

## MEDIA RELEASE

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### **TRUCK SHOW A BIG SUCCESS**

To describe the 2011 Perth Truck and Trailer Show as “big” would be an understatement.

More than 140 exhibitors filled all six pavilions of the Perth Convention and Exhibition Centre, presenting more than \$50 million worth of products. The Show attracted record crowds, with almost 13,000 people visiting the Show across the weekend. Awesome, eye-catching displays, exciting attractions and masses of giveaways kept visitors happy – and kept exhibitors on their toes all weekend!

Show Director Peter Woods said it was encouraging to see so many visitors attending the Show across the weekend.

“Numbers of visitors this year increased by almost fifty percent on the last Show,” he said.

“2009 saw around 7,500 people through the doors compared the 2011 Show which had 12,700 visitors.”

“It is extremely satisfying for the Truck Show committee to see such a positive response to the Show!” Peter said.

#### **WA’s biggest trade event**

The Perth Truck and Trailer Show is a trade event run by the Commercial Vehicle Industry Association of WA (CVIA), a division of the Motor Trades Association of WA. The Show is the second largest Truck and Trailer show in Australia, following close behind the Brisbane Truck Show in size and number of exhibitors.

Barry Ward, CVIA Chairman was extremely pleased with the results of this year’s Show, saying it surpassed all expectations.

“The Show has been a massive success,” he said.

“Exhibitor levels are the highest ever, we’ve had record numbers at the two industry events – the Scania cocktail party and the WesTrac gala dinner. We’ve spent time and effort this year developing ways to increase numbers of visitors, and these have clearly proven successful.”

“Overall there has been a fantastic response from exhibitors, small an large, and I thank everyone for such high standards of displays this year,” Barry said.

The 2011 Truck and Trailer Show was a successful selling event for many exhibitors. Many of the major brands in the industry were displaying their latest products, including Mack,

Scania, Kenworth, Caterpillar, Volvo, Hino, Iveco, Fuso and Mercedes Benz.

Feedback from exhibitors was positive, with many commenting how impressed they were with the levels of enquiries they were receiving.

Sam Drake, Sales Manager of Drake Australia said the Show was fantastic, with great crowds and quality customer enquiries.

“The industry day on Friday was second to none, one of the best industry days we have ever seen,” he said.

“We’ve had customers from all over Australia coming to the Perth Show and have had some really good enquiries on our extendable trailers. We’ll definitely be coming back to the Perth Truck and Trailer Show!”

2011 was the first time General Transport Equipment had exhibited at the Perth Show, and GTE’s Graham Know said he was impressed with the levels of enquiries he had had over the weekend.

“There’s no doubt our business will get better and better from the enquiries we have had at the Show. It’s been fantastic!” he said.

Scania State Manager Robert Taylor also agreed the enquiry rate had been fantastic. Show sponsor Scania were displaying the world’s most powerful truck, the new R730, which had been named International Truck of the Year in 2010 – and which was certainly a talking piece at this year’s Show. Mr Taylor said the Show had been a huge success for Scania and he was thrilled to see such an increase in visitor numbers from the last Show.

Skipper Trucks were had a range of trucks on display including the new Fuso Canter and the Iveco off road range. Heavy Truck Sales Manager Nick Ierino said he thought the Show had a great turn out.

“It’s a family event, but it’s great for business too. We have had a lot of interest in our new model range and are extremely happy with the amount of enquiries we’ve had,” he said.

### **A family event**

A rainy weekend was the perfect time to stage an indoor Truck Show – making it an ideal opportunity for families to come out and take a look. Plus of course there was one major drawcard for hundreds of younger visitors!

For the first time at the Perth Truck and Trailer Show, the Disney Pixar “Mack the Transporter” display was set up as an attraction for children. The truck, decorated to look like the character “Mack” from the “Cars 2” movie, opened up to display a play and activity area for children.

Response to the Mack the Transporter display was overwhelming, with parents and young fans queuing for up to two hours to have their turn on the activities. By midday on the final Show day, the display had sold out completely of much of their merchandise; and organisers were left stunned at the popularity of the attraction!

And with the kids happy that they had met “Mack” from their favourite movie, it meant mums – and particularly dads – were free to roam the exhibits and check out the displays.

## **An event for the WA trucking industry**

As in previous years, part of the Show weekend included two major industry events – the Scania cocktail party which was held on the Friday night; and the WesTrac Gala Dinner on the Saturday. Both events were extremely well attended, with more than 200 people enjoying a drink and a chat on the Friday after the show, and more than 400 attending the gala dinner.

Friday night's cocktail party, hosted by Show sponsor Scania, included the announcement that Chairman Barry Ward was stepping down from his role. Barry has been involved with the Perth Truck and Trailer Show for many years and his efforts have not gone unnoticed. Barry's replacement has not yet been announced; and the Truck and Trailer Show committee wishes Barry all the best in the future.

The Friday night event was hosted by Karl Langdon, and also featured well known commentator Sam Kekovich as the night's special guest. Sam did more than entertain, causing many to wipe away tears of laughter as he told his stories to a captive crowd!

The Gala Dinner on Saturday night, hosted by WesTrac, was also a huge success. The evening's host was Adrian Barich, and guests were entertained by some of Australia's best musical theatre performers; before then getting up onto the dance floor and ending the night with tunes by local act Amanda Dee and Soothe.

**The Perth Truck and Trailer Show will be back in 2013!**

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