



Media Release 16 April 2015

The 2015 *Collision Repair Expo* –

A showcase of innovation

With exhibition space for the *Collision Repair Expo* sold out, visitors will see and experience the largest display of body finishing materials, crash repair equipment and tools ever held in Australia.

Hosted by the Australian Automotive Aftermarket Association (AAAA) at the Melbourne Exhibition Centre from 16 to 18 April 2015, this action packed trade only event is THE place to:

- Check out the latest products and services from all the industry leaders.
- Learn from a comprehensive program of free educational seminars covering the topics that matter.
- Network to get fresh inspirational ideas to take your business to the next level.

AAAA Executive Director Stuart Charity said activities at the 2015 Expo are focused on helping owners and managers strengthen their businesses. Many key elements of the Expo have been expanded and improved this year as part of this theme.

“Together with the co-located *Australian Auto Aftermarket Expo*, this event will showcase 420 exhibitors from 21 countries across more than five acres of floor space. Visitors will see and experience just about every product and service they need to fit out a modern workshop and make it successful,” said Stuart Charity.

John Bermingham, Sales Manager Australasia for AkzoNobel Vehicle Refinishes said the brand’s leading status in the aftermarket is re-affirmed strongly to trade customers by taking on the major sponsorship of the Expo. “For the third year, we are again proud to be the major sponsor of the *Collision Repair Expo*. We continue to be committed to our industry and providing sustainable business solutions to our business partners and customers,” he said.

Gain product knowledge

The comprehensive exhibition will feature the leading international brands. “This Expo offers workshop owners and managers and their suppliers the opportunity to check out the latest innovations in equipment,” said Stuart Charity.

“Visitors will also see the top surface coating products in action in the two Lowbake demonstration spray booths.

“In addition, you can increase your knowledge of new state of the art technology simply by walking the isles of the Expo, because most exhibitors will launch new products or services at the show,” he said.

Gain business and technical knowledge

The *Expo Seminar Series* has become a big drawcard for visitors with bookings now required to secure entry to the seminars you want to attend.

Seminars are delivered by industry experts covering both business operations and technical subjects and are held on Friday April 17 and Saturday April 18.

Expo visitors should book seminar seats at <http://www.collisionrepair.com.au/seminars>

Gain industry knowledge

An exciting element of the Expo that has grown significantly is the opportunity to meet and share ideas with others working in similar businesses to yours. This year more than 30 industry organisations are hosting their own events that are co-located with the Expos.

“Visitors who capitalise on the opportunities offered at the Expo to network with their peers will benefit from the biggest aftermarket learning and information exchange in the country,” said Stuart Charity.

“This outreach and engagement aspect of the Expo is a sign that this event is much more than a product exhibition. It has become an important biennial industry focal point.

“This makes the Expo the premier trade show in the Australian automotive market thanks to the vision of our dedicated organising committee. This committee consists of executives from leading aftermarket businesses. As specialists in the industry, they really understand what people in our supply chain want and need from this event,” he said.

Photo caption AAAAStuartCharity.jpg: *AAAA Executive Director Stuart Charity.*

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Photo caption John BerminghamAkzoNobel.jpg: *John Bermingham, Sales Manager Australasia for AkzoNobel.*

AkzoNobel.logo.jpg

About the Australian Collision Repair Expo:

Hosted every two years by the Australian Automotive Aftermarket Association (AAAA), the next Expo is being held at the Melbourne Exhibition Centre 16 – 18 April, 2015. It will be the nation's most comprehensive exhibition of body finishing materials, crash repair equipment and tools. This is a trade only show run by the industry for the industry. An Expo highlight is the education and information program featuring industry experts to update businesses on the latest technologies and new trends in workshop management. More than 400 top Australian and international brands will be displayed across five acres at the Collision Repair Expo and the adjacent Auto Aftermarket Expo. The major corporate sponsor for the 2015 Collision Repair Expo is AkzoNobel Vehicle Refinishes. Visit: <http://www.collisionrepair.com.au/>

About the Australian Automotive Aftermarket Association Limited (AAAA):

The AAAA is the national industry association representing manufacturers, distributors, wholesalers, importers and retailers of automotive parts and accessories, tools and equipment in Australia. The Association has over 1,700 member companies in all categories of the Australian automotive aftermarket and includes major national and multi-national corporations as well as a large number of independent small and medium size businesses. Member companies are located in metropolitan, regional and rural Australia. The parts and maintenance sector of the \$108 billion Australian automotive industry represents about \$34 billion. AAAA member companies employ more than 30,000 people and export over \$800 million worth of product a year. Visit <http://www.aaaa.com.au/>

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