

29.09.2009 // STOP PRESS - CAR+SOUND - STOP PRESS

Fresh start as a double act!

The leading international trade fair CAR+SOUND takes off to a fresh start together with TUNING WORLD BODENSEE!

Sinsheim/Friedrichshafen - **As from 2010, the leading international trade fair for in-car electronics, mobile infotainment and entertainment CAR+SOUND, will take place together with Europe's largest tuning fair TUNING WORLD BODENSEE (12.05.: CAR + SOUND Trade visitor day; 13.-16.05.: CAR+SOUND and TUNING WORLD BODENSEE public days) in Friedrichshafen. The organisers Messe Sinsheim and Messe Friedrichshafen agree: "This unbeatable event duo will generate an autospecific crowd-puller for trade, industry and the public".**

The future course was set by both parties just a few days ago. Messe Sinsheim is moving CAR+SOUND to Friedrichshafen - back south to Baden-Württemberg. "By merging the two shows we are creating Europe's major hotspot and meeting point for industry and for end-consumers", says Messe Sinsheim's manager Andreas Wittur. In April 2009 the fair moved from Sinsheim to Cologne setting new accents in the form of a re-launch. "We will continue to focus in this direction for our exhibitors and trade visitors, but from now on as a double act, with the additional proposition of over 100,000 visitors on the four public days following the first trade visitor day", according to an enthusiastic Andreas Wittur.

The new concept speaks for itself. Some 150 international exhibitors will present their latest products and innovative ideas in the CAR+SOUND halls in Friedrichshafen. CAR+SOUND will open exclusively for visitors from the fields of trade, distribution, marketing and the media one day before the start of TUNING WORLD BODENSEE. 5,000 trade visitors are expected to come to Friedrichshafen. "Our high percentage of foreign visitors to the fair, around 37%, is likely to continue in growth on Lake Constance due to the fairground's proximity to Austria and Switzerland and its accessibility via the airports in Friedrichshafen, Zurich and Munich", foresees CAR + SOUND project manager Katrin Kühner.

The new cooperation between CAR+SOUND and TUNING WORLD BODENSEE brings together what belongs together: The versatile world of car hi-fi, mobile infotainment and entertainment, navigation and communication in the familiar proximity of individual vehicles, all the respective car accessories and a sensational supporting programme. A clear advantage for the industry, for the exhibiting companies and especially for visitors to the fair, who only need to make note of the one event date.

Date of the next event:

17th CAR+SOUND from 12th - 16th May 2010 / Friedrichshafen Fairground

Wed. 12.05.10 Trade Visitor Day (for trade visitors only)

Thurs.13.05.10 - Sun. 16.05.10 Public Days (parallel to TUNING WORLD BODENSEE)

Website:

www.carandsound.com

Press contact:

Messe Sinsheim GmbH, Marika Gutschik-Schilling

Fon: +49 7261 689-118 E-Mail: gutschik@messe-sinsheim.de