

Fair Profile tasc 2019

Based on the results of 254 interviews with visitors during tasc 2019 conducted by means of the Computer-Interview-System

Next Date:

08th/09th of October 2021

Areal Böhler, Düsseldorf



**TRADE SHOW FOR
AUTOMOTIVE GLASS,
SMART REPAIR AND
CAR DETAILING**

» www.tasc-expo.com

Exhibitors total	60
Exhibitors Germany	53
Exhibitors other countries	7
Number of countries	6

Visitors total	1,290
<i>Visitor data from registry:</i>	
- Germany	89%
- Other Europe	11%
Number of countries	19

Net space total (sqm)	1,236
Net space Germany	1,103
Net space other countries	133

23 accredited journalists from two countries

TOP 10 visitor countries	
<i>Visitor data from registry:</i>	
<i>(Basis: all foreign visitors)</i>	
The Netherlands	46%
Belgium	16%
Sweden	10%
Switzerland	6%
Austria	5%
Luxembourg	3%
Denmark	2%
Czech Republic	2%
France	2%
Great Britain and Northern Ireland	2%



Preliminary data; subject to change
(G1-MF/October 2019)

Structure of visitors

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Interest in product ranges	
<i>(Several answers possible)</i>	
Tools	51%
Cleaning, Care, Accessories	46%
Auto Repair Shop Supplies	38%
Replacements, Materials and Solutions for Smart Repair	34%
Replacements, Materials and Solutions for Car Detailing (interior, exterior)	32%
Calibration for Driving Assistance Systems	30%
Replacements, Materials and Solutions for Automotive Glass	27%
Consumption Devices	26%
Car Wrapping	25%
Accident Management, Claims Investigation, Insurance Companies	19%
Software	17%
Training Programs	16%
Consulting	14%
Institutes, Associations, Publishing Houses	8%
Other	11%

Decision making powers*	
Decisive	47%
Contributory (jointly decisive)	26%
Advisory function (consultative)	12%
Not involved	13%

Occupational position	
Top-Management	77%
Middle-Management	6%
Low-Management	17%

Economic/business sector*	
Car Detailers	23%
Automotive Glass Specialists	19%
Auto Repair Shops (independent)	14%
Smart-Repair-Shops	8%
Car Dealers/Car Centers	4%
Car Body Shops	4%
Authorized Repair Shops	2%
Paint Shops	2%
Other Skilled Crafts and Trade	1%
Industry: Automotive Industry/ Manufacturing of Automotive Equipment/Glass Manufacturer	3%
Retail Trade: Automotive Parts/ Accessories/ Chemical Trade/ Other Retail Trade	3%
Services: Motor Insurer/Car Rental Company/ Fleet Management/ Other Services	8%
Press/Media/Publishing House	1%
Other	7%

Occupational position*	
Independent entrepreneur / co-owner, freelancer	47%
Managing director, board member, head of an authority	9%
Area -, operations -, plant -, branch manager, office head	9%
Mechanics, skilled worker, other employee	7%
Head of department, group -, team leader, master craftsman	5%
other	10%

Reasons for visit	
<i>(Several answers possible)</i>	
New developments/trends	30%
Identifying new suppliers business partners	26%
Contact with existing suppliers/ business partners	17%
Initiating purchase decisions	12%
Purchase/Order	10%

New suppliers were found	
Yes	36%

Overall assessment	
Very satisfied/satisfied	85%

Recommendation	
Yes	89%

* Difference to 100% = Pupils, Students (2%)