

# AUTOCARE 2018

## Australia's Premier Automotive Convention for Parts, Service and Repair Professionals

The Australian Automotive Aftermarket Association is proud to announce the launch of an exciting new addition to the automotive industry event landscape: Autocare 2018.

To be held at the state of the art International Convention Centre at Sydney's Darling Harbour on May 4 and 5; Autocare will feature a range of world-class international speakers addressing the topics that matter to our future industry.

The automotive industry in Australia is undergoing unprecedented change driven by economic factors, the complexity of the car parc, changes in vehicle and information technology, and also changes in industry dynamics as well as the changing capabilities and needs of our workforce and customers.

The automotive parts, service and repair industry in Australia is a \$14 billion industry and the car companies are aggressively chasing market share through the use of customer tying tools such as extended warranties, free and capped price servicing programs and the withholding of repair and diagnostic information.

The economic value of the electronic content on a modern vehicle now exceeds 40 percent. Each model year brings more and more systems and components that are monitored or controlled by sensors or actuators. Vehicles with active and passive safety systems, pass through technology, embedded telematics ('connected car'), hybrid, electric and semi-autonomous are on the 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 complexity of the Australian car parc - with 68 brands and more than 300 models of vehicles sold - skills shortages, and 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 at every level of the value chain.

Addressing the theme *Disruption, Innovation, Rejuvenation*, Autocare 2018 will identify industry experts from across Australia and 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 and adapts to this new reality.

Plenary sessions and workshops will be arranged around three key streams over the two days targeting:

- Automotive product manufacturers and suppliers;
- Mechanical repair workshop owners and technicians; and
- Collision repair suppliers and workshops.

Autocare 2018 will be an education-led event with the opportunity to showcase new products and services to the market in the stand booths provided. Meeting with peers, suppliers and customers is a vital part of developing your business, and this Convention will offer a range of networking opportunities.

For the motoring enthusiast, there will be a feature car display of modified and custom cars on the International Convention Centre's 3,000 sqm outdoor deck.

With thousands of industry professionals in attendance, this event will provide industry suppliers with an exceptional business development opportunity.

A prospectus providing further information on sponsorship and event partnering opportunities is available by contacting the AAAA National Office on 03 9545 3333 or by emailing [info@aaa.com.au](mailto:info@aaa.com.au)



Further information on the speaker program and all of the activities and attractions on offer will be released later this year.

So, mark your diaries for Autocare 2018: Australia's Premier Automotive Convention for Parts, Service and Repair Professionals

For more information, visit [www.autocare.org.au](http://www.autocare.org.au)

  
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