

Well over 60 percent of the show floor already booked

MAJOR INTEREST IN BEDRIJFSAUTORAI 2012

Amsterdam, 8 August 2011- **Exhibitors have shown great interest in the BedrijfsautoRAI 2012 (formerly known as the European Road Transport Show). A short while after registration started, well over 60 percent of the trade show floor had already been booked. Furthermore, a large number of truck, van, special vehicle, parts and accessories suppliers have informed us that they will be confirming their option on a stand after the summer. The BedrijfsautoRAI is scheduled to take place from Tuesday 17 – Saturday 21 April 2012 at the Amsterdam RAI.**

The combination of economic recovery, a redefined show profile and an extensive programme has put the largest commercial vehicle show in the Netherlands back on the map. After its absence in 2009 it will now be held every two years in April. In future, the event's focus will be on the national market with an international touch when it comes to invitation policy and approaching the press. The show will provide visitors from the Netherlands and abroad with information specific to the Dutch market including its innovative products and services.

Alongside up-to-the-minute product news, BedrijfsautoRAI 2012 will provide an extensive programme of presentations, award ceremonies and the latest technological innovations. The traditional Drivers' Day will be held on the last day of the show, Saturday 21 April.

Evening opening

BedrijfsautoRAI 2012 will be more compact than the previous editions and will be open in the evening on two of the five days. The show will be held in the Europacomplex at the Amsterdam RAI which means there will be almost 45,000 m² of floor space available. The trade show will be subdivided into four, more or less equally large segments: Trucks, Vans, Special Vehicles (trailers and body building industry) and Parts and Accessories. This means that – in 2012 – the national trade show for sustainable transport will once again provide a comprehensive overview of the innovations and new products from the various market segments.

Outdoor area

Just like the AutoRAI 2011, the BedrijfsautoRAI 2012 will also have an extensive outdoor area. Demonstrations will be provided outside the front of the RAI complex on every day of the show. The organisers are already busy developing and preparing an informative, enervating programme consisting of commercial vehicles of all shapes and sizes.

About BedrijfsautoRAI

BedrijfsautoRAI is the national platform for sustainable road transport organised by Amsterdam RAI under the auspices of the RAI Vereniging. Alongside trucks and vans, the biennial trade show also presents trailers, special vehicles, parts, accessories, telematics/IT and transport solutions.

Please visit www.bedrijfsautorai.nl for more information.

Note for the editors/not for publication:

For further information on the BedrijfsautoRAI 2012 please contact Paula Vermin, Senior Communication & PR Manager by emailing: p.vermin@rai.nl or calling: +31 (0)20 - 5492372. Images and press information can be found on the www.bedrijfsautorai.nl website.