

PRESS RELEASE

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SOLUTRANS 2023: AN EDITION FOCUSING ON INNOVATION FOR A GREENER INDUSTRY

The 17th edition of the SOLUTRANS trade show, to be held from 21 to 25 November 2023 at Lyon Eurexpo, is shaping up to be a strategically important event for all the players in the sector. With more than 90% of its surface area already booked seven months before the event and an ever-increasing number of exhibitors, SOLUTRANS, the global hub for heavy and light commercial vehicles, is mobilising the sector's players more than ever and is planning a content-rich 2023 edition. The guiding theme of this year's event: "How to embed the commercial vehicle industry in a net zero sector?".

A CONFIRMED SUCCESS FROM SHOW TO SHOW

2021 was a year of recovery for SOLUTRANS: 55,000 professionals had made the trip to the Global Hub for Heavy and Light Commercial vehicles. Exhibitor and visitor satisfaction both topped 95%, encouraging the bar to be set even higher for 2023!

The bets are therefore now on for 2023! This new edition is already shaping up to be a great success, as SOLUTRANS 2023 can already stake a claim to being the largest gathering of HGV manufacturers in Europe. Besides the historic manufacturers, specialists in new energies and powertrains are now choosing SOLUTRANS as the place to get their message across. The only event of its kind in the sector in 2023, SOLUTRANS will also welcome the biggest names in trailer and semi-trailer manufacturers from around the world.

AN EXHIBITION THAT NEEDS NO INTRODUCTION

With almost 25% of registered exhibitors from outside France, the show is confirming its already well-established international reputation. Exhibitors from some twenty European countries, including Italy, Germany, Turkey, the Netherlands, Poland, Spain, Belgium, the United Kingdom, etc. will be present.

In addition, **SOLUTRANS Digital Show**, the exhibition's digital twin, will offer web visitors the opportunity to immerse themselves in SOLUTRANS through an interactive space, regardless of their geographical location or the time of day they log on. They will be able to visit the exhibitors' stands, discover their new products, contact them, and also watch the exhibition's talks from a distance.

THE ENERGY TRANSITION, THE ONLY PATH FOR A GREEN INDUSTRY

With the Russia-Ukraine conflict, the HGV market is strongly impacted by rising energy and raw material costs. The sector must lead its energy transition by making the right trade-offs between energy, costs, availability and use.

In addition, under the "Fit for 55" package, the European Union aims to reduce net greenhouse gas emissions by 45% by 2025 (compared to 2019 levels), 55% by 2030, 65% by 2035, and 90% by 2040. Each country is required to put in place the necessary actions to meet this collective ambition.

Energy transition will therefore be a key part of the ambitious SOLUTRANS 2023 programme, with five main themes:

- **New energies: diversifying powertrains, an economic and environmental topic**
 - The focus will be on diesel, gas, battery electric, fuel cell electric and biofuels. HGV manufacturers have all invested heavily in electric engines, improved diesel engines and gas engines, bearing in mind that lower emissions are to be expected across the board.
- **Urban delivery: alternative delivery modes for increasingly restrictive city centres.**
 - The regulatory framework is becoming stricter at local level, particularly for access to city centres, with the advent of LEZs (Low Emission Zones), which will increasingly disrupt the world of transport, with very tangible consequences for hauliers and on logistics patterns. Urban logistics is increasingly becoming a vital issue.
Last mile, return logistics, automated lockers, drive-ins, pick-up points, click-and-collect..., the development of 360-degree commerce requires new, agile and flexible solutions to fulfil the promise made to the end consumer.
- **Retrofitting: improving what exists, an economical and ecological option**
 - SOLUTRANS will devote a large space to retrofitting, an energy mix solution for LCVs and HGVs in urban areas, consisting of replacing an internal combustion engine with a less polluting electric, gas or hydrogen alternative. The issue directly affects the profitability of tradesmen interested in this solution, which is more economical than the purchase of an electric vehicle. But it also affects the operating model of transport companies, whose use of so-called "clean" vehicles will in future determine their entry into city centres. How can we keep our vehicles while making them cleaner? What are the environmental issues? How can heavy goods vehicles adapt?
- **Automated vehicles: engineering at the service of safety and performance**
 - The issue of vehicle automation has been under discussion for some time now. Is this the future of the sector? Is it dangerous? What will be the consequences of such a change? These are all questions that the experts present at SOLUTRANS will try to answer, particularly on the technologies that will lead to driverless technology in trucks.
- **Tyres: a positive envelope at the heart of industry issues**
 - A major player in the industry, tyres are constantly evolving. Visitors to SOLUTRANS will be able to discover technological breakthroughs and dedicated innovations in the Tyre Village, to make tyres a profit centre rather than a source of costs. In partnership with the French Tyre Association, a programme of talks dedicated to this sector will be held in Hall 3.

SOLUTRANS 2023 TO WELCOME MANY NEW FEATURES

Because the purchase of a vehicle addresses several identified needs, SOLUTRANS 2023 has chosen to organise its proposition around three fundamental stages in a customer's journey:

- **STEP 1 – ENERGY WORKSHOPS:** These are thematic pitches organised each day for 35 minutes, designed to introduce alternative energy solutions to diesel. Electric, gas, hydrogen, biofuels and retrofits are dissected by their designers in order to introduce them to tomorrow's clients.
- **STEP 2 - ROAD TESTING VILLAGE:** Unique in Europe! SOLUTRANS is hosting two test tracks, dedicated to combustion vehicles and "new energy" vehicles, still located behind Hall 4. But this year, the exhibitors who provide the vehicles will benefit from an exceptional feature with the creation of the eco-friendly "road testing village". These chalets are designed from reconditioned refrigerated semi-trailers, insulated and fitted out to provide comfortable and welcoming low-energy spaces for the exhibitors' teams. The wood used to clad the chalets is bio-sourced and low-carbon, and this partner's project is supported by the French environment agency ADEME.

- **STEP 3 – A BANKING AND INSURANCE SPACE:** Once the vehicle has been chosen and tested, it is time to go to this special space in the heart of Hall 6. Vehicle prices are rising, and people need to know how to finance and insure them. The question of leasing also arises. All the players in the sector will be present to advise and help professionals in this field.

On the side lines of this concept, visitors will also be able to discover:

- **A CARGO BIKE SPACE:** The electric cargo bike can make city centre deliveries up to 1.6 times faster than a standard van. The various players in the logistics sector agree that the bicycle is the best vehicle to ensure the famous last-yard delivery. And the advantages of cyclo logistics do not stop at decarbonisation alone. In fact, supplementing urban vans with cargo bikes also reduces fuel consumption, and therefore fossil fuel consumption, as well as noise pollution in city centres. Moreover, cyclo logistics also contributes to traffic decongestion. Some thirty stands in Hall 1 will present the offering in this sector, the context, the challenges and the solutions to meet the specific needs of "last mile" deliveries in large urban areas and particularly in LEZs. A 250-metre indoor test track will present cargo bikes in real-life situations (in the city, with a hill, in narrow traffic spaces).
- **AN LCV FOCUS:** To cope with market changes and the parking revolution, the road transport industry has been quick to decarbonise its vehicles and transport modes. Between soaring vehicle prices and city entry restrictions, light commercial vehicles are at the heart of several issues: Where will LCVs fit into the new logistics chains? Who will be the new clients for these increasingly expensive vehicles? And as a result, is the leasing market set to develop even further?
- **AN EMPLOYMENT AND TRAINING AREA:** Because recruitment is a major challenge for the profession, visitors to the exhibition, whether young people or those undergoing a career change, will find numerous partners and events to guide them in this space, backed by #Mobili'JOB. They will also be able to take part in the first job dating event for all the occupations in the sector. Tying in with this initiative, the FFC is inviting nearly 2,000 young people to SOLUTRANS to discover the commercial vehicle sector.

LIVE CONTENT

SOLUTRANS 2023 will also lay on a content-rich and comprehensive programme of talks and panel discussions in three spaces: the Norbert Detoux lecture theatre, the hall 3 lecture theatre, and the hall 6 lecture theatre.

- **Tuesday 21 November: plenary**
 - The transformations of the commercial vehicle industry in support of the energy transition, with the presentation of the updated Vision'Air survey by FFC.
- **Themes on Wednesday 22 November:**
 - LEZs
 - Urban logistics and last-mile delivery
 - Operating costs of road haulage
 - Retrofitting
 - The future of car parks in urban logistics
 - A platform for haulier organisations (FNTR)
- **Themes on Thursday 23 November:**
 - Controlled temperature transport
 - Cargo bikes
 - Key issues in haulage
 - Financing a zero emission truck
 - A platform for haulier organisations (TLF)

- **Themes on Friday 24 November:**
 - The impact of the Olympics on logistics in Ile-de-France
 - The professional use of bikes in cities
 - A platform for haulier organisations (OTRE)
 - Digital tech in support of the energy transition
- **Themes on Saturday 25 November:**
 - Disappearing and emerging job disciplines
 - Major talk on employment: 8,000 vacancies to be filled

(Non-exhaustive live content programme, further details in forthcoming communications or on www.solutrans.fr).

SOLUTRANS 2023: HIGH-LEVEL EVENTS

A new category for the I-INNOVATION AWARDS

The I-innovation AWARDS, a key event at SOLUTRANS, organised by the FFC, reward products and solutions from SOLUTRANS exhibitors that present outstanding innovations. Presented in the prestigious setting of the Groupama Stadium in the presence of 300 guests, the awards honour bodybuilders and parts suppliers, as well as the most innovative products or concepts in the field of digital technology. This year, a new prize will be awarded in the Cargo bike category.

The aim is to highlight and reward companies (manufacturers, equipment suppliers or service companies) involved in the development of this city centre delivery method, which will play an increasingly important role in urban logistics in the years to come. Here again, SOLUTRANS plays its part in the development of a greener sector.

GALA DINNER: RAISING THE ROOF!

The Wednesday Gala Dinner has become an institution at SOLUTRANS and is still a unique evening for a trade show in Europe. Nearly 1,200 people gather in the heart of the exhibition in Hall 2.2 to celebrate the Industry as a whole.

For the fifth consecutive year, SOLUTRANS will be the backdrop for four major international awards: **International Truck of the Year, International Van of the Year, International Pick-up Award and International Truck Innovation Award**. In this respect, the stage design of the evening has been completely revisited to provide an even more immersive experience. During this event, a well-known figure in the sector will receive the "2023 Industry Personality of the Year" award, rewarding the actions undertaken in favour of the commercial vehicle professions. The evening will end with an exceptional private gig.

About SOLUTRANS

SOLUTRANS: THE GLOBAL HUB FOR HEAVY & LIGHT COMMERCIAL VEHICLES

SOLUTRANS, bringing together market players from across the heavy and light commercial vehicle industry, will hold its 17th edition from 21 to 25 November 2023 at Lyon Eurexpo, France.

The event, belonging to the French Bodywork Federation FFC and certified by the International Organization of Motor Vehicle Manufacturers (OICA), brings together, over 90,000 sqm, nearly 50,000 professionals along with 1,000 exhibitors and brands from all over the world, under a shared banner: "Energy transition: all players in a greener industry."

SOLUTRANS is the two-yearly rendezvous of one of the most innovative sector verticals, from industry to services. Global economic conditions make SOLUTRANS a showcase for the exceptional performances of HGV builders, bodywork manufacturers, vehicle fitters, OEMs, manufacturers of workshop equipment, tyre professionals and distribution networks.

SOLUTRANS also aims to echo the challenges of the sector, with a specific focus on energy sources, retrofitting, city centre deliveries and its constraints, etc. Moreover, this year the show will present its vision of the "last yard", with an approach centring on city centre access restrictions, and low emission zones in particular. New delivery methods, notably cargo bikes, which are becoming a part of the transport ecosystem, will have a large educational and test area allotted to them in the centre of Hall 1.

With its status as a global industry event, SOLUTRANS has set itself the goals of supporting the industrial sector, promoting solutions to professionals, and anticipating the challenges that lie ahead. All players in a greener industry. All players in a greener industry.

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