's Darling Harbour on Friday 4th and Saturday 5th May

This Convention is a training and education focused event which has been specifically designed to assist you to better understand and adapt to the rapid and significant changes taking place in our industry; and we have left no stone unturned to ensure that everyone involved in the automotive aftermarket industry gains the maximum benefit from taking part.

The Australian automotive industry has changed more in the past five years than it did in the previous 20 and that rapid pace of change will only increase over the coming years.

The Australian Car Parc is one of the most diverse in the world with 68 brands and over 300 models of vehicles sold; and the cars we are working on are far more technically complex with each model year bringing more and more systems and components that are monitored or controlled by computers.

Vehicles with active and passive safety systems, pass through technology, embedded telematics, hybrid, electric and semi-autonomous are on Australian roads today and these vehicles will need to be safely repaired and maintained for their useful life anywhere in Australia.

Add to this the skills shortages that are present in our industry today together with the need for automotive technicians to continually upgrade their skills and knowledge, and you have a combination of factors that will have a profound impact on every single business in our industry. The harsh reality is that if you don't change the way you operate your business to adapt to these changes, you may not be in business in 10 years time!

Autocare 2018 has secured experts from across Australia and across the globe to provide the very

latest information and practical tips on how the aftermarket industry and individual businesses can tackle these challenges to not only survive, but thrive, by taking advantage of the many opportunities that will arise as our industry changes.

Highlights of the formal Convention program include a presentation by United States based Auto Care Association Senior Vice President of Regulatory and Government Affairs, Aaron Lowe, who will be joined by the AAAA's Senior Manager of Government Relations and Advocacy, Lesley Yates, to provide an update on the global Right To Repair campaign along with the impact of telematics and software driven automotive components on the future of our industry.

Renowned USA based technician Scott Brown will deliver a keynote presentation titled 'Today's Automotive Diagnostician' where he will discuss the impact that changes in the automobile in regards to fuel efficiency, emissions, safety and security have on the workshop and how the ever-increasing complexity of these vehicle systems will significantly raise the bar in regards to service-ready requirements of the technician of tomorrow.

Scott will share his observations, knowledge and tips on how automotive technicians and business owners can adapt and prosper in this technology driven, service orientated industry of the future.

The AAAA has also made a significant investment in ground breaking consumer research which will be presented for the first time at the convention by leading automotive market research firm TKP.

Based on a customer insights survey of 1,500 Australian car owners, the findings will provide attendees with a complete understanding of the workshop customer; how they decide which



workshop to visit, what factors are critical to customer satisfaction, loyalty and recommendation. Research findings also include the importance of price relative to other considerations on which workshop customers select, views on fixed price servicing, perceived differences between independent and dealer workshops and a great deal more.

However, you don't have to attend the formal education program to benefit from Autocare and admission to the trade display and many of the onsite activities is free of charge.

Trade display visitors can look forward to a series of free training sessions focusing on the latest automotive component technology, servicing and diagnostic developments and much more conducted on the AutoMate Training Stage across two days.

The Convention will also feature more than 100 leading Australian automotive aftermarket companies who will have their senior engineering and management personnel in attendance to provide advice and training tailored to your specific circumstances.

We anticipate more than 2,000 automotive professionals will attend the combined two-day formal Convention Program, free trade display and onsite activities, making Autocare 2018 an education, networking and business development event that should not be missed.

For further information or to register online visit www.autocare.org.au

We look forward to welcoming you to this exciting new automotive Convention for Parts, Service and Repair Professionals.



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