

Media Release

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## Perth Truck and Trailer Show

(Starts)

### ***'More than just a Truck and Trailer Show'***

The Perth Truck and Trailer Show was a great success with over 8,000 visitors coming through the show at the Perth Convention and Exhibition Centre over the 3 days to see the pavilions filled with over \$30 million of trucks, trailers and equipment.

The show, which is considered to be so much more than just a truck and trailer show, saw over 100 exhibitors set up displays and impressed industry enthusiasts who came to observe what the show had to offer.

The show featured major truck manufacturers including: Mack, Scania, Isuzu, Iveco, Man, Volvo, Hino, Sterling, Kenworth DAF, Mitsubishi, Freightliner, Western Star and Mercedes Benz as well as everything from truck seats to accessories.

Also featured at the show were trailer brands: Topstart, Howard Porter SFM, Vawdrey, Bruce Rock Engineering and Southern Cross Trailers.

The event was literally massive, taking up almost the entire pavilions of the Perth Convention and Exhibition Centre. There was surely something on offer for everyone - from industry people to general visitors. Chairman of the Truck Show Committee, Barry Ward comments, "The 2007 Perth Truck and Trailer Show has now reached another level thanks to the new location at the Perth Convention Centre and quality of the presentation of all stands and booths. This is by far the most superior show we have been involved in".

Crowds were able to catch a series of entertainment with the likes of fashion parades that featured the latest gear from Caterpillar, Scania, Kenworth and Harley Davidson 3 times daily on the main stage. These were a big hit throughout the weekend.

Also on the main stage were live performances by popular local artists, the WazMish Party Duo, who sang music from the 60's right through to current hits. They proved to be a success with show goers who enjoyed a few beers while listening to their smooth sounds.

The success of the show was praised by Engine Business Manager for WesTrac, Terry Harwood who said that, "WesTrac and Caterpillar are extremely happy with the success and the professionalism of the 2007 Perth Truck and Trailer Show. There is an opportunity for the show to grow and it has the potential to attract more people and interest from other States across Australia".

The event also proved to be a great networking opportunity for all those involved with the trucking industry. Friday night hosted the Scania Cocktail Party which welcomed over 400 guests. Irish comedian Brian Doyle had the crowd in stitches with his jokes as they enjoyed the finger foods and drinks.

WA State Manager for Scania, Robert Taylor says, "The Scania cocktail party was at an even higher standard than previous years. It was an event that people wanted to be at and it was a great opportunity for everyone to network with exhibitors and potential clients".

Saturday night then welcomed another 400 guests to the Westrac Gala Dinner situated at the Hyatt Regency Perth where people enjoyed a James Bond 007 themed evening featuring dinner, drinks, entertainment and networking.

The Convoy for Kids on Sunday morning saw the streets of Perth wake up to 330 trucks create thunder as they made their way into the city raising funds for the Asthma Foundation of WA. The number of trucks on the day has set a record for the biggest amount of trucks ever taking part in the Convoy. Kids, as well as parents, enjoyed a breath taking magic show, which followed the Convoy.

The Perth Truck and Trailer Show was not only a show for visitors to see the spectacular exhibitor displays. It was also a show where the entire industry got together and reportedly a lot of business was conducted.

"Without doubt the most successful truck show ever held in Western Australia. From Kenworth DAF WA's point of view we were pleasantly surprised by the high level of genuine enquiries that we received and we expect that most of the enquiries will be turned into sales" says John Corderoy from Kenworth DAF WA.

Sales Manager for WA Hino, Bruno Cirillio said "We thoroughly enjoyed the Perth Truck and Trailer Show, the amount of enquiry on the vehicles was very pleasing. The level of organisation was excellent by all concerned and we look forward to confirming the same position next time".

A lot of organization went into preparing such a large scale, successful event and Chairman of the Truck Show Committee, Barry Word acknowledged the efforts of those involved. "Many thanks to the staff at T2 Events for all their efforts in bringing the show together, thanks must also go to Lyle Barrett from the Motor Trade Association and the CVIA committee who all donated time out of their busy schedules to ensure that the show was the success it was. Peter Fitzpatrick the

CEO of the Motor Trades Association must be thanked for supporting the CVIA with this venture”.

The next Perth Truck and Trailer Show is set for 2009 and is expected to be bigger than ever with dates to be confirmed at a later date.

For more information contact show director, Peter Woods on 9386 9666.

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**For more information contact:**

Enisa Glavovic  
Marketing Coordinator

Phone (08) 9386 9666  
Em [enisa@t2ads.com.au](mailto:enisa@t2ads.com.au)