



## PRESS RELEASE

### 9<sup>th</sup> INTERNATIONAL EXHIBITION OF AUTOMOTIVE INDUSTRY INTERAUTO

The 9<sup>th</sup> International exhibition of automotive industry **InterAuto** was held August 28 through 31 in Crocus Expo IEC. This year the project well strengthened its positions and confirmed status of the leading expo event related automotive components in Russia!

The largest in Russia specialized exhibition covering exhibit space of more than 45 000 sq m was accommodated in six halls of the first and second Crocus Expo IEC pavilions and outdoor area opposite from the pavilions.

In 2013 715 exhibitors from 17 countries of the world (including Germany, Italy, Korea, China, Poland, Hungary, the USA and etc.) presented their stands at the show. Such key players of the market as как ABRO Industries, Inc., Bautler Industries Ltd., Eberspacher, Federal Corporation, Henkel Rus, TM KRAFT, MAHA Maschinenbau Haldenwang GmbH & Co.KG, Mannol, Nippon Paint Co., Ltd, Novline, PIT, StarLine NPO, Webasto CE, Yokohama RUSSIA, Avto Profi TH, Altonika, Belmag (NPO), Bilayt (TH), GARO (group of companies), INZHTEKHservice, CARVILLE (Ukraine), Motordetal, Nachalo (PO), Integrated Automobile Technologies, Pandora, SIVIK (NPO), City Up, Sorokin (TH), Chicago Pneumatic, Anest Iwata, Ambarella Inc., Toplivnyie Sistemy, Sparco, Momo, Chicago Pneumatic, Anestlwata, Ambarella Inc., AGA and others were among the exhibitors.

The organizers and exhibitors made everything not to leave any visitor indifferent to the exhibition, a genuine “paradise for mechanics”, as it was called by representatives of mass media.

Initially the format of the exhibition had been defined as B2B – exclusively as a platform for branch professionals networking, a meeting place for negotiations, exchange of experience and business development. However a considerable part of visitors were inquisitive motorists, wishing to learn as much as possible. It was well justified by the fact that the organizers presented a magnificent exposition of cars alongside with a wide choice of automotive components.

About 7000 people visited the show during the first two working hours of **InterAuto 2013**. The Gala Opening Ceremony of the exposition took place August 28 at 12:00 p.m. in the lobby of the first pavilion Crocus Expo IEC. Speakers at the ceremony:

- **Yury Shestopalov**, Head of the department for passenger motor and surface electric-powered transport;
- **Sergey Aristov**, Director of the department for coordination of state industry programs of the Ministry for Regional Development of the Russian Federation;
- **Dmitry Abramov**, Deputy Minister of Economic Development of the Kaluga region;
- **Igor Korovkin**, Executive Director of the Association of Automakers of Russia NP (OAR);
- **Mikhail Blochin**, Director General of the National Association of Automotive Components Manufacturers (NAPAK);
- **Anatoly Alekseev**, Director General of GARO group of companies.

The speakers highly appreciated **InterAuto**'s role in the sphere of strengthening of international business relations between specialists of the branch and large-scale presentation of Russian and foreign manufacturers' products.

The first results of the show revealed stability of exhibition development, increase in the number of participating companies and extension of the business program. The specialists had an additional opportunity to find and establish useful contacts, to exchange valuable experience and to find new partners and consumers under the same roof.

A unique event – **the 1<sup>st</sup> International Forum of Local Suppliers of Automotive Components** – was held for the first time in Russia within the frames of the calendar of events of the show. Key audience of the forum, operating and potential manufacturers of components, representatives from Russian auto assembly enterprises, branch ministries and associations discussed the following issues: Localization: current status and forecasts related to the demand for suppliers; Automotive Industry in Russia and Abroad, creation of national suppliers database and many other issues. The organizer of the event was the National Association of Automotive Components Manufacturers (NAPAK).



The motor show provides the perfect platform from which to preview new products, evaluate market trends, and establish long-lasting and commercially profitable partnerships. Moreover the visitors had an opportunity to attend the awarding ceremony for the winners of the international independent professional award for the key players of the market of car service equipment in Russia **The Car Component of the Year 2013** and **The Golden Wrench 2013**.

**The Golden Wrench 2013** award was granted for the second time already. Nominees of The Golden Wrench-2013 Award were presented in 22 categories. Such companies as Technocar, GYS, Bosch, FIAC, Shell, TEXA, Ekvinet and others became winners in the nominations The Best National Producer of Service Equipment, The Best Welding Equipment of the Year, The Best IT Solution for Service Stations, Hydraulic Equipment of the Year and etc.

The awarding ceremony for the winners of **The Car Component of the Year 2013** was held August 29 and 30. The work of the panel of judges at the competition was broadcasted online!

Visitors had an opportunity to see the best American F-series pickups (F-150, F-250 and F-350) from El Kapitan company which specializes on Ford conversions – vehicles for commercial purposes and small business.

The organizers of the exhibition support the development of student's projects. In 2013 the Moscow State University of Mechanical Engineering (MAMI) presented again their inventions: models of future race car Iguana EVO3 and roadster BODY developed by the Formula Student MAMI team especially for presentation in a series of static and dynamic tests at the well known Formula 1.

The LARTE-Design tuning company and the world champion in weightlifting Dmitry Klokov showed their new project – modified Infiniti LR-JX. Stands of many participants simply bewitched by colourful shows, dances, music, quizzes, entertainments for children in the form of races on an improvised track.

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 show and the exhibitors to get a better effect of their participation in the event.

Overall number of visitors during four days of the trade fair exceeded **35 000 people!** It serves as another proof of increased interest of car fans to the profile.

The event was officially supported by the Ministry for Industry and Commerce of the Russian Federation, the Ministry for Transport of the Russian Federation, the Association of the Russian Automakers NP and the Government of the Moscow region.

The organizers of **InterAuto** would like to express their gratitude to all exhibitors and visitors for participation in implementation of the project. The Press Service Crocus Expo IEC appreciates highly the assistance of information partners of the exhibition and all representatives of mass media for their press coverage of the event.

**Press Service Crocus Expo IEC**