

Autopromotec 2011 opens to Industrial Vehicles and launches the *Autopromotec Industrial Vehicles Service*

Bologna, 25th May 2011. The 24th Autopromotec exhibition, the most specific international event for automotive equipment and the aftermarket, is cementing its growth and importance within the market by launching a new initiative: *Autopromotec Industrial Vehicles Service* – a unifying theme for all exhibitors of equipment, components and spare parts for the world of trucks.

This year 744 companies, both Italian and international, are participating in the *Autopromotec Industrial Vehicles Service* event. Effectively a 'trade fair within a trade fair' the initiative demonstrates the increasing importance of the road transport sector to the automotive aftermarket. Over the next few years, forecasts expect an increase in maintenance and repair costs within the truck sector – which is why Autopromotec is again anticipating future trends by giving greater visibility to this sector.

Renzo Servadei, CEO of Promotec Spa, the company organising the event, comments on the new initiative: "Industrial vehicles, and in general the whole sector they are part of, have suffered greatly because of the recent economic crisis. Autopromotec wishes to provide concrete help to all the aftermarket activities involved, to foster contacts among operators, and to develop new business opportunities and important synergies."

Rather than an exclusively dedicated exhibition area, the *Autopromotec Industrial Vehicles Service* initiative takes the form of a specific logo identifying the participating exhibitors, together with a comprehensive guide to help visitors plan their preferred route around the show.

Autopromotec Industrial Vehicles Service is also enriched by an important conference on road transport operating costs and industrial vehicle maintenance costs. The conference takes place on 26th May at 4 pm (an English simultaneous interpreting service is provided) and will include the participation of a University research centre and key magazines specialising in this sector.