

THE FUTURE IS HERE

The Australian Auto Aftermarket Expo will bring the future to the industry in April 2022

I am truly ecstatic to be able to announce to you that the AAAA will be bringing the industry back together again in 2022 with the official launch of the Australian Auto Aftermarket Expo (AAExpo)!

Co-located with the Collision Repair Expo (CRE), the AAExpo is the nation's only comprehensive exhibition for Australia's \$25B aftermarket industry.

It is no secret we were disappointed to have to postpone the Australian Auto Aftermarket Expo, but we have been hard at work behind the scenes preparing this incredible industry event, with exciting new features and initiatives soon to be announced.

Expo sponsorship levels and exhibitor bookings have been at an all-time high, which indicates the enduring interest and importance of face-to-face industry events and we are sure the Expo and its 'The Workshop of the Future is Here' theme will exceed expectations.

Indeed, at the time of the official re-launch earlier this month, we already had 84 percent of our exhibitor vacancies booked out which just goes to show that the industry is excited to come back together again at the Expo.

To ensure they aren't disappointed, the show continues to evolve and the launch of a number of exciting new initiatives will build further value for exhibitors and attendees.

While there are plenty of announcements to come, the new features I can tell you about now are:

- The 'Workshop of the Future Pavilion' – featuring a display of state-of-the-art



equipment and technology as well as regular presentations from industry experts covering the very latest information on Workshop Management Systems, EV repair techniques, ADAS calibration and diagnostics and tooling including J2534 pass through technology.

- The all-new 4WD Innovation Zone – a massive addition for the Expo which has been welcomed by the booming 4WD sector, providing a unique opportunity for companies involved in 4WD modification, accessories and tuning to promote their company through a trade only B2B platform.
- A stand-alone seminar stage on the show floor – for the first time, this show floor stage will deliver a free comprehensive training and education program and enable exhibitors to showcase their latest products, technology and service offerings to a targeted trade audience.

And that's not all. As always, the show will bring together the industry's best and brightest to showcase hundreds of the country's leading companies all under one roof and alongside the latest vehicle repair and servicing equipment, parts, tools and accessories, new technology and

trends. With huge exhibitor demand, we expect over 250 of Australia's leading brands to proudly display across 19,500 sqm of floor space at the MCEC.

Other exciting components of the 2022 Auto Aftermarket Expo will include the Awards evening, a comprehensive training and education program, a modified and classic vehicle display area in the show concourse, celebrity appearances, interactive displays and competitions, plus lots more.

With free entry available to all members of the automotive trade, the Expo is expected to see 10,000 visitors attend over the three-day event.

This is an event run by the industry, for the industry, and after a challenging couple of years for everyone, we are more excited than ever to come together to celebrate, learn, conduct business and network.

We can't wait for April to open the doors and we will do so with the support of some valued sponsors, including Repco and SAPE Group (Sydney Automotive Paints and Equipment) which have taken up the Major Sponsor role for the AAExpo and CRE respectively. We would like to thank them both for their strong and continued support.

To learn more about the AAExpo and CRE, go to page 11 of this magazine or www.autoaftermarketexpo.com.au or www.collisionrepair.com.au



STUART CHARITY
Chief Executive Officer