

CARAT
LEISTUNGSMESSE
13.-15. OKTOBER 2017 · KASSEL



CARAT Leistungsmesse 2017: increased turnover

- stable visitor numbers
- 12 percent increase in sales
- entry into e-Commerce



From 13 to 15 October Kassel once again hosted the CARAT Leistungsmesse (trade fair). **Almost 21,000 visitors** made their way to the metropolis in North Hesse to find out about innovations in the workshop arena. **220 exhibitors** presented their products and services to visitors. An important indicator brought a smile to the faces of both organisers and exhibitors: turnover at the fair increased by a fantastic twelve percent.

During the fair, CARAT CEO Thomas Vollmar gave the go-ahead for a new project by the name of MECANTO25 which signals the beginning of online trading for CARAT. The atmosphere at the fair was extremely positive. Besides information and sales, there was also time for celebration. Sarah Connor's concert on Saturday evening really got the overflowing exhibition hall fizzing. Feedback about CARAT's new products and services was very

good. The products at the centre of the anniversary offensive were very well received. The E-MOBILITY FORUM also aroused the interest of visitors to the fair. The Live Workshop completed the picture, demonstrating the practical implementation of a great many exhibited products.

Entry into e-Commerce

"The mood in the sector is good", said CARAT CEO Thomas Vollmar at the trade fair. "Despite everything, we are facing major changes. By that, I mean the entire value-added chain, from industry through trade to workshops. We must set ourselves new challenges."

The CARAT Group wants to address this issue with a completely new approach by launching e-Commerce. Vollmar says, "CARAT will become omni-channel."

Aggressive parts marketing will begin on the internet through the online shop MECANTO25. CARAT places particular emphasis on price and availability. What is new about MECANTO25 is that it provides genuine added value for customers. Not only can they purchase spare parts at very reasonable prices, but they can book the appropriate workshop service immediately. At a fixed price. The green light for the project is in the spring of 2018.

Great interest in electromobility

A further highlight of the fair was the training offensive on e-Mobility. CARAT held a draw for a total of 1000 places on an online training course on high-voltage systems and three places



on a Level 2 training course "Electrician for HV systems in motor vehicles". The interest was enormous. With their completed attendance certificate, many interested trade fair visitors indicated that they would like to be at the forefront of electromobility.

New parts catalogue and more

New at CARAT is the electronic parts catalogue Masterbrain. It is based on data from DVSE and thus offers benefits to all those workshops which prefer this kind of data processing. They immediately feel at home in their familiar data world. This makes purchasing from CARAT dealers even more convenient. The further complemented in-house parts brand COREXX was very well received at this year's Leistungsmesse. CARAT had launched this quality brand in 2015. It has been well received since then and is expected to grow further in the future.



Commercial vehicle professionals also got their money's worth at the fair. Truckdrive presented the Future Truck, which showed how HGVs on our roads might look in the future. For rustic fans, there was a tractor shooting, which guaranteed much laughter and a very good atmosphere, just like YouTube star Olli and his "Witz vom Olli". New to the workshop concept was a customer replacement vehicle on extremely attractive terms.

Concert finale with Sarah Connor

The second day of the trade fair ended with a concert by Sarah Connor. She ensured that the festive mood at the fair lasted until long into Saturday evening. 5000 concert goers celebrated in high spirits in the exhibition hall.

New ADI agreement: Liqui Moly



With around 4,000 items, LIQUI MOLY offers a global, uniquely broad range of automotive chemicals: Motor oils and additives, greases and pastes, sprays and car care, glues and sealants. Founded in 1957, LIQUI MOLY develops and produces exclusively in Germany. There it is the undisputed market leader for additives and is repeatedly voted the best oil brand. The company led by Ernst Probst sells its products in more than 120 countries and generated 489m euros in sales in 2016.

LIQUI MOLY looks back to a long lasting cooperation with the Carat group. In 2017 the company was distinguished as Carat top supplier. And in Austria, Ireland and Russia LIQUI MOLY is already supplying ADI partners. From 2018 on LIQUI MOLY becomes official ADI supplier and looks forward to growing the business of the ADI partners all over the world. The company's philosophy is to establish long term partnerships instead of chasing the quick money. It wants to be not only a supplier but a partner supporting to develop the business for mutual success.

