

NEW HOME AND NEW NAME FOR CARAT (AD DEUTSCHLAND) EXHIBITION!



After so many successful editions of the "Leistungsmesse » in Kassel, CARAT (AD Deutschland) now moved its trade fair to a fully renovated exhibition facility in the heart of the Ruhrgebiet,

in Essen. In its new home, and under the new name "CARAT Messe" (= CARAT exhibition), the German ADI Partner succeeded in mobilizing nearly 18 000 visitors during one weekend (October 11-13) to discover CARAT suppliers, services and benefits:

- 200 stands of premium suppliers for parts and equipment
- concepts for professional repairers, such as AD Auto Dienst
- a private label program on display with exclusive brands such as COREXX (for wear parts) and Men@Work (for tools and equipment).
- online parts identification and ordering tools such as the Webelekat 4.0
- the DRIVEMOTIVE portal: a digital platform (today in its test phase) offering plenty of mobility solutions to the motorist (such as online price and service offers, or online appointment for repair and maintenance) and bringing the garage directly into the vehicle, on the dashboard!

Traditionally on Saturday night, CARAT invites exhibition visitors to a private concert. This year it was the German cult-band PUR who entertained some 6500 automotive enthusiasts in the Gruga-Hall alongside the exhibition centre.

CARAT Messe 2019, an overall success measured by the enthusiasm of the audience ... and by the business turnover high registered during the fair: a firm + 12 % as compared to the 2017 edition!

