

## 4WD Industry To Feature At Auto Aftermarket Expo

The Australian Automotive Aftermarket Association (AAAA) is proud to announce the launch of the 4WD Innovation Zone feature at the Australian Auto Aftermarket Expo, taking place at the Melbourne Convention & Exhibition Centre, April 7 – 9, 2022.

The Expo is the nation's most comprehensive exhibition for the aftermarket industry, featuring the latest vehicle repair and servicing equipment, replacement parts, tools and accessories, plus industry experts sharing technology and trends.

As part of the process of continuous improvement, the AAAA has launched a dedicated 4WD industry section at the Expo to provide an opportunity for companies involved in 4WD modification, accessories and tuning to promote their company through a trade only B2B platform.

As an exhibitor there will be many ways to super-charge your business development. The Expo is a perfect platform to launch or showcase new products and services, or generate brand buzz through interactive activities and competitions. Innovative new 4WD products can be entered in the Expo Awards Program and product demonstrations on the show stage provide another marketing platform. Networking opportunities at the Expo will also be massive. Companies can connect with prospects face-to-face in a relaxed atmosphere and strengthen relationships with existing customers.

“We are always looking at ways to extend the appeal and value of the country's premiere aftermarket show - an event run by the industry, for the industry. Given the Australian 4WD aftermarket industry is valued at \$6 billion, comprises over 2,000 business and employs more than 70,000 Australians, a dedicated 4WD Industry space within the Expo is a logical step, and one the 4WD Industry has been asking for,” said Stuart Charity, CEO of the AAAA.

Other exciting components of the 2022 Auto Aftermarket Expo will include a modified and classic vehicle display area in the show concourse, celebrity appearances, interactive displays, demonstrations, competitions plus a comprehensive and free industry education and information program.

“Interest in the 2022 AAAExpo has been unprecedented with over 75% of available space already allocated. And with major 4WD companies already locking in positions as foundation members at our new 4WD Innovation Zone, demand is expected to be extremely high for the limited spaces on offer. This is a not to be missed opportunity for 4WD companies looking for a boost to sales, connections and brand awareness across the industry,” said Stuart.

The 4WD Innovation Zone will add to the Australian Auto Aftermarket Expo's massive 21,000 sqm footprint, which also includes the co-located Collision Repair Expo. And with a projected 400 exhibitors and up to 10,000 trade visitors over the 3 day event, the 2022 AAAExpo is gearing up to be the best ever.

“We look forward to hosting Australia's best 4WD parts and accessory manufacturers, resellers and retailers between 7 – 9 April, 2022 in Melbourne. It is a great opportunity for the entire aftermarket industry to come together, to recognise and celebrate success during these challenging times,” said Stuart.



*To secure your space at the 4WD Innovation Zone as part of the Aftermarket Expo, please contact Expo partner, IEC Group: 0402 067 321 or [nina@iecgroup.com.au](mailto:nina@iecgroup.com.au) To enquire about sponsorship opportunities, please contact the AAAA on (03) 9545 3333 or [michelle@aaaa.com.au](mailto:michelle@aaaa.com.au).*

For more information on the 2022 Australian Auto Aftermarket Expo –  
[www.autoaftermarketexpo.com.au](http://www.autoaftermarketexpo.com.au)