

EQUIP AUTO 2009: 100% PERFORMANCE ALL EQUIPMENT FOR ALL VEHICLES

Firmly anchored in today's economy, EQUIP AUTO's goal for the 2009 exhibition is "100% performance". EQUIP AUTO will run from 13 to 18 October 2009 at the Paris-Nord Exhibition Centre, showing all the equipment, technologies and maintenance solutions for all vehicles in all world markets.

EQUIP AUTO 2009 will focus on the automotive markets' recovery prospects, with 3 main themes:

- **The consistent structural growth in the world's vehicle population** which is fostering buoyant aftermarket, maintenance and service activities on a global level. In 2009, the maintenance and aftermarket sector is set to cater for around a billion vehicles on the world's roads.
- **Environmental imperatives** have inspired technological breakthroughs which will offer parts manufacturers and automakers new development opportunities.
- **Tighter consumer purse strings worldwide** stimulates innovation and the markets. For many years, in the emerging markets, only the well-off could afford cars. The advent of low-cost vehicles is dramatically expanding the potential market. This phenomenon will also impact upon the industrialised markets by dramatically lowering the average age of new car buyers and giving the maintenance markets a boost.

STRUCTURAL GROWTH IN THE NUMBER OF VEHICLES

The aftermarket and, more broadly, the maintenance markets are buoyed by a flourishing market, enjoying constant structural growth. The vehicle population is ageing, in other words, people are keeping their vehicles on the road for longer. In France for example, the average age of the vehicle population was 8.2 years in 2007 compared with 7.3 in 2000. The average odometer reading for vehicles on the road is also creeping up; last year it was 107,000 km compared with 70,000 in 1990. Greater reliability means wear parts and repairs are more durable, but with more vehicles in circulation for ever longer, plus the increasing complexity of the technologies, the market remains buoyant.

In France, according to figures from the Finance Ministry, consumer spend on spare parts and accessories represented a market value of €27.5 billion in 2007, up 6.7% on 2006 figures, with the new vehicle market estimated at €24.8 billion in 2007 and the used vehicle market at €12 billion.

IN EUROPE AND ACROSS THE WORLD

The aftermarket boom is in evidence across the whole of Europe, but it is at its most dynamic in the new EU accession states. So the “vehicle density” (the number of vehicles on the road per thousand population) increased from 533 in 2000 to 593 in 2007 (+11%) in the EU, but in Poland it shot up from 286 to 415 (+45%). Plus the fact, the same 45% increase was also witnessed in Turkey and in the markets directly bordering the EU, from the Mediterranean right up to the CEEC states. (Source CCFA, French Vehicle Manufacturers' Association).

In the BRIC states (Brazil, Russia, India, China), the trends are off the scale because of the sheer potentials in play. The Chinese Ministry of Public Security has just estimated the vehicle population at over 40 million vehicles, while back in 2000 it totalled just 14 million. The increase in Chinese vehicle output has not yet fully filtered through to the aftermarket because more than half this population is less than three years old. But indications are that in the very near future there will be more opportunities for garage equipment as well, while this volume growth is accompanied by a change in vehicle usage patterns. Today in China, out of a total population of 168 million motor vehicles (including 2 and 3 wheelers and utility vehicles), 76% are private vehicles.

So the global aftermarket, maintenance and garage equipment markets, which have been EQUIP AUTO's focus of attention for 33 years, are built on very solid foundations with good growth prospects.

ALL 2, 3 AND 4-WHEEL VEHICLES AND MORE... PASSENGER VEHICLES, GOODS VEHICLES, SPECIAL-PURPOSE VEHICLES AND AGRICULTURAL VEHICLES...

Most OEM who supply the original vehicle equipment market and aftermarket are also suppliers to the utility vehicle or commercial vehicle sectors or are involved in mass transit or goods transport, construction or maintenance vehicles, farm equipment and motorised two wheelers.

The overlap between all these sectors is even more pronounced in the field of garage equipment, where the tooling often comes from the same technologies and is often interchangeable.

Committed to ensuring its exhibitors maximise on their participation, EQUIP AUTO now includes repair components, parts and equipment for use in all types of motorised vehicles: this constitutes a whole new international arena. These markets are not rigidly sectorised, unlike our European models, and often include far more two and three-wheelers, utility vehicles and motorised farm equipment and tools. EQUIP AUTO 2009 will demonstrate the existing technical and commercial complementarities while specifically showcasing our exhibitors' diversification strategies, so that their participation is optimised.

EQUIP AUTO IN AN ERA OF TECHNOLOGICAL BREAKTHROUGHS

While the aftermarket for vehicle and garage equipment and, in broader terms, all areas of maintenance and international distribution, have traditionally taken centre

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stage at EQUIP AUTO, this show is also unusual in that it embraces the entire range of OEM activities, from design through to maintenance.

Faced with the requirement to reduce CO2 emissions and the search for replacements for fossil fuels, EQUIP AUTO 2009 will reflect today's technological trends and new breakthroughs as concepts and engine types continue to evolve.

The manufacturers are all highlighting their developments in so-called electric or hybrid vehicles. These developments are impacting on the entire automotive sector, i.e. EQUIP AUTO exhibitors directly or indirectly involved in these new technologies and incomers who, having this technological know-how, are breaking into the automotive markets. But these technologies also affect all EQUIP AUTO visitors who are involved on the technical side, in distribution, maintenance or services. Since they are customer-facing, everyone in the trade has a role as influencer and is anxious to learn about upcoming changes and to be associated with them.

PROMOTING INNOVATION, THE INTERNATIONAL AUTOMOTIVE GRANDS PRIX AWARDS FOR INNOVATION

As a promoter of new technologies (especially in its organisation of the Automotive Grands Prix for Innovation), EQUIP AUTO is a major know-how and skills platform, with its extensive and wide-ranging programme of talks, B2B meetings, symposia and panel sessions.

To promote the innovation potential encapsulated in the show and to showcase its exhibitors' new technologies, EQUIP AUTO is the organiser of the International Automotive Grands Prix for Innovation, awarded by an international panel of 80 journalists from 25 countries.

These Grands Prix are open to all exhibitors in all activity sectors, from design to maintenance, garage equipment and services.

The Award Ceremony will be held during the Special Exhibitors' Evening on Tuesday 13 October, in the presence of several hundred representatives from the international press.

IDEAL LAUNCH PAD TO ACCESS GLOBAL MARKETS

For more than 30 years EQUIP AUTO has consistently expanded its global audience (80% of the 2000+ exhibitors are from outside France, 52 international pavilions).

The global reach of EQUIP AUTO is extending all the time. In 2001, 20% of EQUIP AUTO's visitors (1 in 5) were international. This rose to 32% in 2007 (nearly 1 in 3). This achievement confirms EQUIP AUTO's unique role as a global exhibition for the entire industry.

The major world markets are particularly well represented among the international visitors, as are the new growth centres including Asia (China, India), Mercosur countries, Russia and the CIS countries, Eastern Europe, the Middle East, North Africa and the markets of Sub-Saharan Africa.

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EQUIP AUTO is also building on its contacts with shows in emerging countries such as China, India and Brazil, initiated by the national trade organisations to stimulate “productive interaction”. This is EQUIP AUTO’s approach to its international development, in a spirit of cooperation and special links.

EQUIP AUTO

Founded in 1975, organised by

- **FIEV: French Vehicle Equipment Industries Association**
- **FFC: French Bodywork Federation**
- **COMEXPOSIUM: Comexposium is the result of an alliance between two major exhibition organisers: Comexpo Paris and Exposium.**

Venue: Parc d'Expositions de Paris-Nord Villepinte

Dates: EQUIP AUTO 2009 will take place from **Tuesday 13 October to Sunday 18 October 2009** inclusive, from 9 am to 7 pm, and a late night opening (until 9 pm) on Friday 16 October. This schedule provides the ideal flexibility for all businesses, all professions and all maintenance and repair trades for all vehicles.

Exhibition floor area: 160,000 sqm over 5 exhibition halls

Number of exhibitors: 2,100

Number of visitors expected: 120,000, 40% international

Number of journalists expected: 600 international journalists

Key dates:

- **Award Ceremony for the International Automotive Grands Prix for Innovation, Tuesday 13 October.**
- **EQUIP AUTO gala evening, Tuesday 13 October**
- **Late night opening, Friday 16 October 2009**
- **Exhibitor press conferences on 13 and 14 October 2009**

INTERACTIVE ZONING FOR GREATER NETWORKING

Zoned according to trades and business areas, EQUIP AUTO will extend over more than 160,000 sqm and 5 halls with outdoor demonstration areas that are directly interconnected on one level – to enable everybody to make as many contacts as possible, without wasting time, for a visit that is 100% productive.

EQUIP AUTO is the place to source all the parts and tooling necessary to repair and maintain hundreds of millions of vehicles on the road today, while discovering the technologies that will be incorporated into vehicles over the next decade - basically, it is everything you need to plan ahead for future technology and profitability, and to target your investments accordingly.

Five sectors:

1. Garage and bodywork equipment for repairs, maintenance and breakdown recovery
2. Information systems and services
3. Car care, lubricants, maintenance products
4. Tyres, wheel rims and accessories
5. Vehicle equipment (OEM and Aftermarket, dealer networks and independents).

For all vehicles

- Private cars, utility vehicles
- Commercial vehicles
- Two-wheelers
- Vehicles not requiring a driving licence, recreational
- Agricultural vehicles (tractors)
- Mass transit (road-based and urban)
- Public works and maintenance

**EQUIP AUTO 2009. All equipment for all vehicles.
Design, Distribution, Repairs.**

100% PERFORMANCE

100% Business

To meet visitor needs in terms of products, quality and price, training and technical information, EQUIP AUTO aims to be even more integral to its exhibitors' commercial strategy and give greater impetus to the promotion of their events and "special exhibition offers", which will be publicised across the full spectrum of promotional media – the exhibition website, targeted newsletters, a catalogue of promotional offers and theme trails – with massive circulation and visibility before and during the show.

100% Sourcing

EQUIP AUTO is a real B2B platform focused on developing useful leads and new market openings, and is rolling out a comprehensive package of quality initiatives aimed at independent distributors, importers-exporters, dealer groups and independent or manufacturers' repair and bodywork networks.

100% Technology

EQUIP AUTO is committed to creating and developing skills networks, with:

- "Industry" meetings between subcontractors and OEMs (tier 1, 2 and above)
- Panel sessions and technology talks on topics such as mobility, new applications and future engine types.