

SOLUTRANS DIGITAL SHOW:
An online version of the tradeshow SOLUTRANS,
accessible around the world, around the clock

SOLUTRANS DIGITAL SHOW, the interactive version of the tradeshow **SOLUTRANS 2023**, is back for a second edition after its successful debut in 2021.

This unprecedented digital edition of **SOLUTRANS** (to be held from 21 to 25 November 2023 at Lyon Eurexpo) will offer visitors the chance to sign into an interactive area whatever their geographical location. This will allow them to prolong their physical visit to the show or enjoy around-the-clock access to the exhibition to consult the offering from exhibitors.

Continuing several days after the show, **SOLUTRANS DIGITAL SHOW** will also give visitors from all over the world an opportunity to enjoy the entirety of the exhibitor offering.

With these physical and digital versions, **SOLUTRANS** today enhances the experience of exhibitors and visitors by intensifying their synergies.

A unique virtual experience

With **SOLUTRANS DIGITAL SHOW**, Solutrans offers an unprecedented service in the commercial vehicle world, aimed exclusively at the show's exhibitors.

When they sign up for their stand space, exhibitors benefit from a **DIGITAL BOX** included in their registration fees. This enables them to create, via a digital twin, a virtual experience of their stand dedicated to all registered visitors who can then meet up with the worldwide commercial vehicle community online, 24/7.

These digital spaces are entirely customisable. Indeed, as they design the digital version of their stand, the exhibitor can create the space they desire, add information documents, offer live chat sessions with their teams, or video assets. This is an opportunity to involve all the teams working in the company (for example, the design office, training, export department, sales administration, etc.) in making **SOLUTRANS DIGITAL SHOW** a successful event for the company. Exhibitors furthermore will have access to detailed statistics at the end of the show.



Thanks to **SOLUTRANS DIGITAL SHOW** and through this interactive experience, exhibitors can earn themselves a wider visitor audience and improved return on investment.

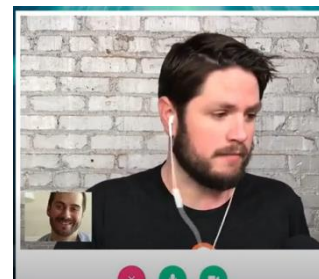
Online appointments and multiple services for the visitors to SOLUTRANS DIGITAL SHOW

To consult the digital twin of the exhibition, the web visitor simply logs onto SOLUTRANS DIGITAL SHOW free of charge using the login provided when they signed up to visit the show.

Depending on their centres of interest, the visitor can create their personal space in which they will visit the exhibitor stands and make appointments for online or video meetings with the exhibiting companies of interest to them. They can start making appointments two weeks before the opening day of the show.

During the exhibition, visitors will be offered an array of services including video chats, product presentations and documents for download.

They will also be able to watch talks and other events, which this year will be streamed with a 30-minute time lag or available in catch-up mode, at the heart of SOLUTRANS DIGITAL SHOW.



Visitors will thus be able to prolong their physical visits in the event that they did not have enough time to meet certain exhibitors. They will have access to the show online at all times, and will be able to consult their ranges of products and services.

Finally, this year SOLUTRANS DIGITAL SHOW will remain online for three days after the end of the show. The extended duration of the digital exhibition will help them to considerably improve their return on investment.

Media accreditation for Solutrans 2023 via [this link](#)

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!”

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