

PRESS RELEASE

State of affairs of affected sectors in view of Autopromotec 2011

Italian automotive equipment sectors records 3.6 billion (+20%) sales (69% export) in 2010

3,607 million Euro – this is the 2010 turnover recorded by Italian car repair shop equipment manufacturers, i.e. nearly 20% more than the previous year. This figure was provided by Osservatorio Autopromotec, research centre of the most industry-focused trade show of automotive equipment and aftermarket, whose 24th biannual edition will be held in the Fair District of Bologna on 25-29 May 2011.

The world leading Italian automotive equipment industry – represented by AICA, the Italian Association of Automotive Equipment Manufacturers – has overcome the difficulties experienced in 2009 and is growing in the domestic and above all in export markets. 2010 export sales of Italian manufacturers of automotive equipment hit 2,489 million Euro, 69% of their turnover.

The marked upturn in the domestic automotive equipment industry bodes well for Autopromotec 2011, the most important trade show for the industry at a world-wide level. A great number of foreign guests – individuals and official delegations – are expected at Autopromotec. Countries that have recently experienced or are experiencing mass motorization need to set up the indispensable infrastructure, including repair shops, and this has triggered great interest in automotive equipment. These are the new automotive markets that the automotive equipment industry is looking at to find new growth opportunities. However, good business opportunities can also be found in mature markets, including the Italian market. The recent recession has slowed down the fleet replacement rate, boosting the demand for service and repair, and subsequently for automotive equipment. Besides factors pertaining to the economic situation, there are also structural factors that create favourable prospects for the automotive equipment market in highly or long-time motorized countries as well.

In these latter markets – among others – the automotive industry has been putting great efforts in product innovation, focusing on improving comfort, safety and reducing pollution, with an aim to create impetus for vehicle replacement, even when the vehicle fleet is not quite so old. Evolving automotive technology requires ongoing adjustments in the automotive service industry, both in terms of personnel training and equipment.

Summing up, the outlook for the automotive repair sector in Italy and abroad seems to be quite bright. The excellence of Italian manufacturers in this field will be celebrated at Autopromotec 2011, where Italian and foreign companies from all world countries will be exhibiting their new automotive service solutions.

With regard to training, Autopromotec launched the AutopromotecEDU ongoing training project, that will be introduced during Autopromotec 2011.

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