

# REPORT FROM THE AUTO TRADE FAIR 2011



## Well-informed, eager-to-learn, ready-to-spend visitors.

The trade visitors spent an average of 6 hours at the Auto Trade Fair 2011.

73% of the trade visitors at the 2011 fair rated the Auto Trade Fair as the most important fair to visit.

89% of the trade visitors influenced decisions to purchase exhibited products.

81% of the trade visitors planned to buy, or suggested buying, something seen at the fair.

49% of the trade visitors made new business contacts.

## Great interest in the Auto Trade Fair 2014.

91% of the trade visitors at the latest Auto Trade Fair planned on visiting the 2014 event.

86% of the exhibitors at the latest Auto Trade Fair will definitely also exhibit at the 2014 event.

## Popular meeting place!

Exhibitors at the Auto Trade Fair 2011 thought that:

The Auto Trade Fair is the most important meeting place in Sweden for this sector \_\_\_\_\_ 77%

The Auto Trade Fair is the most important meeting place in Scandinavia for this sector \_\_\_\_\_ 54%

The Auto Trade Fair is the most important event to exhibit at \_\_\_\_\_ 67%

Exhibiting at The Auto Trade Fair is an obvious decision \_\_\_\_\_ 84%

## The Auto Trade Fair is about business

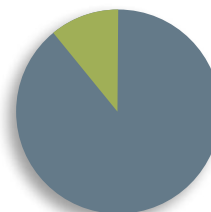
Almost 70% of the exhibitors at the latest Auto Trade Fair (2011) took orders right on the spot.

62% of the exhibitors also made contacts from abroad.

## Visitor facts.

**Women 10%**

**Men 90%**



Total number of visits \_\_\_\_\_ 18,115

Visits from abroad \_\_\_\_\_ 1,187

Swedish companies/organisations represented by visitors \_\_\_\_\_ 5,710

## Exhibitor facts.

Net exhibition area \_\_\_\_\_ 13,046 sqm

Exhibitors \_\_\_\_\_ 200

Companies represented \_\_\_\_\_ 178

Countries represented \_\_\_\_\_ 24

Journalists \_\_\_\_\_ 30

## The trade visitors worked in the following sectors:

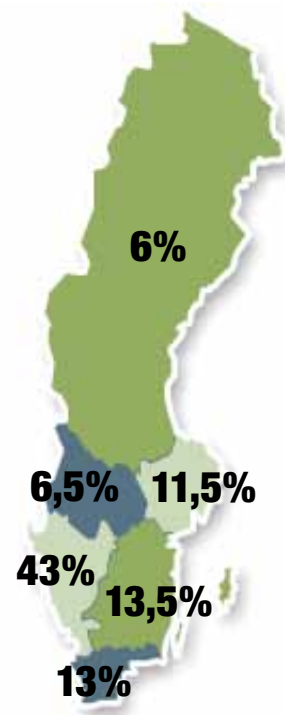
Car repair shop _____	42%
Tyre sales _____	13%
Accessories/spare parts _____	10%
Bodyshop/paintshop _____	9%
Training/students _____	7%
Truck/bus repair shop _____	6%
Car sales _____	3%
Electrical/electronics workshop _____	1%
Bodywork _____	1%
Research & development _____	1%
Filling station/service station _____	1%
Other _____	6%

## The trade visitors had the following positions:

Management _____	35%
Mechanic _____	24%
Sales _____	7%
Workshop manager _____	7%
Training/students _____	7%
Purchasing _____	5%
Technician/engineer _____	3%
Data/IT/communications _____	1%
Designer _____	1%
Research & development _____	1%
Other _____	9%

## The trade visitors came from:

A further 6.5% came from other countries.



## Products and services at the fair that trade visitors were most interested in:

Tools _____	58%
Workshop equipment _____	56%
Spare parts/accessories _____	33%
Tyres/wheel rims _____	28%
Car care _____	18%
Paintshop/bodyshop _____	16%
Car washes _____	9%
Services _____	8%
Surface treatment _____	7%
Styling _____	7%
Other _____	6%

Source: Detector Market Research & Consulting

Visitor interviews - 304 respondents

Exhibitor interviews – 132 respondents (69% response rate)

THE AUTO TRADE FAIR 2011 WAS ORGANISED BY FVU (ASSOCIATION OF GARAGE EQUIPMENT SUPPLIERS), SBF (ASSOCIATION OF SWEDISH CAR PART WHOLESALERS), TOGETHER WITH MRF (SWEDISH NATIONAL ASSOCIATION FOR MOTOR TRADES AND REPAIRS), SVENSK BENSINHANDEL (PETROL RETAILERS' ASSOCIATION), AND MAF (SWEDISH MOTOR TRADE EMPLOYERS' ASSOCIATION). OPERATIVE ORGANISER: THE SWEDISH EXHIBITION & CONGRESS CENTRE.