

auto mässan 2020

**SCANDINAVIA'S LARGEST EXHIBITION
FOR THE AUTOMOTIVE SERVICE AND AFTERMARKET INDUSTRY**

January 15–18 2020, The Swedish Exhibition & Congress Centre, Gothenburg

TOP TRENDS

Your customers and prospects are capitalising on these trends! Meet them at Automässan.

The global automotive aftermarket is growing and is expected to reach US\$847 billion by 2022.¹

In Europe, products which enhance the performance and agility features of the vehicle are expected to show highest growth.¹

Sweden is at the cutting edge of developments - new registers of environmental cars doubled from 2013 to 2016 and sales of electric and hybrid vehicles set to grow 30% by 2020.

By 2030, connected car services will expand the global automotive industry's revenue by 30%.²

By 2040, fully electric vehicles is expected to represent 55% of total sales.³

**The automotive
market is moving
at breakneck speed.
TIME TO STEP
UP A GEAR!**

Sources:
1. "Global Automotive Aftermarket Products Market", Globe Newswire, 2017.
2. "Disruptive Trends That Will Transform the Auto Industry", McKinsey & Company, JanuaAry 2016.
3. Bloomberg, New Energy Finance 2018.

www.automassan.se



Meet the cream of Scandinavia's automotive aftermarket

Experts are agreed. The automotive service and aftermarket is accelerating into an exciting and challenging future. Digitalisation, shifting competitive dynamics, changing consumer preferences, EVs, sustainability. And that means now, more than ever, the sector is looking to invest.

Nowhere else in Scandinavia will you find so many senior buyers, decision makers and professionals from right across the automotive services and aftermarket sector. Motor factors, distributors, independent car, truck and bus workshops, workshop tool and equipment dealers, dealerships, tyre retailers, body and paint shops, parts suppliers and many others attend Automässan.

Automässan offers a dynamic platform for your business where you can interact with all parts of the automotive service and aftermarket industry.

Exhibit at Automässan if you offer products and services in the following categories:

- Accessories
- Body & paintwork
- Care & reconditioning
- Digital solutions
- Customisation & restyling
- Diagnostics
- Electronics
- Lubricants
- Maintenance & repair
- Mobile technology
- Parts & components
- Tyres & rims
- Tuning & vehicle performance
- Workshop equipment





RAISE YOUR COMPANY PROFILE

Why you should exhibit

- Your customers are here. Automässan attracts more than 16,500 visitors from the automotive service and aftermarket industry!
- It's a highly qualified visitor audience. The cream of the auto after-market under one roof
- Launch new products. The number one reason buyers attend trade shows is to see new products. Automässan is the best place to put your new product in the spotlight
- Raise your brand profile. Leading manufacturers, importers, wholesalers and suppliers to the automotive after sales market are here
- Network and deepen relationships. Your customers are here so this is a time and cost-effective opportunity to expand your contact networks and simply doing business in the sector
- Find business partners. The auto after-sales market is becoming increasingly integrated, you will find exciting opportunities at Automässan
- In the middle of the market! Gothenburg is the focal point of the Scandinavian automotive cluster

FACTS & FIGURES

- Automässan 2017 gathered 16 635 trade visitors
- 268 exhibitors from 15 different nations
- Exhibition area of 14 500 square meters
- Journalists and media – 38 representatives

INSPIRING PROGRAM FOR STUDENTS

1 230 students from the high school's transport and vehicle programs received an introduction to the industry.

SEMINARS & CONFERENCES

Well-attended open seminars on new technology, heavy vehicles, autonomous vehicles and new business models.

Also a comprehensive conference on body, paint and damage organized by the auto industry association MRF.

ENDORSEMENT FROM THE INDUSTRY

"We're seeing rapid developments in digitalisation, such as diagnosis and technical information management. This is something we and our members will return to at Automässan."

Gilbert Fransson,
Association of Workshop Equipment Suppliers

"For us, the issue of functioning competition with freedom of choice for both workshops and car owners is of the greatest importance, which we're highlighting in connection with Automässan 2020. This issue is increasingly associated with the car's software and access to it."

Christer Liljenberg,
Swedish Association of Car Parts Wholesalers

PRIVATE AND COMMERCIAL VEHICLES

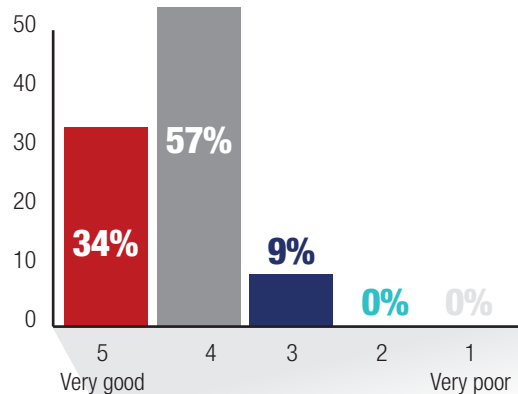
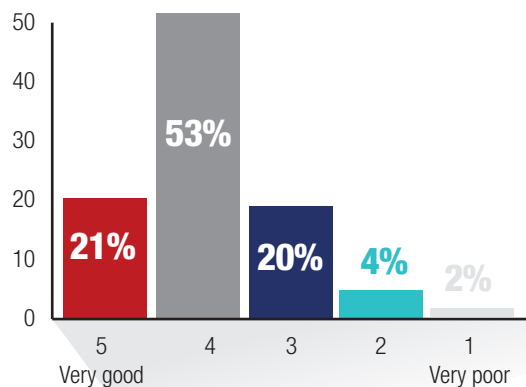


TOWARDS THE WORKSHOP OF THE FUTURE

Automässan will feature presentations from innovators across the entire automotive afterservice value chain. Associate your brand with this leading-edge programme - and the workshop of the future!

Today's connected vehicle already has about 40 microprocessors and generates 25 GB of data per hour, including telematics and driver behaviour data. As processes beyond the car become digitised, additional data will also be captured. Automässan 2020 will therefore have a strong focus on digitalisation: cloud-based SaaS (Software as a Service), big data, remote diagnostics, mobile solutions and process expertise for the auto market.

How did visitors rate the business value of their visit to Automässon 2017?



How did visitors rate their overall impression of Automässon 2017?

Satisfied exhibitors

77% rated the quality of visitors Good/Very good

66% rated the number of visitors Good/Very good

74% rated the business value of exhibiting Good/Very good

58% signed orders during the ongoing trade fair

DYNAMIC PLATFORM FOR YOUR BUSINESS AT A TIME OF CHANGE



WHY PEOPLE ATTEND AUTOMÄSSAN

The automotive afterservice sector is experiencing steady growth, but it is going through a period of disruption and uncertainty. Companies large and small are looking for answers. Our survey of Automässan 2017 visitors revealed:

71% of visitors are looking for new solutions and inspiration at Automässan

84% rate the business value of a visit 'very good' or 'good'

96% would recommend others to attend the event

75% are directly or indirectly responsible for the purchase of products and services exhibited at the fair.



THIS IS GREAT NEWS FOR YOU!

If you offer products, solutions and services that make life easier and more profitable for players in the aftermarket, you will do a huge amount of business at Scandinavia's top event for the sector.

PROMOTE YOUR BUSINESS BEFORE, DURING AND AFTER AUTOMÄSSAN

Exhibitors at Automässan benefit from a highly targeted promotional programme encompassing direct marketing, advertising, PR and digital channels. This gives you extended exposure in your key markets.

CONTACT US

Automässan provides the ideal platform for you to present your products, technologies and services to the market. Get in touch to find out about the fantastic opportunities to be an exhibitor, sponsor or partner at Automässan 2020.

www.automassan.se

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