

AutoZum Salzburg

International trade fair for car workshop and petrol station facilities,
automobile spare parts and accessories, chemical products and environmentally friendly technology.

At the heart of the industry.

Salzburg
Exhibition Centre

14th - 17th January 2009



The Austrian get-together!

The AutoZum 2009 sends out signals to the automotive industry.

This is a unique opportunity for the automotive industry to get together in Austria and is without doubt the leading fair in this segment:

The AutoZum 2009 will also be revealing the direction of the market in the coming business year for the Alpine and Danube regions!

Being purely a fair for trade members the AutoZum provides a stage for top businesses to present all their latest products, solutions and innovations. It is also the ideal environment in which companies can find new contacts, consolidate existing contacts and champion their projects.

The AutoZum is rightly seen as a market place with influence on an international scale. The well structured subdivision of areas at the show allows visitors to gather new ideas and to benefit from the visions of the future presented within a superior programme of speakers and discussions.

The AutoZum 2009 is the marketplace for:

- Car workshop facilities
- Car workshop equipment
- Chemical products
- Services
- Industry-specific IT solutions
- Automobile spare parts
- Automobile accessories
- Tyres, rims
- Styling, tuning
- Petrol station equipment
- Petrol station facilities
- Environmental protection and technology
- Washing and cleaning technology
- Utility vehicle parts and accessories



Reviewing the records!

The AutoZum 2007 achieved sensational results.

The previous edition of this classic Salzburg trade fair, the AutoZum 2007, was the leading event for this market in the Alpine and Danube regions:

- **300 domestic and foreign companies came to exhibit**
- **100 of these were exhibiting here for the first time**
- **14 halls were required for the exhibition**
- **Unique presentation of new products, innovations and solutions for the automotive industry**
- **A new record of 24,873 trade visitors (up 6.3% on 2005)**
- **22% of trade visitors from outside Austria (up 4% on 2005)**
- **In 2007 77% of the exhibitors stated their intention of exhibiting at the AutoZum again**

The top pros all agree!

24,873 trade visitors attended the AutoZum 2007 marketplace and found everything they were looking for. Their opinions are decisive for exhibitors:



Recommend the AutoZum to others in their segment	96 %
Representative of the industry	94 %
Overall satisfaction with the AutoZum	93 %
Show offers the right variety of exhibitors	90 %
The show is increasing in significance	79 %
Additional benefit to our company	76 %
Regular fixture in our annual diary of events	71 %

86 % of trade visitors stated their intention of coming back for the AutoZum 2009!

(Source: Market-Institute, results of a trade visitor poll at the AutoZum 2007)

Executive get-together

65% of the trade visitors at the AutoZum play a decisive or influential role in purchasing decisions within their companies making it an ideal place to meet up with chief executives, managers and influential employees from the following:

- Car rescue and vehicle removal services
- Automobile electrics/electronics
- General automobile importers
- Automobile traders
- Specialist spare parts trade
- Automobile manufacturers
- Hauliers and transport businesses
- Car bodywork technicians
- Automobile workshops
- Paint shops
- Tyre trade
- Forwarding agents
- Petrol stations
- Workshop planners
- Tool trade
- Specialist accessories trade

The AutoZum 2009 - it pays to visit!

The top 6 reasons for trade visitors to attend:

- Interest in new products on show
- Get-together and consolidate existing contacts
- Gain an overview of the market and suppliers present
- Collect general information as a basis for subsequent purchases
- Specific product and service requirements
- Meet specific exhibitors

Good reasons to be here!



Gustav Trubatsch,
Chief Executive, Castrol

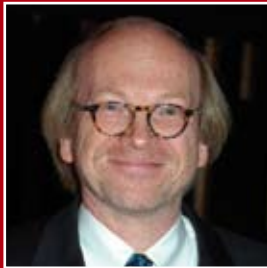
'The AutoZum has become a permanent fixture for the automotive industry. Above all, this specialist trade fair is the main platform for new concepts and innovative developments. The show has accompanied the market

through thick and thin and is a regular opportunity for exhibitors and visitors to identify needs and focal points for the industry in order to be able to take on the current challenges and to implement solutions'.

Gerald H. Willam,
Head of Marketing,
Auto Z Autozubehörhandels GmbH

'Over the last few years the Auto Zum has become an important get-together offering a high standard of exhibitors and visitors.

At the AutoZum 2007 we were able to show our associates and customers important aspects and products, provide the latest news, and to establish important contacts as regard the issue of service provision'.



Hubert Obermayr,
Chief Executive
Innotec Austria

'The AutoZum is of immense importance to Innotec in Austria as it presents the biggest names in the automotive industry. Thus, this show exercises great pulling power right across Austria for the entire base of

trade visitors within the segment. It is the perfect platform for our needs to further enhance our excellent network of quality contacts in the automotive industry and to inform our customers comprehensively about the latest top quality innovative developments and supplies'.

Manfred Killian, Chief Executive, BP Fuels

'The AutoZum provides the perfect framework for conversations with specialists in the automotive sectors, and to introduce them to our innovative fuel, BP Ultimate.

The AutoZum is also a unique opportunity to explain the advantages of our fuel products to potential customers. For BP Ultimate the AutoZum has become a regular feature in our yearly planning'.



Fritz Floimayr, Chief Executive, INOWA GmbH & Co KG

'Traditionally INOWA has always seen the AutoZum as an important trade fair for this segment; above all one which fulfils two essential functions.

It is an opportunity to introduce our various fields of activity and to communicate with our customers, and as Austria's only national fair for this segment the AutoZum will certainly continue to be one of the most important gauges for market activity and developments'.



Gerhard Schwab,
Chief Executive for
Consumers & Marketing,
Alfred Kärcher Ges.m.b.H.

'The AutoZum is a unique opportunity for us to show off our entire automobile and petrol station product portfolio at an Austrian trade fair. Over the last few years we have met increasing numbers of visitors from countries at the eastern end of the EU. This has led to an increase in the significance of the AutoZum. This show and the Automechanika in Frankfurt are the most important shows for this segment in Central Europe'.

**Andreas Baudermann (Prok.), Chief Executive,
Österreich KSM Service Technik GmbH**

'The AutoZum has been a success story for KSM too, so of course we will be at this specialist commercial platform in 2009 to present KSM Service Technik as a wholesale system trader of ultra-modern products and as advisors for pioneering automobile workshop set-ups. On top of the provision of information, customer care and the consolidation of customer partnerships are vital aspects of this event'.



The AutoZUM has established itself as the leading Austrian trade get-together for the automotive industry. Here's a chance to see what other participating businesses have to say:



**Hermann Kowarz,
CEO, Stahlgruber GmbH**

'Salzburg is a very important trade fair venue for Stahlgruber. Being in a central location within Austria we benefit from customer potential from the entire country.

This is justification enough

for a suitably proportioned stand to accommodate our entire portfolio and to ensure every customer at the stand can speak to the best suited sales advisor. This is the best place to witness Austrian product launches and fascinating features'.

**Christian Brachmann
(Ing.), General Manager,
Siems & Klein**

'As Austrian specialists for workshop equipment and facilities, Siems & Klein focus solely on providing sales advice and planning services for this sector of the market. Our product portfolio spans all the various equipment groups for cars, lorries, utility vehicles and bicycle businesses. We have been using the AutoZUM trade show for years to show trade visitors our range of interesting products, services and solutions.

One of our great strengths lies in the provision of excellent advice on the best choices to make when purchasing repair workshop tools and equipment, and we look forward to the task of assisting potential customers at the AutoZUM 2009'.



**Ernst Kieslinger (Mag.),
Head of Car Supplies,
Karl Kastner**

'As the leading specialists in workshop fixtures, tools and fittings we see the AutoZUM as both an image booster and an opportunity to display our latest products. Taking place once every two years this show is the ideal platform for new products from the entire industry. We introduce ourselves and our products to customers from all over Austria, consolidate business and personal contacts, and supply our guests with food and drink. The traditional Kastner evening is organised as our way of expressing our gratitude to our customers and associates'.



**Harald Birner
(Dkfm.),
Chief Executive
Officer,
Birner Ges.m.b.H.**

'We are very excited about the AutoZUM in January 2009. We are looking forward to presenting a number

of new products to our customers. The AutoZUM is also an opportunity to present the entire range of Birner concepts, characteristics and services. When times are hard strong partnerships between part manufacturers, importers, regional dealers and local workshops are of immense importance! Our slogan at the AutoZUM 2009 will be 'The 'right' services!' We expect the show to be a big success for all the exhibitors'.



**Manfred Reichhold
(Prok.),
General Manager,
Automotive Division,
Würth
Handelsges.m.b.H.**

'Once every two years the AutoZUM is a chance for Würth to show customers new and

innovative products and premium quality services that can be of benefit to every business. The customer is able to hold highly informative discussions away from the stress of everyday business in calm and pleasant surroundings. It always pleases us to note that the AutoZUM is seen as a business platform from which new and promising ideas constantly emerge'.



**Christian Thaller,
General Manager
ALCAR HERINGRAD GmbH:**

'For ALCAR the AutoZUM 2009 marks the beginning of the spring and summer trading period. As it alternates with the Vienna Autoshow, and is tailored to the needs of these industries, the show is a good platform upon which to

present new products and where communication with customers from every region of Austria is effortlessly achieved due to the geographical centrality of the venue. The continued growth of visitor numbers is another reason ALCAR has continued to maintain its presence in Salzburg'.

**Rudolf Bayer, Head of Marketing & Personnel
Klein Autoteile Vertriebsges.m.b.H.**

'Yet another visitor record achieved at the AutoZUM 2007 served to underline the importance of this commercial sector get-together. At our new, redesigned stand we were able to celebrate the event with our present customers and consolidate existing business relationships.

The mini-movies section was such a great success that we were able to boost brand awareness and establish several new contacts. The visitors were made the centre of attention as we decided to do without a presentation, assuming trade customers were aware of what a white brake block looked like. The stimulating commercial optimism also pushed up the atmosphere, which was important for making a good start to the year'.

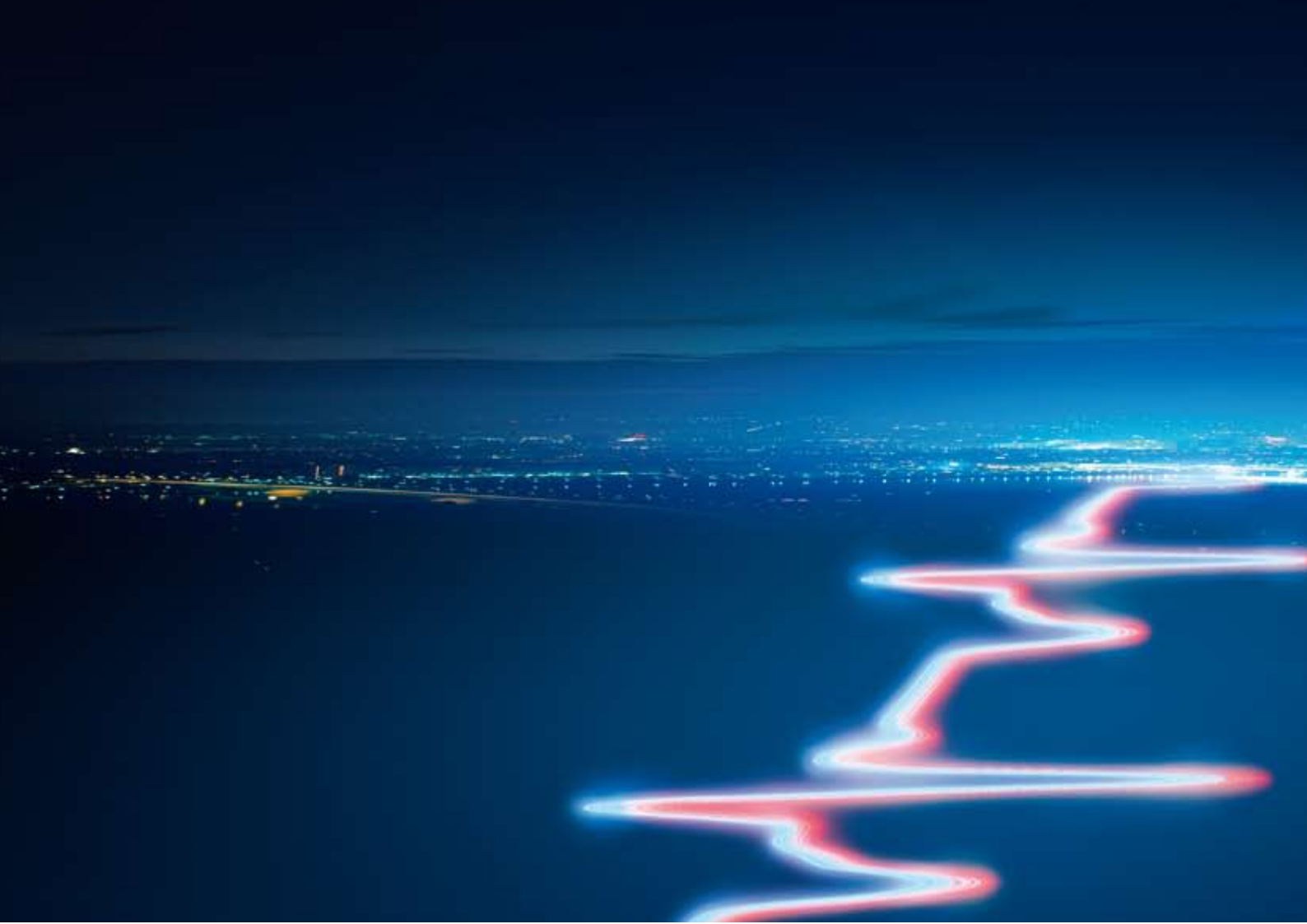


Top support for a perfect performance!

Reed Exhibitions Messe Salzburg is determined to back exhibitors with a series of professional marketing activities and materials, at home and abroad. Customised promotional materials allow you to access customers credibly and effectively ahead of, and during, the AutoZum 2009:

- Premium quality invitations include your corporate look, hall and stand number
- Admission ticket vouchers to enable your customers to gain free access to the show (invoiced to you after the show)
- Pre-registration of customers on your own website
- Downloadable AutoZum 'button' to be used in your own advertising and promotional publications
- Multi-step direct mailing of target groups
- Focused advertising in domestic and foreign trade press
- PR campaigns in relevant specialist and business media
- Effective banner advertising on specialist websites within the industry
- Advertising agreements with the representative bodies and associations
- Multi-step e-mail newsletter to AutoZum trade visitors
- Foreign representation of eastern EU countries to assist promotion with international trade visitors at the event (VIP tickets, internet portal in the local language, PR campaigns, newspaper and magazine ads, the organisation of coach trips to the show, multi-step e-mail and direct mail campaigns).





Our services help you plan your trade fair time

Hotels and restaurants

The Reed Messe Salzburg Visitor Service Centre is here to help you plan and book your stay during the show. Guests benefit from the special discounts granted by cooperating hotels.

Contact:

Susanne Wiener
T +43 (0) 662 4477-222
E bsc@reedexpo.at

System Standbau Salzburg

Our partnership with the stand construction service providers at System Standbau is a guarantee for absolute professionalism in stand planning and assembly.

Contact:

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E christian.fasching@systemstandbau.at



AutoZum 2009: Here for good reasons!

- Industry get-together and leading trade fair for the automotive industries
- Benchmark and beacon for the automotive after-sales markets
- Market compass for the beginning of the business year in 2009
- Enables buyers and executives to gain a picture of the status quo
- Present innovative products and solutions
- Get-together at the AutoZum 2009

An overview of the details!

AutoZum 2009 – International trade fair for car workshop and petrol station facilities, automobile spare parts and accessories, chemical products and environmentally friendly technology.

Date:	14 th – 17 th January 2009
Venue:	Salzburg Exhibition Centre
Opening times:	Wednesday – Friday 09.00 – 18.00 Saturday 09.00 – 17.00
Organiser:	Reed Messe Salzburg GmbH, Am Messezentrum 6, A-5021 Salzburg

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