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2017 *Collision Repair Expo* enjoys huge industry response

The 2017 Australian Collision Repair Expo to be held from 6 to 8 April, 2017 at the Melbourne Convention and Exhibition Centre has attracted huge industry response with almost 90% of exhibition space already sold.

New technologies will feature strongly at the Australian Automotive Aftermarket Association (AAAA) hosted Expo. Exhibitors will introduce the latest collision repair parts, consumables, tools and equipment required to repair and enhance today's technically sophisticated vehicles.

AAAA Executive Director Stuart Charity said the *2017 Collision Repair Expo* is on track to sell out. "Following the outstanding success the last Expo held in April 2015, we have received unprecedented demand for space at the 2017 show," said Stuart Charity.

"With just over 6 months until we open the doors, we have the industry leaders now preparing to display their newest products and technology. This will be the most comprehensive collision repair industry showcase ever held in this country.

"This is an incredible and humbling vote of confidence in our Expo. This response also highlights the critical role that face to face contact in a trade show environment still plays in this industry.

"Information technology has revolutionised the way we do business, but it will never replace the desire to touch, feel and try new equipment and technology, and the ability to network with industry colleagues.

"The automotive industry has changed more in the last 10 years than it had in the previous 50 years. That pace of change is accelerating. It is critical for the survival and growth of your business to continually explore and implement better, more efficient and productive ways of doing things," said Stuart Charity.

Industry input

The *Collision Repair Expo* team welcomes Sydney Automotive Paint and Equipment as the major corporate sponsor. "It is fantastic to have one of the industry's most iconic brands endorse the value of our Expo from both a company and industry wide perspective," said Stuart Charity.

"We always engage collision repair industry businesses in developing many aspects of the Expo and we appreciate the contribution made by our consultative group of exhibitors.

"In my role I am fortunate to visit all the major aftermarket trade shows around the world. I can honestly say that our Expo is world class in every respect," said Stuart Charity.

Exhibitor perspective

Mark Williams and his team at Lowbake Australia have been enthusiastic supporters of the *Collision Repair Expo* for a decade. They created a world first by pioneering live spray booth demonstrations at trade shows.

Lowbake will raise the bar this year with a paint shop on wheels like no other. "We will again feature our state-of-the-art, self-sufficient mobile semi trailer portable paint shop on wheels at the Expo," said Mark Williams.

"To allow more people to experience the spray booth action, our new larger viewing pod will accommodate a larger audience. In addition, we will have a huge LED screen inside the expo building area with audio and video, and will live stream the demonstrations to the internet.

“This popular educational demonstration unit is complete with MAX IR Catalytic gas arch, fully ventilated paint mixing room, its own generator and compressor as well as all the equipment needed. It was recently used in Sydney for the hugely successful demonstrations performed by Chip Foose, as well as major surface coating manufacturers.

“Lowbake will also release a new model of mobile, low cost IRGAS paint curing machine, launch new UV curing lights and short wave electric curing systems.

“In addition, Lowbake will introduce a new wheel painting equipment system, which offers the best solution for safe, fast and legal wheel refinishing in Australia. We will have other surprises as you would expect from Australia’s leading spray booth company,” said Mark Williams.

Educational seminar program

Harnessing technology to grow your business and improve productivity and profitability is the major challenge for every collision repair industry business today. “A major focus of the 2017 Expo will be to provide a comprehensive free seminar and education program,” said Stuart Charity.

“An important theme for the 2017 Expo seminar program will be technology. Among the topics that will be covered are the latest developments in workshop tools and equipment, improving workshop productivity, working with new materials and attracting and retaining key staff.

“The seminar content will provide you with practical information and tips that can be used immediately in your business to improve the bottom line. Our litmus test for every seminar is to have delegates say after attending “you had to be there!”

“The Expo team is working hard to deliver the key benefits of great business to business shows – the latest products and technology, a comprehensive educational seminar program with leading Australian and international speakers, and three days of networking and business development opportunities.

“These critical elements make this Expo a must attend event for anyone working – or wanting to work – in this industry. If you only attend one industry event in 2017, make it the *Collision Repair Expo*,” said Stuart Charity.

For further information, or to secure your free trade registration visit: <http://www.collisionrepair.com.au/>

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 from Thursday 6 April to Saturday 8 April, 2017. 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. <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 2,000 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 \$11 billion. AAAA member companies employ more than 40,000 people and export over \$800 million worth of product a year. Visit <http://www.aaaa.com.au/>

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