

**PRESS RELEASE****AUTOPROMOTEC 2011: 103,666 VISITORS  
EXCEPTIONAL GROWTH (+11%) OF FOREIGNERS**

Great success of Autopromotec 2011, which closes its 24<sup>th</sup> edition with an excellent outcome, confirming to be the most specialised international automotive equipment and aftermarket exhibition. 103,666 visitors have participated in the exhibition during five days; Italian visitors were 85,142 and the inflow of foreign professional visitors was really exceptional, with 18,524 individuals attending (+11%). A record was also set for exhibitors, who numbered 1,473 with a 2 percent increase over the 2009 edition and 37 percent of them coming from all over the world. This result represents an absolute record. Germany (101 exhibitors), China (69 exhibitors), Great Britain (41 exhibitors) and United States (51 exhibitors) were the most represented foreign countries, after Italy with 930 companies. This data is of high importance, as once again it shows Autopromotec's strong international feature, which places it among the most influential events in the automotive aftermarket worldwide.

According to the organizers, the growth of the international participation in Autopromotec 2011 is a further confirmation of the attractive capacity of the automotive aftermarket, a driving sector for the world economy. Professional operators coming from all over the world have thus chosen to reward an international exhibition which places the quality of enterprises and products first, assuring exclusiveness to operators in this sector. This choice allows visitors to keep themselves up to date, acquire new knowledge and competences, useful to enrich their professional expertise and find new business opportunities.

The growth of foreign exhibitors and visitors year after year is the result of a number of relationships established in several countries in 5 continents with important local associations whose partnership has been decisive for the international promotion and for the organization of groups of delegates at the exhibition, also thanks to the collaboration of ICE (Foreign Trade Institute). Delegations of buyers from South Korea, Egypt, Japan, India, Iran, Lebanon, Morocco, Mexico, Russia and the United States have come to Bologna, in confirmation of how Autopromotec represents the most important direct meeting point between international manufacturers and buyers.

Moreover, Autopromotec has directly provided for the organization of groups of commercial and institutional delegates from Argentina, Brazil, Egypt and Turkey, raising their total number to over 100.

Furthermore, international associations present at Autopromotec, representing all the sectors of the exhibition, have expressed their great satisfaction. In particular Michel Vilatte, chairman of Figiefa (the international federation of independent distributors of spare parts), has said that the whole board, which met in Bologna for the first time, was impressed by the level of contacts, the quality of the organization and by initiatives such as AutopromotecEDU and the EAAS European symposium.

A very broad emphasis was also given to Autopromotec 2011 by the media, with a 31% increase – over the 2009 edition – of accredited journalists coming from all over the world, in confirmation of the fact that today the press, even at an international level, considers Autopromotec as a fundamental exchange venue for the sector.

The appointment is for everybody at the next edition of Autopromotec, which shall again take place at the fair quarter in Bologna, between the 22<sup>nd</sup> and the 26<sup>th</sup> of May 2013.

Bologna, June 7, 2011