

28.09. – 01.10.2017

## A Profitable Platform

### NUFAM has become a national specialized trade show

**Karlsruhe, 6 October 2017.** NUFAM 2017 came to a successful conclusion. The full spectrum of products and services in the commercial vehicles industry was shown by 370 exhibitors from 17 countries. Presenting an even broader selection this year, NUFAM occupied the entire fairgrounds for the first time. Over 20,000 participants explored the unprecedentedly large exhibition area, which spanned more than 70,000 square meters. NUFAM registered significantly higher business activity among the specialized visitors: one in five made investment decisions onsite and one in three is concretely planning to purchase items after the fair, which accordingly promises growth of 10% compared to the previous event. Investments made directly at the fair by professional visitors increased by 52% compared to the preceding NUFAM.

“NUFAM’s evolution is a success story. Favourably positioned in the economically strong region of southern Germany, this fair is an excellent platform for investment decisions by industry visitors from throughout Germany and its neighbouring countries. Our accurately targeted solicitation of German professional visitors led to record-breaking sales by the exhibitors”, Britta Wirtz summarizes. The fair’s national importance is also evident in the strong interest shown by policymakers and relevant associations. For example, Winfried Hermann, Minister for Transport of the State of Baden-Württemberg, paid two visits to NUFAM, thus further emphasizing the fair’s importance.

### NUFAM – A Forum for Decision-Makers

For the first time in its history, NUFAM attracted visitors from all of Germany’s federal states. The percentage of specialized visitors who travelled more than 300 kilometres to attend this event rose markedly for the second consecutive time, posting a seven percent increase this year. The exhibitors noticed this too: “We can feel that the catchment area has continued to grow compared to the previous fair. We held discussions with customers from neighbouring foreign countries. For example, we had several customers from France at our stand”, emphasizes Hans Brunner, Regional Sales Director, F.X. Meiller Fahrzeug- und Maschinenfabrik-GmbH & Co KG. Daniel Thommen, Managing Director of the telematics expert Lost n Found AG, is likewise pleased by the large number of European professional visitors: “We reach potential new customers here and we had several prospective buyers from Switzerland, Austria and Lithuania at our stand.”

## PRESS

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NUFAM particularly scored points with the exhibitors thanks to the large percentage of specialists among its visitors. Exhibitors especially praised the quality and frequency of the visitors at their stands. This was confirmed, for example, by Christoph Huber, Sales Director at MAN Truck & Bus Deutschland GmbH: “But above all, it’s important for us that we really did brisk business here. We had a significantly larger number of successful transactions this year than at the previous fair and we are pleased that we sold several hundred trucks.”

### **Alternative drives and numerous new products spark visitors’ enthusiasm**

The exhibitors further increased their utilization of NUFAM as a forum for market launches. New and innovative players in this industry also presented their products and concepts at the trade show. “We specifically showed our electric commercial vehicles for cities and metropolitan areas to our customers and we initiated many good business contacts. We were definitely able to reach our target group of large fleet customers”, says Marcus Arens, Director Marketing and Sales at Streetscooter GmbH. In addition to viewing new products, visitors were also very strongly interested in classical vehicle and trailer construction: “We were quite successful here. We made successful deals and prepared the ground for numerous future transactions, so we are very satisfied. We will certainly return two years from now”, says Markus Wiedemann, Sales Director at Humbaur GmbH.

Visitors likewise strongly appreciated the extensive framework programme for transport and logistics companies, as well as the “Theme Days” for tradesmen and professional truck drivers. The “Treffpunkt Kommunal”, i.e. the “Municipal Meeting Place”, was especially warmly received: many municipal decision-makers took advantage of this top-class event as an opportunity to acquire pertinent information. Municipal fleet managers showed particularly avid interest in vehicles with zero-emission and low-emission drives.

NUFAM looks forward to welcoming its 100,000<sup>th</sup> specialized visitor at the next fair, which will take place from 26 to 29 September 2019.

**Further information is available at:**

**[www.nufam.de](http://www.nufam.de) / [www.facebook.com/nufam.karlsruhe](https://www.facebook.com/nufam.karlsruhe)**

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## **Statements from Additional Exhibitors**

### **EBB -Truck-Center GmbH (Heavy Commercial Vehicles – Hall 1), Manuel Dreher**

“We have been participants ever since the first NUFAM and we have really done very good business here. Cultivation of contacts with new customers and, of course, also with our longstanding customers went very well. The quality of the visitors was very good. We were able to finalize deals that we had prepared in advance and we prepared new deals which we expect to finalize after the fair.”

### **Wilhelm Schwarzmüller GmbH (Superstructures and Trailers – Hall 2), Antje Rübertus**

“With its large percentage of specialized visitors, NUFAM in Karlsruhe was once again a big success for Schwarzmüller. As an exhibitor ever since this fair’s inception, we are pleased that NUFAM is becoming increasingly well known. We will surely return to participate here again next time.”

### **Winkler Fahrzeugteile GmbH & Co. KG (Workshop, Parts and Accessories – Hall 1), Anneke Matzen**

“This was our fourth time at NUFAM and we are delighted that this fair is developing so well. We use NUFAM as a platform for general networking. This functions very effectively: we hold discussions with our existing customers and we also acquire many new customers and interested prospects.”

### **Bridgestone Dtl. GmbH (Tyres – Hall 1), Günter Werner**

“We are at NUFAM for the third time now and it just keeps getting better year after year. We have further expanded our stand during the past years and we are pleased by the significantly greater presence. It’s crystal clear for us: we will certainly be here again next time.”

### **Straßenverkehrs-Genossenschaft Baden eG (Associations – Hall 3), Markus Strecker**

“We utilize NUFAM to familiarize our existing customers with our spectrum of services and to acquire new customers. We are very satisfied with the course of the fair, where we held numerous valuable discussions.”