

**26. – 29.09.2019**

MESSE KARLSRUHE

## NUFAM Closes With Record-breaking Statistics

**The trade fair for commercial vehicles attracts visitors from all over Europe**

**Karlsruhe, 29 September 2019** – NUFAM, the trade fair for commercial vehicles, closes its gates today after having set a visitor record: approximately 26,000 visitors came to the trade fair to learn about the latest innovations in the world of commercial vehicles. A total of 408 exhibitors from 13 countries presented the industry's entire range of products and services at NUFAM from 26 to 29 September. The percentage of international trade visitors increased compared to the previous year. Visitors from more than 20 different countries came to Karlsruhe to attend this year's fair. Fully 94% of the fair's visitors gave top marks to NUFAM's products. Over 80% of this year's exhibitors intend to return again as participants at NUFAM 2021.

Britta Wirtz, Managing Director of Karlsruhe Trade Fair, draws a positive conclusion from this sixth edition of the trade fair for commercial vehicles: "NUFAM 2019 was extremely successful. Now in its tenth year of existence, NUFAM welcomed visitors from all over Europe, especially from France, Switzerland and the Benelux countries. This internationalism marks an enormous increase in NUFAM's reach. Record-breaking sales by our exhibitors underscore the fact that NUFAM's visitors are indeed eager to make investments."

Klaus Foser from Fahrzeugwerk Bernard Krone GmbH clearly felt this eagerness: "We are very satisfied with our first appearance at NUFAM and we have received plenty of positive feedback. We had good contacts with customers and prospective customers, we were able to close a number of major deals, and we also have many offers in the pipeline for post-fair business." Foser is by no means alone with this positive experience: 82.5% of NUFAM's exhibitors are satisfied with the business success of their participation at the fair.

Both the quality and the internationality of the trade visitors at NUFAM are impressive. Detlev Schwarznecker from Aeolus Tyres also notices this positive development: "The trade visitors here at the fair are no less international than the exhibitors. The trade visitors mostly come from Switzerland, Austria, Italy, France and Portugal. NUFAM is precisely where we meet our target group and we have already held many positive discussions here. Numerous original equipment manufacturers, trailer and also vehicle manufacturers, who drive with our tyres, come here and update themselves about our newest products."

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### **A well-established platform for vehicle premieres and alternative drives**

Many companies use NUFAM to present their vehicles and product innovations to the public for the first time and to launch these innovations on the German market. Peter Hörstke of Emil Frey Toyota Zentrum in Karlsruhe confirms that NUFAM is the perfect podium for premieres of new vehicles: "As an exclusive preview at our stand this year, we were privileged to present the Toyota Proace City in collaboration with Toyota Germany. We are very satisfied because the vehicle attracted a great deal of admiring attention. Immediately after the halls opened, there were already an incredible number of visitors at our stand." Sales of the new Toyota high-roof station wagon are scheduled to begin in January 2020. The visitor survey clearly shows that NUFAM's exhibitors meet an interested audience of people who are keenly interested in presentations of new products: 94.7% of the fair's visitors expect to see product innovations at NUFAM.

Many visitors came to the fair expressly to learn more about e-mobility, alternative drives and hybrid systems. The strong presence of alternative drive technologies at exhibitors' stands definitely paid off. Steffen Pfister of MAN Truck & Bus Germany is delighted with his company's successful appearance at the trade fair: "We presented both our latest alternative drive technologies and our classic product range with internal combustion engines. We deliberately decided to considerably enlarge our stand area this year and we received very positive feedback from our customers. The enormous number of vehicles sold clearly proved that our decision to expand our stand was absolutely correct."

### **Visitors and exhibitors alike appreciate the supporting programme on new mobility**

Programme highlights on new mobility concepts, e.g. the New Mobility Tours and the Future Mobility Road Show, attracted particularly large numbers of interested visitors. New Mobility tours of the fairgrounds took place for the first time on Friday, 27 September. As part of these tours, Orten Electric Trucks presented its new E35 electric-powered sprinter with mobile battery charging station. "We consider it extremely important that the tours focus on new mobility concepts. We need a forward-looking technology that already shows today what we can expect to encounter in coming years. In this respect, we are very pleased to see that NUFAM offers a platform for this modern technology."

The Future Mobility Road Show was jointly organized by Karlsruhe Trade Fair, IHK Karlsruhe, Hochschule Karlsruhe Technik und Wirtschaft and the Automotive Engineering Network (aen). This show took place for the first time at NUFAM, where it similarly attracted throngs of interested visitors. A fleet of a

dozen vehicles ranging from an electric-powered cargo-carrying bicycle to a hydrogen-powered bus drove through Karlsruhe's city centre to present the variety of alternative drive technologies to the general public.

NUFAM's other supporting programme was likewise well attended. It included specialist days dedicated to load securing, telematics and municipal vehicles, as well as the Truck Driver Forum.

Binding registrations for the upcoming seventh fair had already been received from all exhibitor segments by the end of this year's fair. The next NUFAM will take place from 30 September to 3 October 2021 at the Karlsruhe Exhibition Centre.

**Further information at:** [nufam.de](http://nufam.de) & [facebook.com/nufam.karlsruhe](https://facebook.com/nufam.karlsruhe)

**Additional Comments from Exhibitors**

**Jens Schroth, Sales Manager DACH Kögel Trailer GmbH**

“We are exhibiting at NUFAM for the third time. This year we had a very good presence for our vehicles on a larger indoor stand area and at our open-air presentation. We held plenty of good discussions and welcomed many qualified visitors to our stand, including some international trade visitors. We did a lot of good business: we closed many deals and we started others, so we are completely satisfied. We will surely be back again two years from now.”

**Diana Rübsam, Head of General Sales NKW, WM SE**

“We came here with the goal of being even more present in the commercial vehicle sector and addressing new customers. In addition, we wanted to show what is behind WM SE as a full-range supplier in the areas of paintwork, workshop equipment, spare parts for cars, vans and commercial vehicles, and the associated services. We have definitely achieved these objectives. Many trade fair visitors ordered goods directly at our stand. We created our own trade fair catalogue with special trade fair campaigns especially for NUFAM. For us, NUFAM is an all-round success.”

**Peter Hörstke, Fleet & Business Manager, Emil Frey Toyota Zentrum Karlsruhe**

“We are so very satisfied that we spontaneously decided to already book our presence at the 2021 trade fair. We had very good business contacts in the magnitude of approximately 100 vehicles. Beginning in January 2020, we will be launching Toyota Professional, a special commercial vehicle division, with various commercial vehicles for diverse purposes. To draw attention to this new portfolio, we have already been able to present a number of vehicles at NUFAM.”

**Alexander Ledig, Sales Key Accounts Germany SAF Holland**

“SAF Holland has been present at NUFAM since 2009. We are very satisfied with our appearance at the fair. Thursday was an especially good day for us this year. We held good conversations and there is always something going on at our stand. I meet my target group here. The visitors at our stand are often fleet managers and managing directors. The majority of them were already knowledgeable about our products even before they came to our stand to get learn latest news.”

**Peter Cappelletti, Head of Sales and Marketing KM Conversion**

“We are very satisfied with NUFAM, its organisers and its visitors. We initially had concerns that Saturday would bring many private customers but only a few trade customers. This was not the case at all: we welcomed plenty of interesting customers to our stand, also on Saturday. Our target groups are municipalities and local authorities, but we also had visitors from the trades, for whom our electric commercial vehicle is an interesting product. This opens up a new target group for us. Another important aspect for us is cross-linking with competitors: we very much appreciate this networking at NUFAM.”

**Oliver Weber, Managing Director Powertec**

“By Thursday morning, we had already achieved our expectations for the entire trade fair. We sell electric vehicles from four manufacturers and all of these products were in great demand. We have already booked again for 2021.”