

AUTOPROMOTEC OBSERVATORY

Press Release

The schedule includes a special tour of the stands, a dedicated expo guide, areas for meetings and trade and an important international conference

With Autopromotec Industrial Vehicles Service, trucks are protagonists at Autopromotec 2011

Autopromotec 2011 will be putting up a new initiative called Autopromotec Industrial Vehicles Service: an exhibition dedicated to trucks, a tour designed exclusively for exhibitors in the maintenance and service sector and road transport vehicles; a special logo to identify exhibitors of equipment, components and spare parts for trucks within the pavilions of Autopromotec, the most specialized international trade fair for automotive equipment and aftermarket, whose next biennial edition, the 24th, will be held in the Bologna trade fair area from 25th to 29th May 2011.

The new project comes from the awareness about the importance of the commercial transport sector as well as the increasing attention that shall be given to maintenance in that sector.

Of the 1,443 exhibitors at Autopromotec 2009, many of them offer products (equipment, tires, spare parts ...) and customer service for commercial vehicles.

Other new elements related to Autopromotec Industrial Vehicles Service will also include a dedicated area to promote trade relations and arrange meetings for operators, manufacturers and suppliers of trucks and a important conference on issues related to operating costs of road transport and maintenance of commercial vehicles, which will involve the main national and international manufacturers and associations of this sector.

Autopromotec 2011 will keep a hall-by-hall focus to allow visitors to plan their visit according to their own specific needs and professional interests: a dedicated expo guide and a special logo will be used to indicate, within each pavilion, the presence of exhibitors of products, equipment and spare parts for the truck sector.

The initiative stems from a request of the exhibitors involved in this sector, who will have a special promotion that has never been emphasized at Autopromotec.

In fact, thanks to the new Autopromotec Industrial Vehicles Service guide, there will be a tour dedicated to trucks within Autopromotec 2011 and the operators will have a complete reference tool of the companies and customer service and maintenance products for trucks shown inside the exhibition.

The event, including also all professionals in the truck sector, will take place on May 25, 2011 in Bologna, which is the opening day of the 24th edition of Autopromotec.

Bologna, September 28, 2010