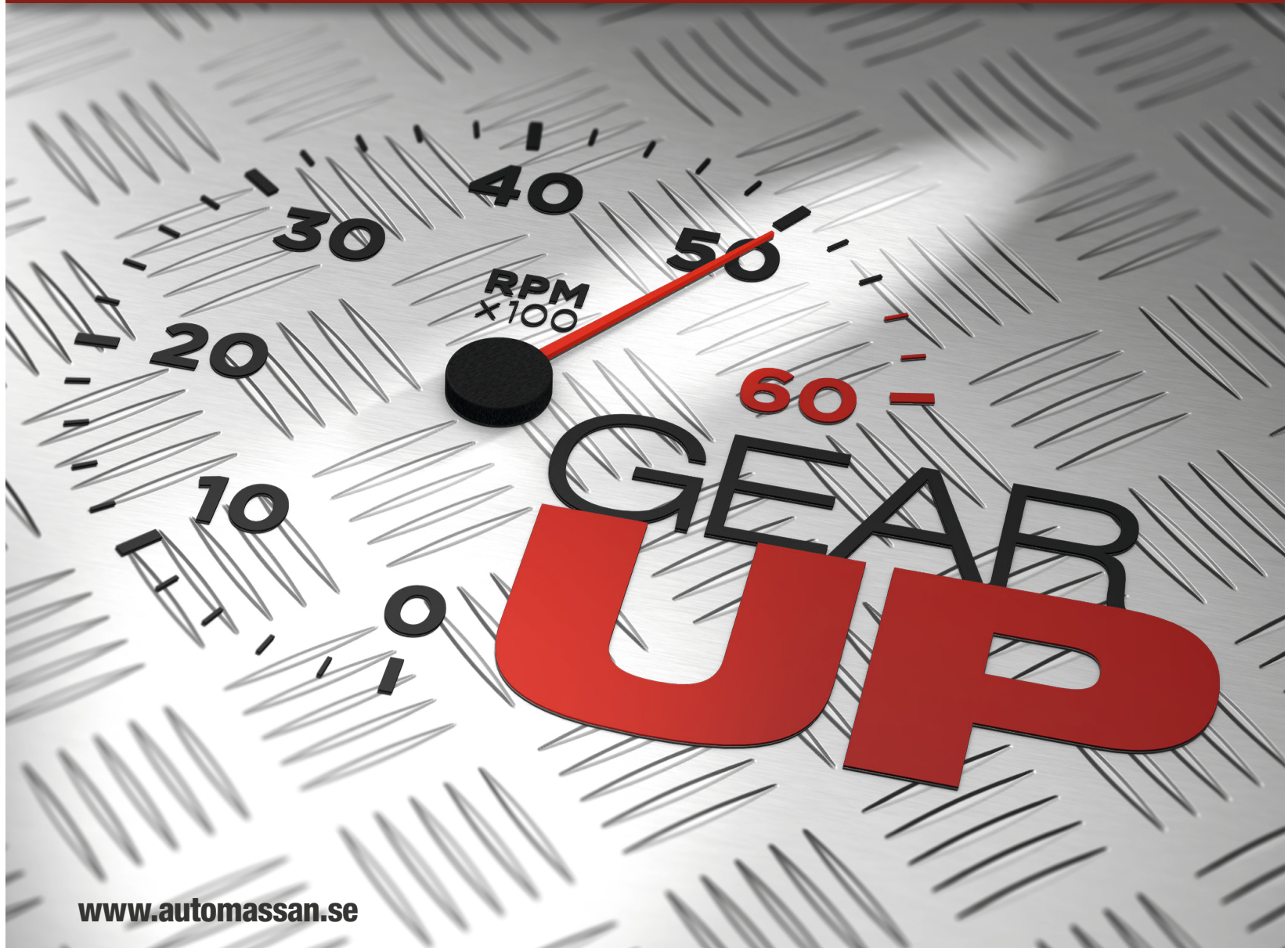


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MÄSSAN 2017

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

JANUARY 18–21 2017, THE SWEDISH EXHIBITION & CONGRESS CENTRE, GOTHENBURG



- Unique with regard to product range, breadth, and depth
- Dynamic platform for your business
- Industry insight and expertise



More than
15,000 visitors
ready to
invest

The automotive industry's

The Auto Trade Fair is Scandinavia's largest venue for the automotive service and aftermarket industry. The fair attracts the industry's leading manufacturers, importers, suppliers and wholesalers. Many of your colleagues have already registered to attend – don't miss out!

Exhibitor list at www.automassan.se

The industry is preparing for digitalisation

Some of the industry's key issues are digitalisation, autonomous and connected vehicles and the demands that these developments entail in the service market. This will of course be reflected at the Auto trade fair, which continues developing! We continuously work on the content with our partners, with the focus on the workshop of the future and heavy vehicles, as well as a topical seminar programme and activities geared towards training and skills development.

The industry's leading suppliers are taking part in the fair including:

- Valeting & chemicals
- Oils and lubricants
- Spare parts
- Workshop equipment
- Tyres and rims
- Body and paintwork
- Accessories

Industry views

"We're seeing rapid developments in digitization, such as diagnosis and technical information management. This is something we and our members will return to at the Auto Trade Fair."

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 the Auto Trade Fair 2017. This issue is increasingly associated with the car's software and access to it."

Christer Liljenberg, Swedish Association of Car Parts Wholesalers

Visitors ready to invest

The Auto Trade Fair attracts over 15,000 visitors from the automotive service and aftermarket industry!

- 45% of visitors are looking for new solutions at the Auto Trade Fair.
- 67% of visitors plan to buy or suggest the purchase of products or services seen at the fair within 12 months.
- 91% of visitors say they will visit the Auto Trade Fair 2017.
- 64% of visitors are responsible for the purchase of products and services exhibited at the fair.
- 75% of visitors consider the Auto Trade Fair the key industry venue.
- 96% of visitors would recommend others to attend the event.

Visiting sectors

Car workshop
 Accessories & parts
 Body and paint workshop
 Tyre trade
 Training
 Truck and bus workshop
 Car trade
 Electrical and electronic workshop
 Haulage
 Bodywork
 Vehicle recycling

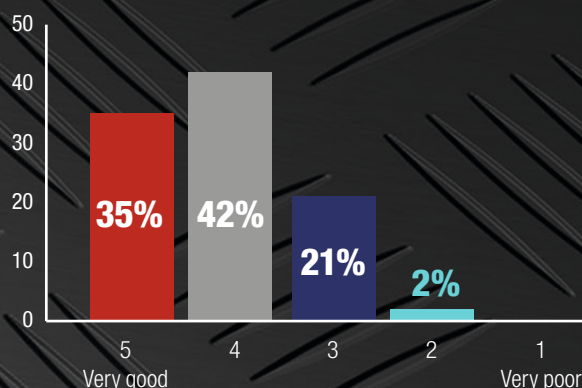
Visiting positions

Management
 Mechanics
 Sales
 Workshop manager
 Buyer
 Training
 Paint sprayer
 Spare parts specialist
 Production
 Design
 R&D
 Driver
 Damage repairer & panel beater
 Marketing

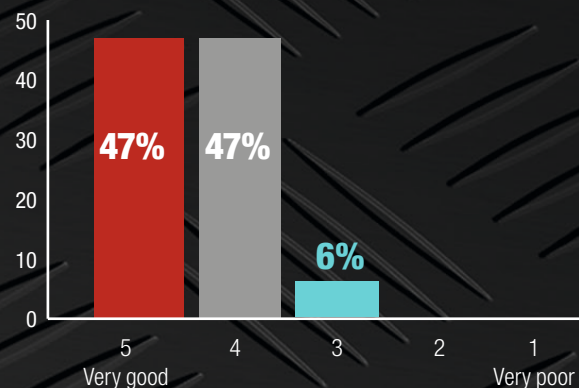
Top venue in Scandinavia



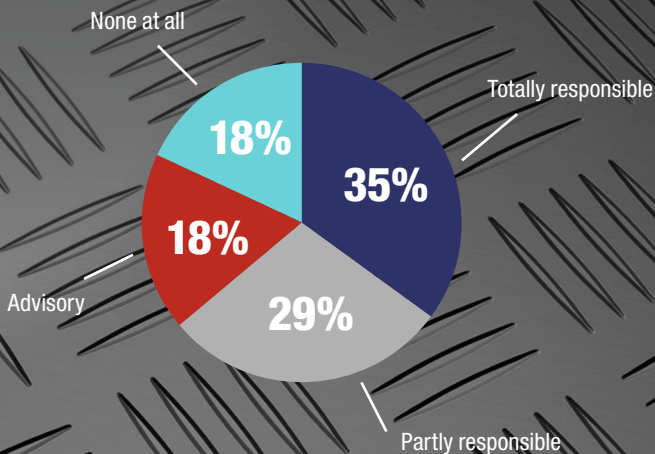
How did visitors rate the business value of their visit to the Auto Trade Fair 2014?



How did visitors rate their overall impression of the Auto Trade Fair 2014?



When buying products exhibited at the fair, what function do visitors have in the decision-making process?



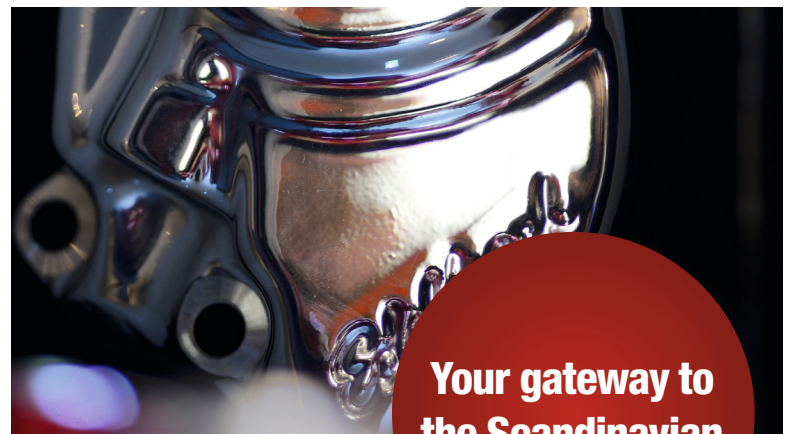
Satisfied exhibitors

89% rated the quality of visitors Good/Very good

94% rated the number of visitors Good/Very good

89% rated the business value of exhibiting Good/Very good

67% signed orders during the ongoing trade fair



Your gateway to the Scandinavian market

Comprehensive marketing campaign

With the help of industry players and our own databases, we are inviting both management and mechanics. The campaign is a mix of direct marketing, advertising, PR and digital channels.

This year we focus even more on inviting the right target groups. These include resellers of cars, trucks, tyres, accessories, bodywork, fuel and lubricants as well as workshops for both used and new vehicles, the truck and trailer sector, and damage repairs. We also invite companies with large fleets of commercial vehicles and bus companies with their own workshops.

Contact us

No other venue offers the opportunity to meet such a broad range of workshop managers, service market managers, mechanics, fitters, repairers, panel beaters, paint sprayers, reserve parts specialists and other key staff in the automotive workshop industry.

Do you want to exhibit at the Auto Trade Fair 2017? Contact:

Jacobine Josefsson, sales manager

Tel: +46 (0)31 708 83 39, jacobine.josefsson@svenskamassan.se



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The Auto Trade Fair is Scandinavia's largest venue for the automotive service and aftermarket industry. The fair is organised by the Swedish Exhibition & Congress Centre in Gothenburg on behalf of FVU (Association of Workshop Equipment Suppliers) and SBF (Swedish Association of Car Parts Wholesalers), with DRF (Swedish National Association of Tyre Specialists), MRF (Swedish National Association for Motor Retail Trades and Repairs), and MAF (Swedish Motor Trade Employers' Association) as official partners.

