

automotive roadshow 2009 defies the economic crisis and tours through Germany

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Trade visitors welcome the mobile automotive electronics exhibition

Starnberg, 20. July 2009 - qaqadu event gmbh, specialising in events and roadshows, arranged a nine day tour of automobile producers and component suppliers throughout Germany. The automotive roadshow 2009 presented products, solutions and services of the electronic industry using the idea of mobile exhibitions. The show covered more than 1700 kilometers and demonstrated technical innovations right at the development sites. Even with, and precisely because of, the difficult economic situation of the car market, the exhibitors were cordially welcomed and their products keenly discussed.

The automotive roadshow 2009 visited Volkswagen in Wolfsburg, Delphi in Wuppertal, Ford in Cologne, ZF Lenksysteme in Schwaebisch Gmuend, Porsche in Weissach, Daimler in Sindelfingen, Continental in Nuremberg and Regensburg, and Lear in Kronach from June 16 to June 26. Every day an average of one hundred interested trade visitors stopped by, mostly from development and purchasing departments. In all, more than a thousand employees gathered information about new products and services. Along with the well-attended trade fair, the exhibitors were overall pleased. This shows that the mobile trade fair is a successful concept. On more than 100 square meters of exhibition space, Additive, A'Syck, Cypress, Hamamatsu, Rohrer, RS Components, Schulz Electronics, Steepest Ascent and Tieto presented innovations and news concerning automotive hardware, software, design, testing, and lighting. "It is very efficient to show our products right here at the development sites", said Robert W. Stewart, managing director of Steepest Ascent. "Contrary to regular trade fairs, engineers just drop by during their work hours and take a look and have a chat – we are right at their workplace; that makes it a lot less invasive."

The next roadshow will take place in June 2010. "We will continue the successful concept," said Mandy Ahlendorf, managing director of qaqadu event gmbh. "We will visit new and approved sites. The first bookings for next year's tour have come in already. Due to our success in Germany, we're thinking about extending the roadshow abroad. Recommendations and ideas from development sites and exhibitors are very welcome." Additional information will be available at www.auto-roadshow.com starting in the fall of 2009.

The automotive roadshow 2009 is supported by the industry partner ZVEI (German Electrical and Electronic Manufacturers' Association / www.zvei.org). Media partners are the leading magazines Elektronik automotive (www.elektroniknet.de) and Auto Electronics (www.autoelectronics.com).

IMAGES UND FURTHER INFORMATION:

PREVIEW: www.hueggenberg.com/en/news/news-auto-roadshow-2.htm

IMAGE 1: Trade visitors welcome the mobile automotive electronics exhibition

DOWNLOAD: www.hueggenberg.com/images/auto-roadshow/auto-roadshow-2-... (6,5 MB)

IMAGE 2: automotive roadshow 2009 Connects Carmakers and Automotive Suppliers

DOWNLOAD: www.hueggenberg.com/images/auto-roadshow/auto-roadshow-2-... (5,4 MB)

Spotlight - the automotive roadshow magazine

DOWNLOAD: www.auto-roadshow.com/img/auto-roadshow-spotlight.pdf (PDF, 1 MB)

About the qaqadu event gmbh

The qaqadu event gmbh offers professional education with technical training, seminars and trade shows. In addition to providing and hosting events such as technical courses, the MOST Forum and the automotive roadshow, the Starnberg based specialists in event management also support companies in organizing their events. The offered services reach from conception and planning through organization and marketing up to the realization of the event.

More information: www.auto-roadshow.com

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