3rd June 2013

**AUTOPROMOTEC 2013 DISPLAYS ALTERNATIVE TRENDS IN THE AUTOMOTIVE EQUIPMENT AND AFTERMARKET PRODUCTS**

***Very positive figures of exhibitors and visitors to the fair***

Autopromotec is the most important biennial car components fair for the trade in Italy, as well as one of the key exhibitions in the industry in Europe. The 2013 edition closed last week with a very positive balance.

Its fundamental role is underlined by the significant numbers of exhibitors and visitors it has registered: over 1500 exhibiting companies from around the world (39%) and a total area of over 150.000 square meters dedicated to the products and services that are currently available and will be available in the near future within the industry.

With professional visitors to the fair exceeding 102.000, many of which (20.000) visit from outside Italy. These figures confirm the importance of Autopromotec, as an event where buyer and companies interact and network to stimulate business activity.

In addition to the varied and interesting showcase at the fair and an opportunity to see at first hand the latest trends in the market, an impressive list of interesting seminars and conferences dedicated to macro-economic, technical and financial topics relevant to the auto-motive industry also took place.

YOKOHAMA Italia took the opportunity to show its latest news, both for the car and truck markets. First of all, the brand-new flagship tyre ADVAN Sport V105, was launched for the national press as an Italian premiere. This was followed by the display of the new version of 104ZS Spec-2, the renewed truck tyre for regional use from YOKOHAMA.

The next edition of the fair will take place from the 20th to 24th May, 2015.