

**A PROGRAMME OF CONCRETE INITIATIVES –
MARKET LEADERS CONFIRM THEIR PRESENCE – MARKET DEMAND**

At the Marketing & Communication Workshop held on 5 March, EQUIP AUTO outlined its goals and presented its 2009 communications plan.

7 months before the show – 13 to 18 October 2009 – the key players including ROBERT BOSCH, VALEO SERVICE and ZF TRADING have confirmed their presence, demonstrating how vital EQUIP AUTO is for the entire industry.

The aftermarket: stated purchasing intentions

During the workshop, the results of a survey carried out in January 2009 among 2000 vehicle repairs and distribution professionals clearly indicated EQUIP AUTO visitors' expectations. This study highlighted visitors' main interests: 88% rely on the show as a priority source of information and a crucial business platform in a tough economic climate; for 93% of the respondents, EQUIP AUTO is an essential means of meeting new suppliers; 73% of visitors also come to meet their usual suppliers.

Despite the credit crunch, 72% stated that they intended to buy parts and accessories, and 61% garage equipment – purchases that should be made before the end of 2009. The timing of EQUIP AUTO is perfect from the buyers' point of view.

Focus on business and dialogue

To stimulate business and enable every single participant to find new sources of profitability, EQUIP AUTO is offering all its visitors a promotional guide to the special events and commercial presentations on the stands and to the exhibitors' products and services. In turning the spotlight on the new products and innovations being unveiled and on the promotional initiatives being staged during the show, EQUIP AUTO confirms its role as a vital driving force for the sector that has expressed the need for unity.

Since attendees have clearly stated that finding out about the latest innovations and attending demonstrations are their chief reasons for visiting, EQUIP AUTO is encouraging exhibitors to put on product demonstrations and to organise tests on their stands. The exhibition medium has a more vital role than ever to play in creating opportunities for personal contacts, both business and social.

A confirmed interest for an offer that extends to include all vehicles

The survey also confirms the automotive sector's interest in parts and equipment for all motorised vehicles: 71% in industrial vehicles/HGVs, 53% in two-wheelers, construction and handling equipment and 42% in agricultural tractors. These results vindicate the strategic gamble taken by the exhibition organisers' in encouraging exhibitors to present maintenance and repairs equipment for all vehicles.

To conclude the workshop, EQUIP AUTO reiterated its aim revive the automotive market in its broadest sense.

About EQUIP AUTO 2009

The international exhibition of all equipment for all vehicles, EQUIP AUTO is now one of the key B2B events bringing together manufacturers, distributors and repairers seeking new products, services and partners. In 2009, the show will also open up to repair parts and equipment for all construction machinery and handling equipment, agricultural vehicles, public transport both long-distance and urban, as well as to the motorised 2-wheeler sector. EQUIP AUTO 2009 will take place from 13 to 18 October at the Paris-Nord Villepinte Exhibition Centre. A brief reminder of the key figures from EQUIP AUTO 2007 which welcomed 2022 exhibitors and 106,407 visitors (32% international). The exhibition is organised by Comexposium and its shareholder partners, the Fédération Française de la Carrosserie (FFC- French bodywork association) and the Fédération des Industries des Equipements pour Véhicules (FIEV - the French vehicle equipment manufacturers association).

