

PRESS RELEASE

Whole 15,000 sq m outdoor exhibition space dedicated to car wash equipment to be cooled

Outdoor air conditioning: a world première at Autopromotec 2011

Three ten-meter high towers with electronically controlled atomizers will provide cooling for the whole 15,000 square meter outdoor exhibition area dedicated to car wash equipment during the oncoming Autopromotec 2011 edition scheduled for 25-29 May 2011 in the Bologna Fair District. This is a world first: a highly advanced technology using high-pressure liquids is used to spray atomized water into the environment. The fine water droplets (a few thousandths of a millimetre in size) absorb heat from the surrounding environment as they evaporate, thereby cooling air in process called adiabatic cooling.

Besides cooling, high-pressure liquid technologies offer new solutions for the car wash sector. High-pressure car wash equipment with suitable nozzles and hydraulic pumps with up to 70 bar pressure capacity allow for a faster wash process and better wash results, removing all traces of dirt, including oil, without touching the vehicle or using any detergents.

According to Osservatorio Autopromotec – the monitoring board and research centre of the most industry-specific international showcase of automotive equipment and aftermarket – this technological innovation merges functional requirements and current economic and environmental sustainability issues at best, turning the car wash experience into a pleasant break for car owners. This is made possible by a specific industry trend that has been focusing on research and styling, energy efficiency, environmental awareness, low water consumption and simplified maintenance.

According Marco Mattioli, Chairman of Federlavaggi (Italian association of car wash manufacturers), “the current philosophy of the professional car wash industry is one of “all-round car care”, which encompasses every aspect – technical and intangible – of the vehicle care process. This also means using plant-derived car care products based on environmentally sustainable chemical industry chemical products, brushes made from compatible materials that avoid dulling the paint and incorporating technologies to reduce water consumption and treat wastewater. Other aspects that are not less important in terms of service quality and customer satisfaction include the use of essences and perfumes for vehicle interiors entirely made from natural products.” And, one might add, air cooling in outdoor waiting areas.

The Italian car wash manufacturing industry has acquired a leading position at a worldwide level. The sector comprises 25 manufacturers for an overall turnover of 360 million Euro, 65% of which is accounted for by export sales. The aggregate sales figure for the Italian industry is even higher, when other sector-specific products such as chemical detergents, wastewater treatment systems or cleaning equipment and accessories are considered. As

mentioned before, most production is designated for export. The domestic market comprises 11,800 car wash facilities throughout Italy, for the large part (63%) concentrated in Northern Italy, with the remaining 37% of operators located in Central and Southern Italy.

An exhaustive showcase of current offering in the car wash equipment and system market will be available in a dedicated outdoor area – the largest car wash exhibition space ever – namely area 48 of the Bologna Fair District during Autopromotec 2011. Autopromotec 2011 will offer many opportunities for operators to meet, with a thick calendar of long-scheduled bilateral and multilateral meetings with Federlavaggi officials and their counterparts from US, Dutch, German and British associations. Preparations are well under way in Bologna to welcome visitors and operators from all world countries attracted by the most advanced production technologies available in the car wash industry, including air conditioning for outdoor waiting areas.

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