



AUTOMECHANIKA JOHANNESBURG 2022

Automechanika being the largest international trade show in the region for the automotive aftermarket this year was most certainly different. As the world was coming out of COVID-19 not knowing what to expect going into the trade show in Johannesburg, South Africa, which took place from Tuesday 7th June 2022 to Friday 10th June 2022.

Intrade Motor Parts had an outdoor stand which displayed its comprehensive Dana portfolio of Victor Reinz® sealing products and Spicer® drivetrain parts.

Various Victor Reinz parts were on display gaskets, bolts, seals, gasket material and sealants. Customers contact details were exchanged with the purpose of getting all customers onto the Victor Reinz digital platforms from the online catalogue, through to the Victoria's practical tip videos. This enables customers to search for parts themselves identifying the correct engine application and the correct part number instead of relying on the retail stores. This gives us the edge over our competitors being first to market and getting them onto our website.

Customers managed to view the eye-catching Spicer Jeep Rubicon that was out for all to admire with those 40-inch tyres and the front and rear Dana 60 axles not to forget the 1350 series shaft that pulls it all together. Various parts were on display allowing us to talk about the parts available from Spicer, covering the extensive transmission and axle offering as well as the driveline components from the Jeep 1310 complete shaft, 68745 series u-joint and sliding assembly. The planet carrier, pinion gears, speed sensors, friction discs and solenoids made for a great talking point with customers.

As an exhibitor this year was no different to the previous years, customers were excited and extremely positive longing for that personal face to face contact that we were all missing for so long.

Visitors had a fantastic experience at the exhibition especially on the Dana stand fulfilling their business objectives.

Contemplating whether to exhibit or not to exhibit prior to the show coming out of COVID-19 was the correct decision. Overall, it was a great show with numerous visitors and good cross-border exposure. It was the perfect opportunity to engage, network and promote our products across Sub-Saharan Africa.

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