

## POST RELEASE

### 12<sup>th</sup> International exhibition of automotive industry InterAuto

The 12<sup>th</sup> International exhibition of automotive industry InterAuto, the largest in Russia specialized event of automotive industry, was held August 25 through 28, 2016 in Crocus Expo IEC.

The project was officially supported by the Ministry of Industry and Trade of the Russian Federation, the Ministry for Transport of the Russian Federation, the Government of the Moscow region, the Association of Russian Automakers (OAR) and the National Association of Automotive Components Manufacturers (NAPAK).

InterAuto 2016 united more than 400 companies from 37 regions of Russia (Moscow and the Moscow region, St. Petersburg and the Leningrad region; Vladimir, Kaluga, Novosibirsk, Rostov and Tver regions, Republic of Tatarstan) and 22 foreign countries (Austria, Belarus, Bulgaria, Canada, China, Czech Republic, Finland, France, Germany, Italy, Japan, Kyrgyzstan, Latvia, Poland, Russia, Singapore, Spain, South Korea, Sweden, the Netherlands, Taiwan, USA). The overall exhibit space comprised more than 28 000 sq m. More than 30 000 specialists attended the project.

The key players of the automotive market, producers and distributors of equipment, spare parts, materials for repair and maintenance works, automotive components, car electrics and electronics, alarm and anti-theft systems, tires and disks, car care means, garage equipment and specialized equipment displayed their latest novelties and achievements. The project provided the perfect platform from which to preview new products, evaluate market trends, and establish long-lasting and commercially profitable partnerships. Despite the dynamic changes taking place in Russia and in the automotive sector, the show continued to complement and reflect the industry's demand.

Thematic segmentation of the exposition – cars, automotive components, garage service equipment, tyres, disks, car care chemistry, paint-and-lacquer materials, oils, car electronics, security systems and accessories – assisted InterAuto visitors to easier orientate themselves at the fairgrounds and the exhibitors to get a better effect of their participation in the event.

The exhibition is targeted at a specific audience. First of all the majority of attendees were experts including also those who prefer to repair cars on their own and those who value a car not for its beautiful shape but for its intricate "contents".

InterAuto 2016 exhibition reflected all current tendencies of the automotive market including the latest developments in the field of repair systems (including body repair systems).

The project was specifically appreciated by the professionals due to large-scale sections of modern paint and lacquer materials and repair solutions from large players of the market – BASF, AkzoNobel, Axalta Coating Systems, BALTIC REFINISH and others: primers, fillers, lacquer and other products.

Modern car wash complexes of self-service from WapWaschbär, AVW/Tommy Car Wash, EHRLE RUS, IMOY GK, BKF Service and Klinol were presented in the outdoor territory.

The LADA Image company, the official distributor of spare parts and automotive accessories of LADA, presented new partner programs. Nicolas Maure, President AVTOVAZ JSC, was one of the honourable guests of the stand. He personally acquainted with the exhibited novelties.

The organizers paid special attention to the topic of traffic safety – drivers and passengers. On exposure the A wide range of children's chairs and devices, and systems of traffic video surveillance – video recorders, traffic cameras and speed control devices – were showcased within the frames of the project.

Expert Forum 2016 was held within the frames of the 12<sup>th</sup> International exhibition of automotive industry InterAuto August 25. The event offered the perfect business platform for specialists' networking. Known international experts presented at the VDA QMC Global Event forum the latest achievements of specialists working groups delegated by German car makers who develop quality management standards under the auspices of the German Association of the Automotive Industry (VDA). Representatives of Russian and foreign car makers and components manufacturers spoke at the forum. VDA QMC representatives informed about the review of ISO/TS 16949, and also about new to the Russian market methods of quality management and practice of their application. The forum's format was a business platform for specialists.

Many contracts were signed and also ways of the branch development for the next year were outlined during InterAuto 2016 exhibition. Results of the exhibition showed that interest of visitors and participants to this project increases every year, allowing to establish fruitful working ties between Russian and foreign partners. The twelfth edition of InterAuto surely became a prominent event for the automotive segment and a promotional opportunity not to be missed!

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*See you at the 13<sup>th</sup> edition of InterAuto exhibition August 23 through 26, 2017!*

<http://eng.interauto-expo.ru>