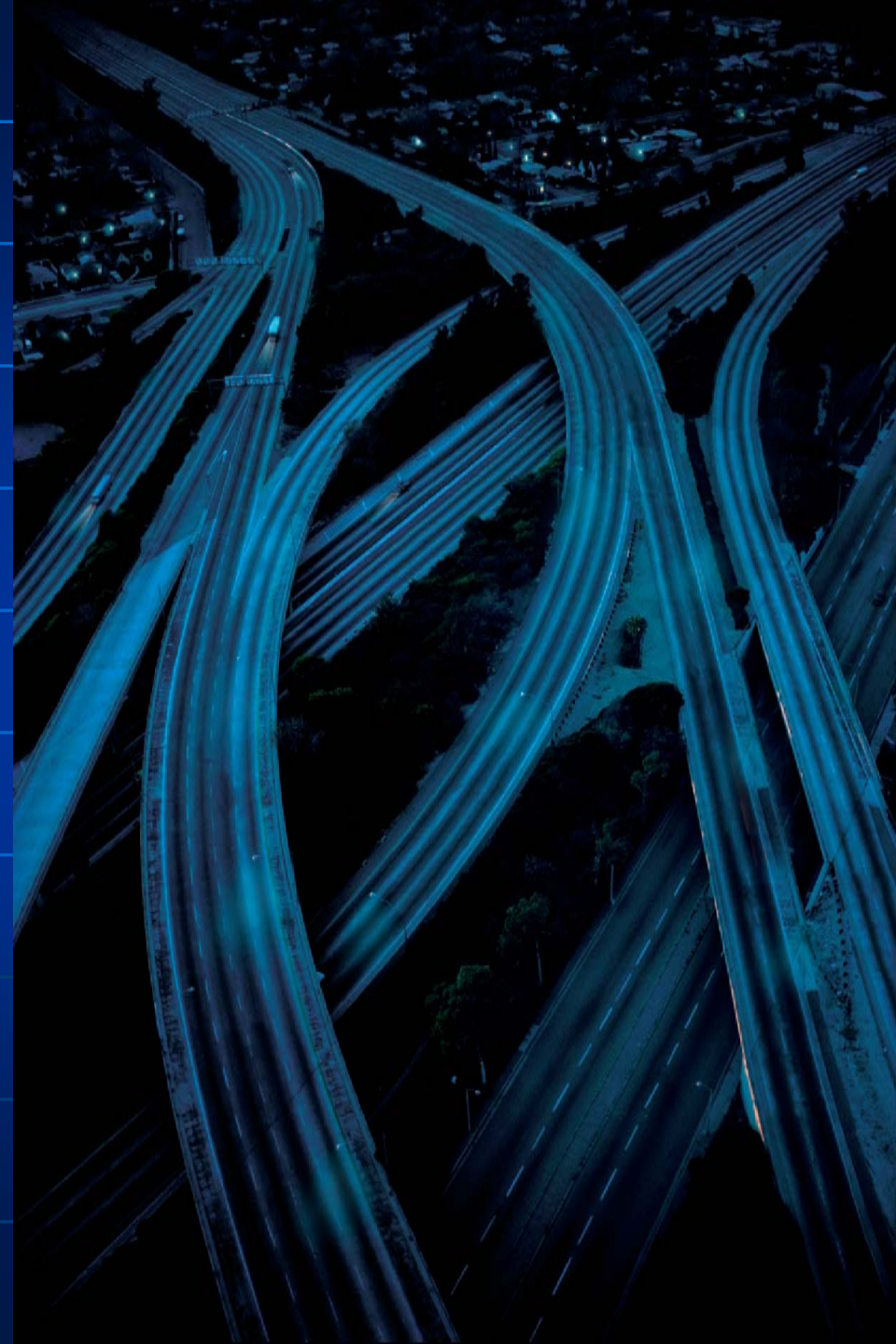




37th Oica
Exhibition Committee Meeting
Geneva, March 6, 2013

by Emilio di Camillo
Consultant to Fiera Milano



TRANSPORTEC LOGITEC

VERONA
28 FEBBRAIO - 3 MARZO

2013

SALONE INTERNAZIONALE
DELLA LOGISTICA INTEGRATA
E DEI TRASPORTI



Location: Verona Fiere

Dates: Press & Dealers: February 28th

Public: March 1 through March 3

Organized by Fiera Milano

Facts & figures

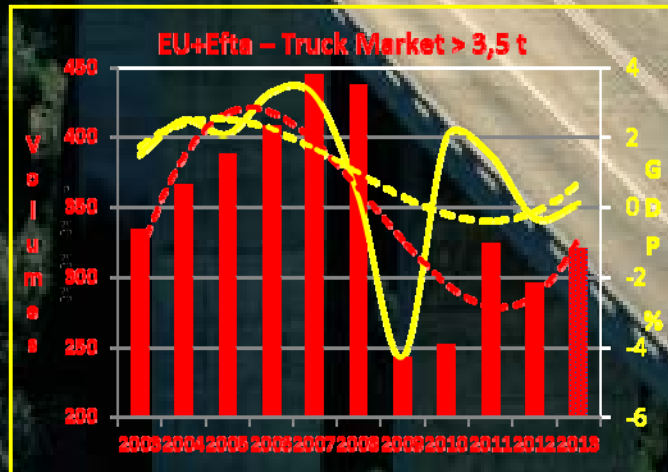
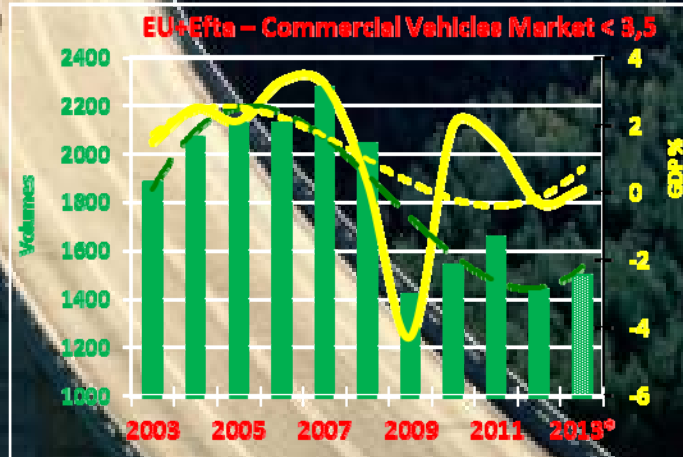




Scenario

European Market
Italian Market

European Scenario

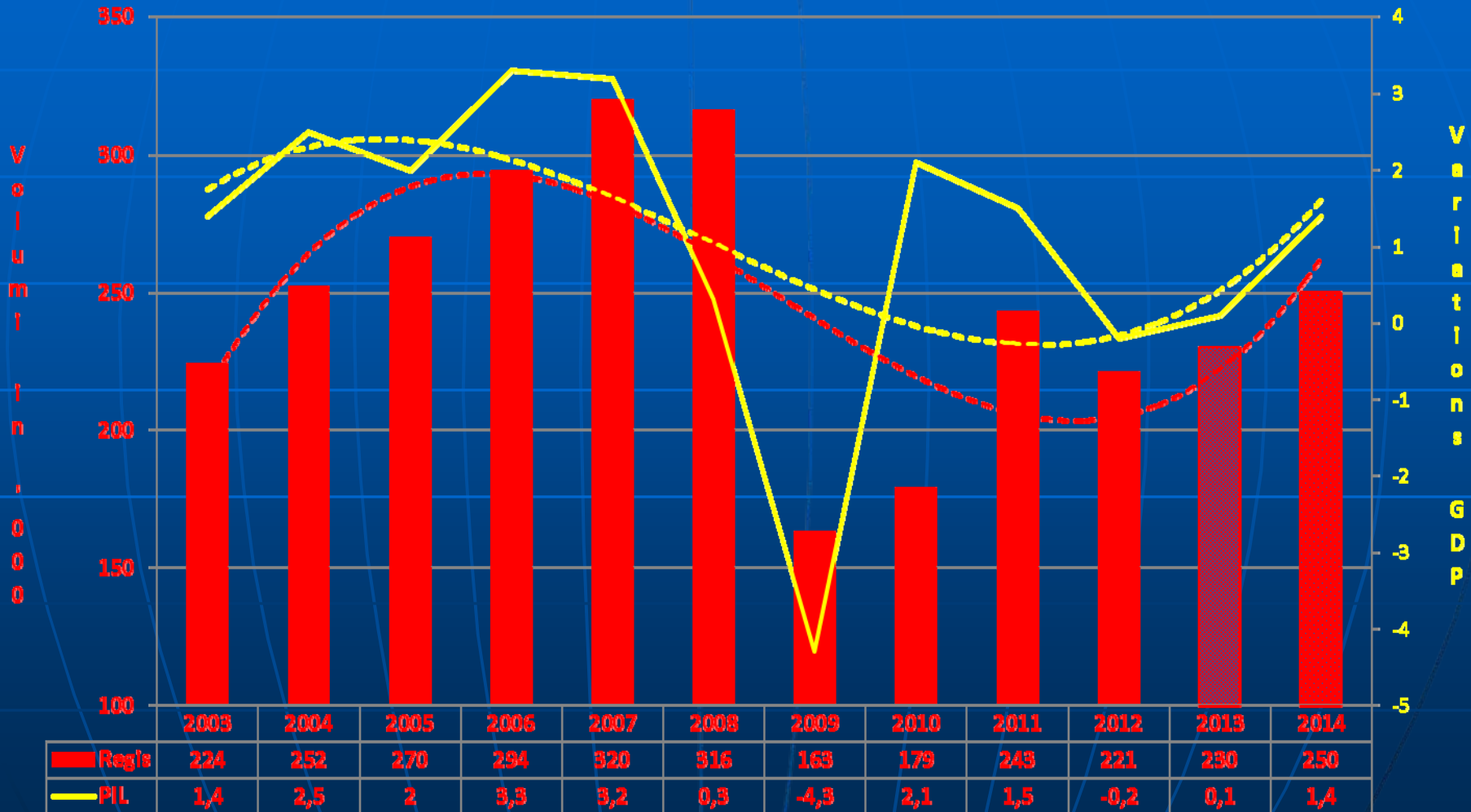


- **Some progress in Commercial Vehicles was registered in 2010 and 2011, but the market slowed down again in 2012 due to poor economic situation. Some improvements are expected in the second part of this year, in line with some increase in GDP.**

- **The same happened to trucks (> 3,5t)**

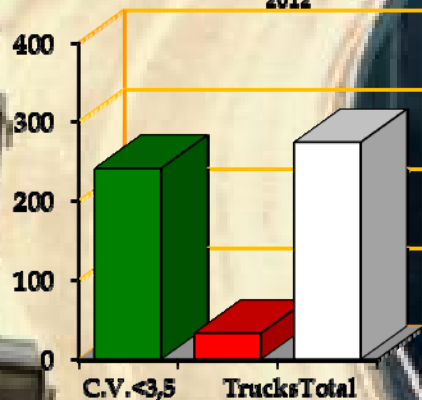
EU 27+ Efta - Truck Market > 16 t.

Fonte: ANFIA, Eurostat

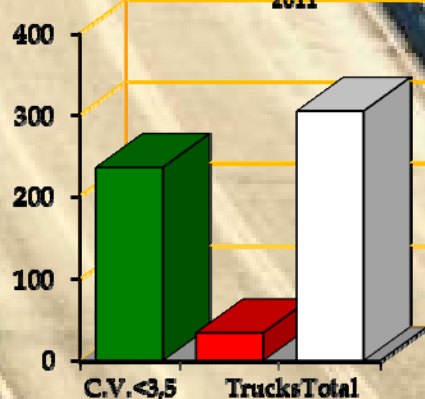


ITALIAN MARKET

Industrial Vehicles Production
2012

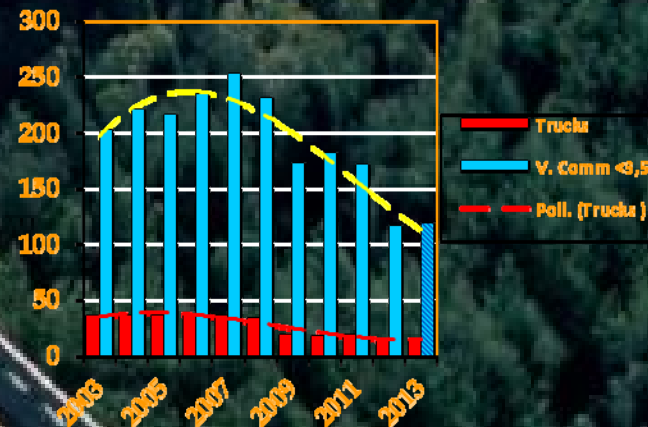


Industrial Vehicles Production
2011



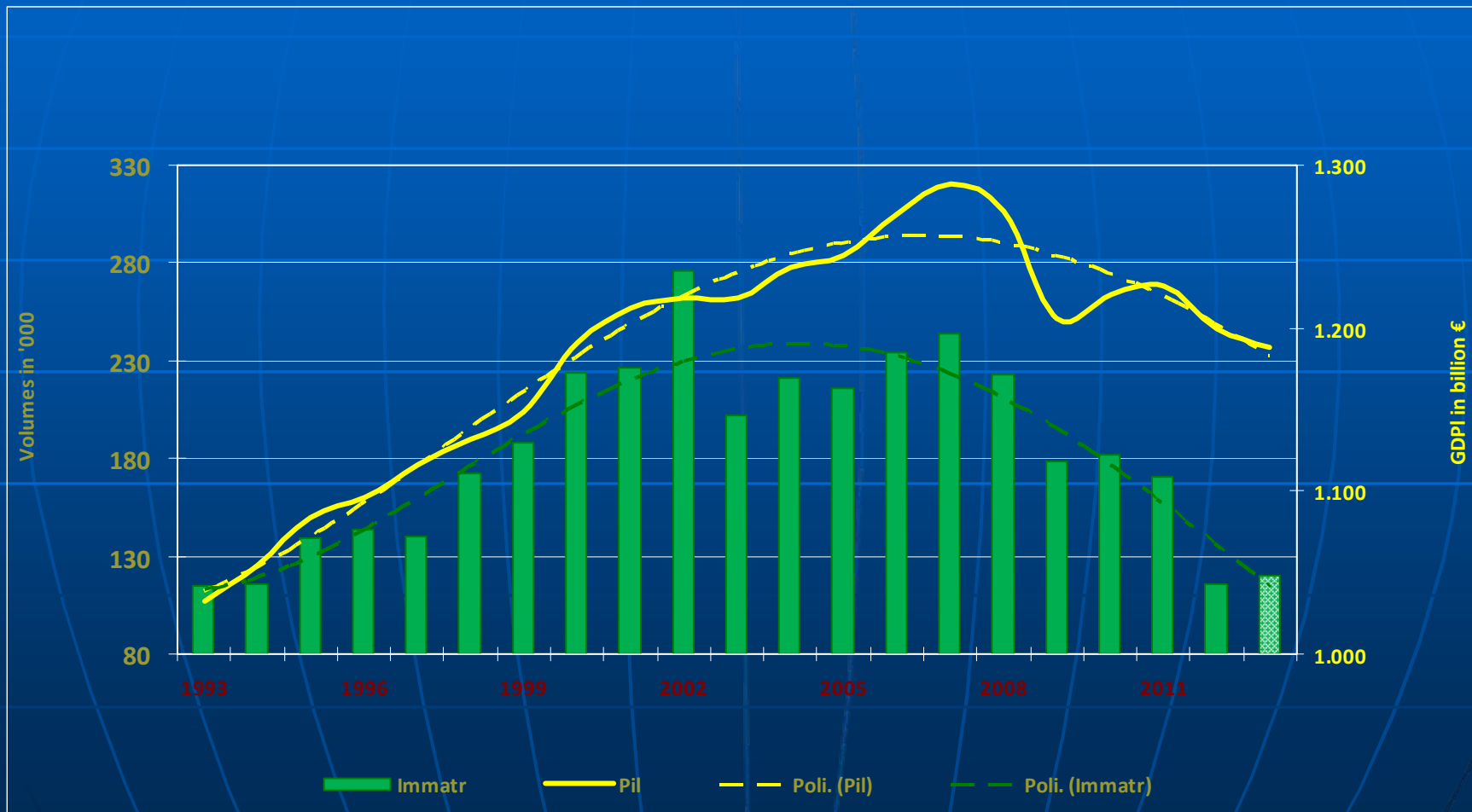
- Dramatic descent of CV registrations (< 3,5t) in 2012: - 32%; demand is by 52% lower on 2007. For the current year, we foresee small increases in the second part of the year.
- Heavy drop (- 29,4%) for Trucks, too.
- Italian Production of Commercial Vehicles: 10% below 2011

Industrial Vehicles Market - Registrations in
.000units



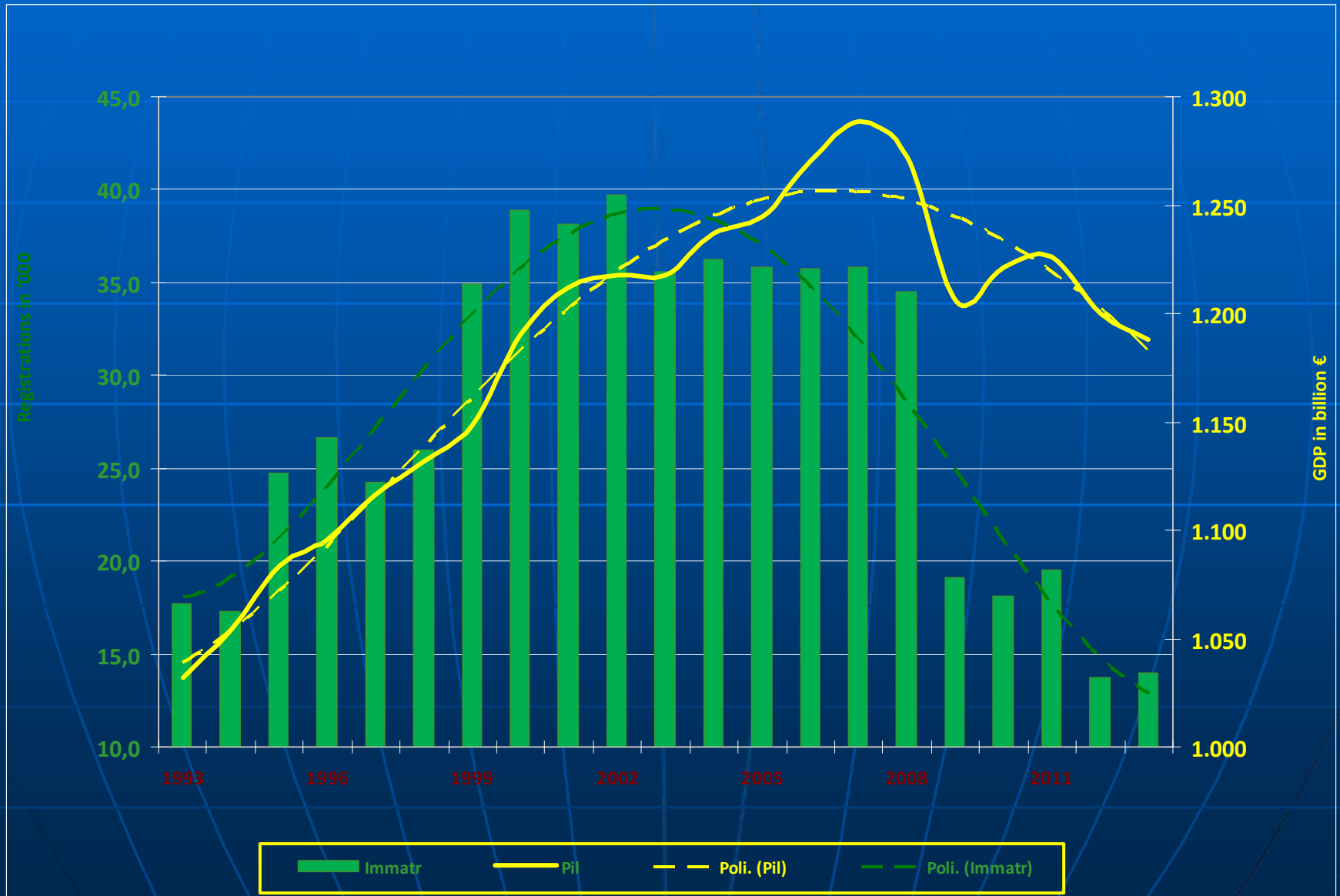
Italy: C.V. $\leq 3,5$ t Registrations & GDP Years 1993-2012

Source: Anfia, Unrae, Istat, Ocse



Italy – Registrations Trucks > 3,5 & GDP

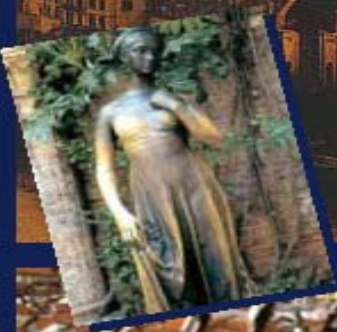
Source: Anfia, Istat



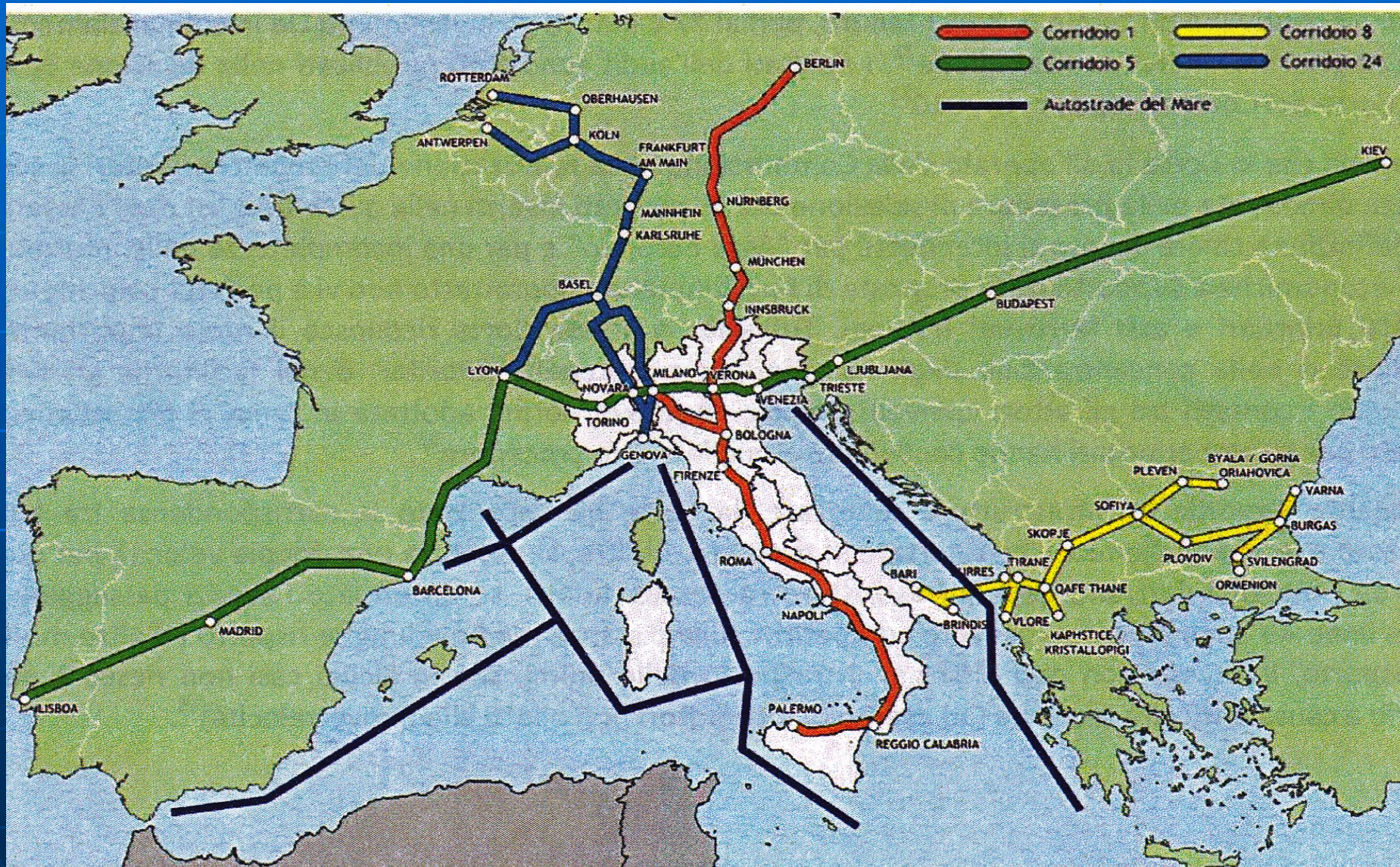
Market indications

- *Prospects for this year, with economy progressing at a very slow pace, are for an only moderate increase in sales, mainly in Trucks, but the markets will remain dull in first semester .*
- *Improvements are more likely at the end of the year, but mainly in 2014.*
- *That added to motivation to participate to the most important truck show in Southern Europe, to benefit of the moment when markets will prepare for the positive trend.*

Verona location



T.E.N. CORRIDORS INTERESTING ITALY



Fonte: elaborazione Uniontrasporti



MEETING TRUCK: HIGHWAY TRUCK TEAM
TRUCK DAY SHOW ON TOUR 2013

"THE WONDERFUL" OF INTERNATIONAL TRUCK DAY SHOW

■ INDOOR EXHIBITING AREAS

■ OUTDOOR EXHIBITING AREAS

■ ENTRANCES

■ RECOMMENDED PARKING AREAS

Main Display Sectors

❖ **Motor vehicles**

- ❖ • Commercial Vehicles and Trucks, On and Off Road Vehicles, Busses

❖ **Vehicle Bodies and Trailers**

- ❖ • Light, medium and heavy trucks bodies
- ❖ • Trailers and semi trailers • Dumpers
- ❖ • Tanks, Tank containers, Swap bodies,
- ❖ • Ambulances, Armored vans, Fire fighting vehicles, Service shop Vans
- ❖ • Urban Waste Collection and Transport, Sewage extraction tanks.
- ❖ • Vehicles for Municipalities – Sweepers, Snow removals, etc
- ❖ • ADR and ATP Vehicles

❖ **Vehicle components, Parts, Accessories and Equipments**

- ❖ • Components and spare parts for Motor Vehicles, Bodies and Trailers
- ❖ • Refrigeration equipments for vehicles and containers
- ❖ • Moving equipments and fittings
- ❖ • Fork lifts • Dangerous substance transport control devices (ADR)
- ❖ • Cranes and lifting systems
- ❖ • Burglar alarms and anti-theft devices
- ❖ • Satellite control systems
- ❖ • Garage equipment and services • Washing systems

❖ **Logistic Services**

- ❖ • Transport companies, Express couriers
- ❖ • Warehouses and Interports, Combined and Intermodal Infrastructures
- ❖ • Equipments, Vehicles and Systems

Main Show Data

- Total Covered Area: 40.000 sq.m.
- Outdoor area 15.000 sq.m.
- Total Exhibitors: n. 195
- National & Intern. Press 120
- Professional Visitors 20.753
- Attendance to Conventions 1.800
- Test drives > 1000

Major C.V. & Truck Makes present

- IVECO
- Mercedes
- Man
- Daf

IVECO







MAN



MERCEDES



Mercedes-Benz



28/02/2013

Major events during the Show

- **INTERNATIONAL TRANSPORT FORUM 2013** (February 28th through March 1st : "Logistics and sustainable transports. For environment, business, mobility, economic and social development"
- **TEST DRIVE AREA"** : Thanks to a route through traffic cones, it was possible to "take confidence" with the vehicle in plain safety and appreciate drive comfort, manageability, gears maneuverability, motor flexibility. On a road that would reproduce the daily drive situation, people could choose their new truck. A driver took the visitor in the cabin and show him the vehicle and its main features.
- **THE WONDERFUL TRUCKS – Hall 10**
An unforgettable experience for all visitors. An area dedicated to a "golden" selection of true jewels on wheels: uncommon historical vehicles and unique decorated ones. Furthermore, an absolute European preview: the launch of R666 BLUE EMOTION, with fine INOX making decorated with wonderful new generation led lighting.
A 2013 restyling completely airbrushed by the artist Riccardo Merelli
- **TRUCKER FESTIVAL - Outdoor Exhibiting Area C**
Fun and passion during the week-end (2nd and 3rd March), thanks to the "Trucker Festival" and its assemblies:
 - **MEETING TRUCK HIGHWAY TRUCK TEAM:** tens of decorated vehicles to meet and testify love of lots of drivers for their job, between solidarity initiatives and personal reports of years of road lived together.
 - **MEETING TRUCK DAY SHOW:** lights, adrenaline, colors and wonder. An unforgettable experience for all visitors who could discover unique vehicles airbrushed by artists and incredible technical ideas.

Tracky Village





Tracky VILLAGE



TRASPORTO

TRASPORTO

SOCIAZIONI

Drive Tests Area





International Forum of Logistic and Road Transport



- 700 participants
- 60 speakers
- One Plenary session and six Work Shops



**Thank you
for the attention**