

PRESS RELEASE

ALLIANCE AUTOMOTIVE GROUP FRANCE

GARAGE EXPO, The first remote trade fare for the professionals of the repair and bodywork of cars and trucks.

Levallois Perret, October 26, 2020.

For obvious reasons related to the spread of the COVID19 virus, Alliance Automotive Group has taken the decision to postpone all the commercial gatherings that were scheduled in the animation calendar of these different brands until the end of this year.

Far from giving up any form of event, Alliance Automotive Group has developed in a few months a new concept of remote trade show that will take place **from November 2 to 13: Garage Expo.**

This show is aimed at all professionals in the field of car and truck repair and bodywork through the Group's various member distributors who wanted to get involved in this new type of adventure, combining digital and commercial action in the field.

Visitors to Garage Expo will be able to enjoy all the advantages of a classic trade show without having to travel. **With its 10 halls and more than 100 booths, the Garage Expo site can be visited from a computer, tablet or smartphone, 7 days a week and 24 hours a day.**

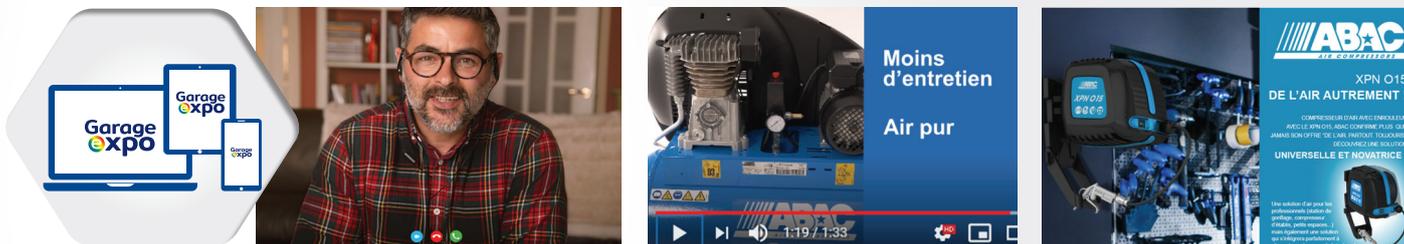
With 109 supplier exhibitors registered to date, «on-line» conventions, more than **300 promotional offers** with gift points and nearly 500 sales vendors and network promoters mobilized in the field, the «contactless» Garage Expo show is already shaping up to be the business meeting of the end of the year with a target of **more than 9,000 «unique» visitors.**



Meet the suppliers

Garage Expo has been made possible thanks to the active participation of the most important brands of LV and CV aftermarket. Through their stands, these suppliers will be able to meet remotely the thousands of expected repairers and bodywork specialists, with whom they will be able to exchange live by

chat room or video room. Each booth will also allow the distribution of unlimited content such as tutorials, promotional films, product presentations and catalogs. This is content that no physical trade show would have allowed to broadcast.



No trade show without a promotional catalog and gift store



A few weeks away from the festive season, AAG announces the color: there will be a flood of gifts on Garage Expo. Garage repairers will receive a catalog with hundreds of promotional offers valid at their distributors, all with gift points that can be accumulated during the show. From November 23rd, they will be able to spend these gift points in the Garage Expo boutique specially designed for the event.

A big draw every day

And because good news never comes alone, every day Garage Expo visitors will have the chance to win 2 dream cruises for 2 on board a Costa Croisières ship in the summer of 2021. To participate, the rules are simple.

- ➔ Every day, garages will receive an email with the winning route to take to participate in the draw.
- ➔ Each winning route will include a list of stands to visit before 7pm the same day.
- ➔ The draw will take place among all the repairers who have completed this course during the day.
- ➔ The result of the draw will be communicated by email the following day.



Attend the network conventions



Garage Expo will also be an opportunity for AAG repair signs to organize their traditional Conventions, which will take place in the new form of «**remote interactive plenaries**», waiting for better days for travel, partying and hugging.

These various conventions are scheduled **for November 2, 3, 4 and 5, starting at 6:30 pm.**

Local animations

Finally, to relay this event, local events will be organized at the participating distributors to exploit this exceptional system: tours, phoning, show-room expo, «network» evenings, open houses...

The initiatives are numerous and varied and always carried out in strict compliance with the health regulations in force.

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www.allianceautomotive.fr

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