

# Presse Press

September, 2007

Automechanika Canada  
Toronto, September 26 – 28, 2007

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**The premier of Automechanika Canada to take place September 26 – 28, 2007 with more than 200 exhibitors from 16 countries around the world, dynamic seminars and exciting special events**

Anticipation is building for Automechanika Canada, to be held September 26 – 28, 2007 at the International Centre in Toronto, ON. With more than 200 exhibitors from 16 countries across the globe, Automechanika Canada will set the standard for an international trade show in Canada at the end of this month. Automechanika Canada expects thousands of qualified buyers to be in attendance for the upcoming event. In addition to the wide range of exhibitors and products to be displayed, Automechanika Canada provides attendees with an informative Seminar and Workshop Program and an exciting lineup of onsite events. Together with our association partners and strong industry support, Automechanika Canada will be the only show in the Canadian market dedicated to all facets of the automotive aftermarket.

## **International Participation**

With international participation from 16 countries, Automechanika Canada provides a platform for international suppliers to enter the Canadian marketplace and grow existing business in Canada. Manufacturers will be displaying products from around the world with representation from Brazil, China, Germany, India, Iran, Israel, Italy, Malaysia, Mexico, Portugal, South Korea, Taiwan, Turkey, the United Kingdom and the USA. Automechanika Canada is bringing an international mix of new product lines and innovations to the Canadian marketplace.

*In cooperation with:*



### **Quality Attendance**

From large distributors to small shops and service repair providers, Automechanika Canada will be a meeting place for key industry professionals this September. Thousands of service and repair owners, technicians, retailers, distributors, installers, jobbers, media, and industry professionals are anticipated to attend this year's event. Pre-registered companies include large retailers and distributors such as Canadian Tire, NAPA and UAP, Inc., Carquest Canada, Midas Canada Inc., Bestbuy Distributors, Vast Auto Distribution and more.

### **Special Features, Networking and Education**

Automechanika Canada will provide much more than three days of quality exhibits and product innovations this September. In addition to sourcing the latest products, attendees will be provided with engaging educational and networking opportunities to enhance their business. Some special events and feature highlights include:

- Automechanika Canada's Seminar & Workshop Program, with 16 seminars and workshops presented by industry specialists
- The Pit Stop Challenge, sponsored by Castrol
- The New Product Showcase, displaying more than 30 of the hottest new product innovations
- American Express Buyers Lounge, open to all registered attendees for networking
- Complimentary Beer & BBQ Bash to be held from 7:00 pm – 8:00 pm on Thursday, September 27<sup>th</sup>
- SEMA Specialty Equipment Market Association's "tricked out" specialty performance cars

### **Career Day**

Investing in the future of the industry, Automechanika Canada and the National Automotive Trades Association (NATA) will present Career Day on Friday, September 28<sup>th</sup>. Students and apprentices will be welcomed

at the event on Friday to connect with colleges, agencies, and apprentice search firms and participate in informative education and technical training. NASCAR's Hall of Fame Historian, Buz McKim will be the feature guest speaker on Career Day. Author of the "NASCAR Vault" and a former racer and automotive artist, he has been involved with NASCAR most of his life. With racing cars and special events, speakers and special presentations, employer interview areas and hourly airbag detonations, Career Day is expected to be a remarkable opportunity for young people to advance their careers in the automotive aftermarket.

For further information and a full seminar program schedule, please visit

[www.AutomechanikaCanada.ca](http://www.AutomechanikaCanada.ca)

**Automechanika Events Around the Globe**

Toronto	September 26 – 28, 2007
St. Petersburg	October 24 – 28, 2007
Shanghai	December 5 – 7, 2007
Rome	January 31 – February 3, 2008
Moscow	March 4 – 6, 2008
Bangkok	March 6 – 9, 2008
Dubai	June 1 – 3, 2008
Mexico City	July 9 – 11, 2008
Frankfurt am Main	September 16 – 21, 2008
Buenos Aires	November 12 – 15, 2008
Kuala Lumpur	March 25 – 28, 2009
Istanbul	April 2009

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