

UK Garage & Bodyshop Event

Presented by **automechanika**
BIRMINGHAM

8-9 June 2022 NEC Birmingham

NEW
Book Now to Receive
Early Bird Rate
LIMITED TIME ONLY

The UK's dedicated event for training, technology and tools for the garage and bodyshop sector

This event delivers a valuable platform for suppliers to **engage, educate and influence** garage and bodyshop owners, technicians, and specialists across the UK.

A fresh look at a national event with an innovative format for suppliers to deliver live training demos as well as a showcase for the latest technology, tools, equipment and services for garages and bodyshops.

Leading suppliers confirmed



OUR RESEARCH SHOWS...



HYBRID/EV: Biggest impact on 90% garage businesses in next 5 years*



ADAS ENABLED-TECHNOLOGY: All vehicles will have L3 technologies in 2027*



DEMAND FOR SKILLS: CAAVs in UK market require 55% of automotive jobs to be highly skilled*



CORE REPAIR & MAINTENANCE DEVELOPMENT: Business owners need to keep up-to-date with new products & training from leading suppliers*

ZF COMMENTED:

"This event gives us a great opportunity to engage directly with our end customers at a time where such support is needed. With so much change and development taking place in our industry, it is imperative we take a proactive approach in regards to delivering training, advice and support to our networks, ensuring our industry is equipped to face the future."



AVIA AUTOS COMMENTED:

"This event is a must for my diary as a workshop owner. Digital resources have helped enormously during lockdown, but I am looking forward to experiencing first-hand the training and products that are going to drive my business forward."

THE IMPORTANCE OF FACE-TO-FACE

OVER 78%

of garages wanted to return to face-to-face events in the next 12 months to kick start the sector*

97%

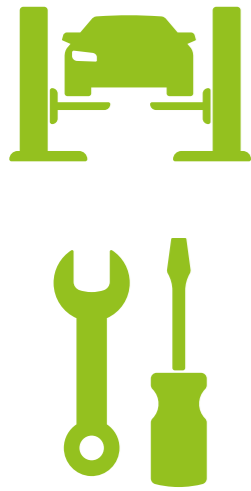
of companies want to return to trade exhibitions

End Users scored the concept of a dedicated UK garage and bodyshop event **4.5 out of 5**



*Sources: State of the aftermarket report 2020, Impression Communications Garage Survey 2021, SMMT

Unrivalled industry reach



MEET FACE-TO-FACE

3,100 Garages, Bodyshops, MOT testers & fast fitters with with **84%** purchasing authority and **87%** return rate*

Benefit from a multi-channel event marketing campaign to **24,000 automotive professionals**



Presented by

auto:resource
Informing · Training · Connecting

automechanika
BIRMINGHAM

The UK Garage & Bodyshop Event is delivered by the established global exhibition Automechanika and bolstered by auto:resource, the digital content marketing platform.

Exhibitors and training partners of the live event benefit from promotion to **24,000 automotive professionals** in a multi-channel marketing campaign. Take advantage of:

- Weekly bulletins & industry newsletters
- Social media reaching 1million+ impressions*



auto:resource offers:

Inclusion in **unparalleled** event marketing campaign

PLUS...

Content marketing for your business

365 days a year;

- Thought leadership
- Brand awareness
- Digital marketing
- Boosted audience reach.

auto:resource
MEDIA PACK



Key themes & opportunities to engage your target audience:

- Hybrid/EV Hub, Bodyshop Hub, Workshop Hub
- Collision Repair Showcase
- Modern Workshop
- Garage Equipment Pavilion
- Business Owners Club
- Visitor Training Guide **and more...**

Who will attend?

VISITOR PROFILES

You could meet:

- Independent Garage/MOT Centres
- Bodyshops
- Mobile Repair Services
- Multibranch Autocentres
- Fleet Operators
- Franchised Dealerships
- Breakdown Recovery Services
- Fast Fitters

You can showcase products, tools and equipment in the following categories:

- Accessories & Customizing
- Body & Paint
- Business Services & Management
- Car Wash & Care
- Diagnostics & Repair
- Electronics & Connectivity
- Factors & Distribution
- Parts & Components
- Skills, Learning & Human Resources
- Tyres & Wheels

TOP 4 REASONS TO EXHIBIT

<p style="text-align: center;">BUILD...</p> <p>...SPECIFIC CUSTOMER DATABASES and GENERATE NEW SALES LEADS from end-user and garage customers at a focused national event</p>	<p style="text-align: center;">ENGAGE...</p> <p>...EDUCATE and INFLUENCE CUSTOMERS by providing training and product demos and launches</p>
<p style="text-align: center;">DRIVE...</p> <p>...BRAND AWARENESS and POSITION YOURSELF AT THE FOREFRONT of this changing sector</p>	<p style="text-align: center;">NETWORK...</p> <p>...and SHOWCASE YOUR BUSINESS in the first face to face opportunity of this scale since 2019</p>

Incredible industry support



Join your industry's event

Find out more about becoming a training partner or enquire about exhibiting:

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* 2021 retargeting audiences

*Stats based on previous Automechanika Birmingham events