

IT IS TIME FOR THE AFTERMARKET INDUSTRY'S BIGGEST SHOW... AND YOU ARE INVITED

The anticipation is growing ahead of our industry's largest trade event, the Australian Auto Aftermarket Expo, co-located with the Collision Repair Expo

To be held across 7 – 9 April 2022, this is the feature packed, must attend event for our \$25 billion aftermarket industry.

Not since 2019 has the entire industry been able to see each other in person, network, learn and experience the latest and best products and services in our industry, and now that opportunity is finally here. This is reflected in the excitement of our exhibitors and visitors who can't wait to attend.

We were all happy to see the border reopening in Western Australia, and I've heard from quite a few of our friends in the west who are now making arrangements to attend. The good news has kept rolling too, with the New Zealand quarantine being lifted, allowing our Kiwi cousins to make the trip across the ditch and COVID restrictions have further eased in Victoria. Having said that, the Expo will have a comprehensive Covid Safe policy in place, in line with government regulations, to ensure a safe and enjoyable event for all.

So why should you attend the 2022 Expo? Because we've designed the Expo from the ground up to directly benefit you.

Whether you are an apprentice, experienced automotive technician, repair and paint specialist, workshop manager or owner, employees of parts manufacturers, distributors and retailers, or technology and service providers, there will be guaranteed learnings and new connections that will help your career and improve your business.

Our Expo theme is 'The Workshop of the Future is Here'. We understand that the car-parc is soon to undergo the most significant shift in generations, and that our industry needs to be prepared to embrace and capitalise on these changes.

We have built a dedicated Workshop of the Future Pavilion, which will be a centerpiece of the Expo.



Setup like a futuristic workshop, the pavilion will bring together state-of-the-art equipment and technology with regular presentations from industry experts across four key zones: Workshop Management Systems; EV/Alternative Fuel Repair Techniques and Workshop Equipment; ADAS Calibration Equipment; and Diagnostics and Tooling including J2534 Pass Through Technology.

The training and education doesn't stop there either. We have crafted an unparalleled industry education opportunity for visitors that we are offering all attendees free of charge. These sessions will tackle the biggest issues in our industry and get you up to date on mandatory data sharing, the future of EVs, the skills shortage, and vehicle modifications and regulation.

Other seminars focus on business growth, profitability and efficiency, common legal issues, customer service, and digital marketing as well as technical seminars on topics including advanced diagnostics, ADAS calibration and more. Places are limited so please select your preferred sessions when you register.

The Expo, proudly sponsored by Repco, will also reflect the vibrancy and variety of our successful industry. Over 250 of the best brands will be showcasing world-leading products and innovations, technology, parts and services across 18,000sqm of floor space at the Melbourne Convention and Exhibition Centre. It is truly a spectacular sight, and I don't think I am prouder of our industry than when I'm walking the aisles of the Expo.

The Thursday night of the Expo is also the time where we celebrate and recognise the best and brightest in our industry, at the Auto Aftermarket Awards Banquet. Held at Crown's Palladium, this evening is the industry's night of nights.

The event recognises the organisations and individuals who set the benchmark for excellence across a wide variety of categories, including manufacturing, products, service, innovation and marketing. Entries for the award categories are now closed, however a limited number of tables are still available for the evening. It's always a fantastic night and I can't wait to see you there.

The 4WD Innovation Zone is an exciting new initiative at the Expo, taking advantage of this incredibly large and growing segment of the aftermarket industry. This area will feature some of the biggest 4WD brands and enable a unique B2B business development opportunity. In addition, we will have Feature Car Displays, a New Product Showcase, celebrity appearances by V8 Supercars drivers, competitions and much, much more.

With the Australian Formula One Grand Prix taking place the same weekend, it provides businesses and trade visitors a fantastic excuse to combine a business trip to the Expo, followed by a day watching the big race at Albert Park on Sunday. That sounds like the ultimate automotive weekend to me!

If you are in the automotive trade, you can't afford to miss this opportunity. I guarantee you will benefit from attending the Expo and will come away motivated, reinvigorated and ready to achieve further success into the future. If you weren't already sold, we are also offering a chance to win a \$3000 Visa Gift Card simply by registering and then attending the event. I look forward to welcoming you to the Expo in April.

To register and learn more about the Auto Aftermarket Expo, the Seminar Series, the Workshop of the Future and all of the other event features, head to www.autoaftermarketexpo.com.au



Stuart Charity
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