

“25 % visitor increase at FORDONSVERKSTAD”

This year's easyFairs shows kicked off with **FORDONSVERKSTAD (Automotive Workshop)** at Kistamässan in Stockholm, 17 & 18 January. The expectations were as thick as the smell of burning tyre rubber with automotive service companies eager to impress customers and start 2012 on a high. **FORDONSVERKSTAD** offered not only the latest news, but also a broad variety of competitions, shows and learnShops. A very popular event this year was **Pit Stop Challenge** – a competition where the team that could make the fastest tyre change on a racecar won a day of racing at Sweden's best-known racetrack, **Anderstorp Drive**. Another crowd-pleaser was the transparent spray booth with recurrent paint job shows throughout the exhibition.

This year's **FORDONSVERKSTAD** attracted 3198 visitors – a 25% increase on 2010.

Information about easyFairs[®]

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