

PITCH PERFECT!

INDUSTRY EVENTS: ROAD TRANSPORT EXPO

Next summer will see the launch of Road Transport Expo, a new UK commercial vehicle trade show. To find out more, we caught up with Road Transport Media's divisional director Vic Bunby

Commercial Motor CM: Let's hear your best elevator pitch
VB: Road Transport Expo, which takes place at Stoneleigh Park, is all about the truck and everything related to it! HGVs will be at the very heart of this brand new event, which will incorporate a number of existing trade shows. Using a hub-and-spoke model, attendees will be able to see the latest trucks, trailers and related equipment in the central hub, and then tailor their experience by visiting the specialist zones that best suit their interests.



In the zone: Road Transport Media divisional director Vic Bunby

CM: Tell us more about the zones

VB: There will be several zones, including the Tipper Zone in association with Tip-Ex, a Tanker Zone in association with Tank-Ex, an urban zone



in association with Freight in the City, a Knowledge Zone, a Materials Handling Zone, a Trailer Zone, a Used Truck Zone and a Ride and Drive. We're adding zones all the time, and will be in a position to make some more exciting announcements in the very near future, so watch this space.

CM: So no more Tip-Ex at Harrogate or Freight in the City at Alexander Palace?

VB: That's correct. From 2022 both these well established and popular events will be incorporated into Road Transport Expo.

CM: What differentiates Road Transport Expo from other UK commercial vehicle shows?

VB: Road Transport Expo is a truck show, and not a van show, a pickup show or a bus and coach show. As well as plenty of trucks to see, touch and drive, there will also be an extensive seminar programme. We promise to give visitors the ultimate show experience.

CM: What exactly does "ultimate show experience" mean?

VB: It means we'll be looking after them. Having parked for free, they'll be greeted by one of our team of show-makers, who will ensure that they find exactly what they're looking for. There will be plenty of break-out areas, for people to relax or network in over a coffee, as well as an abundance of sensible-priced good quality eating establishments.



CM: How frequently will Road Transport Expo take place?

VB: It will run in 2022 and 2023 in order to get established, and then it will be biennial, alternating with the IAA Show in Hanover.

CM: Who will be a typical attendee?

VB: Road Transport Expo will be the perfect show for anyone working in the road transport industry. With static displays, live demonstrations, ride and drives and an extensive seminar programme, there will be plenty to see, experience, drive and learn, satisfying a broad audience from drivers to the MDs of the UK's largest haulage firms. And because it takes place at the weekend too, those people not able to escape the office or driver's seat during the week will also be able to attend.

CM: When will you announce the seminar programme?

VB: We'll be releasing details of the subjects covered in the Knowledge Zone over the coming



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months, and you'll get regular updates on these pages. We can guarantee you a broad mix of informative subjects, with some high-profile expert speakers.

CM: What does it cost to attend?

VB: Nothing! And we won't even be charging you to park.

CM: Why Stoneleigh Park?

VB: It's a fantastic venue, right in the heart of the country, with 1,000 acres of indoor and outdoor exhibition space. It's got great communications, and over 1 million people live within a 30 minute drive. There's car parking for 19,000 cars, and 500 hotel rooms within 10 miles.

CM: When does Road Transport Expo take place, and how do I attend?

VB: It takes place from 30 June to 2 July 2022, and you can register for your free ticket at www.roadtransportexpo.co.uk