

Version 1: Third Person

## **[company] excited to announce participation at the UK Garage & Bodyshop Event 2022**

[company] are pleased to today announce their participation in the UK Garage & Bodyshop Event 2022, taking place 8-9 June 2022 at the NEC Birmingham.

Brought to market by Automechanika Birmingham, the new dedicated event for training, technology and tools for the garage and bodyshop sector will provide three technical hubs, delivering expertise and advice on the themes of Training, Tools and Technology to over 3,000 owners, technicians and decision makers from garages and bodyshops.

[Company] will be joining an already prestigious list of exhibitors and training partners such as [Select/delete as appropriate: Bosch Automotive Aftermarket UK, Bosch Car Service, ZF [pro]Tech, Valeo Services UK Ltd, Dayco Europe Srl, Automotive Alliance Group (Group Auto), Liqui Moly UK Ltd, Snap-on Diagnostics UK, The Tool Connection Ltd, Thatcham Research and Autogem Invicta Ltd, LKQ Euro Car Parts, Castrol with their ambassador partner, The Race Group, Indasa Abrasives, Crosslink Solutions Ltd, Ring Automotive Ltd/Osram and Compilator.]

[include details here of what you will be bringing to the event, eg training, new product launches, demonstrations etc, or details of sponsorship of any feature areas if applicable]

[include here quote from MD or spokesperson, below are examples and templates to use and amend if you'd like]

*After facing multiple challenges across the past couple of years, like many, we are delighted to be supporting a national event meeting our garage customers face to face and showcasing our latest developments [training/technology/tools delete as appropriate].*

*This is a chance to raise brand awareness, engage and educate customers, all whilst reconnecting face to face once again in Birmingham. [Company name] will be delighted to welcome you onto our stand.*

*We've missed delivering live demonstrations, training sessions and sharing our technology and expertise with our customers throughout a tough year. What better way than to bring this back and at scale? We look forward to meeting thousands of owners and technicians in one place in the heart of the automotive industry.*

Feature areas of the show include the Bodyshop Hub, in association with Bodyshop Magazine focusing on ADAS, MET, Paint, VDA and EV; the Workshop Hub offering information on Diagnostics, MOT, diesel, garage equipment and tools; and the

Hybrid/EV Hub providing updates on EV Technology, specialist training and health and safety.

In addition, there will be four feature areas, including the Bodyshop Zone demonstrating collision repair expertise; a Modern Workshop showcasing the latest products presenting a best-in-class garage; a Garage Equipment Showcase including ramps, lifts and large pieces of equipment (in association with GEA); and finally, a Business Owners Club dedicated to business advice and guidance for VIP visitors.

Visitors can register for free tickets at the end of February 2022.

Find more information on the UK Garage & Bodyshop Event [here](#), and follow updates in the run up to the show on social media. [Facebook](#) | [LinkedIn](#) | [Twitter](#)

[Press releases are always better with images, try to include some, either branding we can provide, or those which reflect your brand and what you can bring to the event]

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A number of industry associations have also pledged to support the event, including IMI, SMMT, IAAF, NBRA, HEVRA, GEA, IGA, School of Thought, Thatcham Research, HEVRA, The Motor Ombudsman, CAT, Bodyshop magazine, Aftermarket and Autotechnician.

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