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Daily News Bulletin

# INDUSTRY FIGHTS THE RECESSION AT RECORD QLD SHOW

Organisers of the Queensland Truck and Machinery Show are declaring the 2009 event an overwhelming success for the recession-hit sector.

Australia's largest trucking exhibition featured a record 350 registered companies at the Brisbane Showgrounds on May 14-17, occupying over 70,000 square metres of display space.

The attendance figure of 36,161 over the four days saw adult paying visitors increase by 5.2 percent even though pre-sold tickets were down on the previous biannual show. Brett Wright from the Commercial Vehicle Industry Association of Queensland (CVIAQ), organisers of the event, says the fall in ticket sales reflects the current economic conditions and reduced marketing budgets from exhibitors. But he says the show was still a great success for exhibiting manufacturers and suppliers.

"Although attendance figures were slightly lower than the previous show, the overwhelming feedback from exhibitors was their praise for an even higher quality of show visitors, citing record sales results off the stand and a high number of quotes and leads for future negotiations," he says. "The closure of Gregory Tce for the full duration of the show was applauded by exhibitors and visitors, providing easy access to all areas, increasing traffic flow throughout the grounds and allowing more specialised vehicles and trailers on display than ever before.

"With exhibitors commenting on and welcoming the high number of business decision makers visiting their displays, the show once again achieved its goal of



putting the manufacturers and distributors of commercial vehicles and equipment in direct contact with the maximum number of potential buyers from throughout Australia and reinforcing its position as the premier transport industry event of any type in the southern hemisphere." Mack Trucks was declared the most impressive stand of the show, winning the Outstanding Truck Manufacturer Display Award at the opening cocktail party.

Truck of the Show award went to Western Star, while O'Phee Trailers took home the Outstanding Trailer/Body Manufacturer Display.

Volvo's Australian branch won the Risk Management Excellence award, with JCB Construction Equipment gaining recognition for Outstanding Earthmoving Manufacturer Display. Jost Australia won the Outstanding Vehicle Component and Equipment Display. ■

## YOUNG GUNS WIN APPRENTICE CHALLENGE

The young guns showed the old dogs some new tricks as they swept their opposition away in a clean sweep of the four-day Apprentice Challenge, held during the Queensland Truck and Machinery Show.

The popular CVIAQ Apprentice Challenge, held in the Westpac Industry Career Centre, pits apprentices against long-serving industry icons to be the fastest in correcting a selection of faults in two identical vehicles. The Apprentice Challenge is a 'hands on' practical test where teams of apprentices selected by CVIAQ from its membership, to represent the industry challenge teams of high-profile

contestants including industry members and personalities. Their challenge is to rectify identical faults in identical vehicles within a defined time period.

The winning team is the team that first successfully identifies and repairs all faults or rectifies the most faults within the allowed timeframe.

The Grand Final held on Sunday was a competitive event between the apprentice teams from Cummins South Pacific and MTU Detroit Diesel Australia.

The apprentice team from MTU Detroit Diesel Australia was the winner and received tool vouchers from long-term event sponsor Warby Tools.