

Under the High Patronage of
Mr Emmanuel MACRON
President of the French Republic

SOLUTRANS

21 - 25 NOV 2023 LYON · EUREXPO

THE GLOBAL HUB
FOR HEAVY & LIGHT COMMERCIAL VEHICLES

Accredited by  OICA



ENERGY
TRANSITION:
ALL ON BOARD!

SOLUTRANS
DIGITAL
SHOW

Dual physical and digital exposure to enhance your exhibition experience



SOLUTRANS.EU
#SOLUTRANS

JOIN US IN LYON
FOR 5 DAYS OF
NETWORKING AND
PREMIUM CONTENT

**BOOK
YOUR SPACE**

today to take advantage of
a wider choice of stand locations
and visibility options to stand out
above your competitors.

Organised by

COMEXPOSIUM

Partners



ONLYLYON
COMMUNAUTÉ URBAINE DE LYON

CARA
L'EUROPEAN CLUSTER
FOR MOBILITY SOLUTIONS



PFA
FILIÈRE
AUTOMOBILE
& MOBILITÉS

GRANDLYON
la métropole

Owned by



French Bodywork Federation
Industry and Services

THE HAULAGE INDUSTRY IS GOING THROUGH A REVOLUTION

A revolution in uses, naturally, with the increasingly important role of digitalisation in companies, but most of all, a revolution in fuel use. Exhibit at SOLUTRANS, the Global Hub for Heavy and Light Commercial Vehicles, the must-attend gathering for innovation and information on the most pertinent solutions to adapt to the changing face of the trucking sector, bringing benefits for everyone.

A clear and ambitious promise on the 2023 agenda through 5 major themes :

- #1 New energy sources
- #2 Urban deliveries
- #3 Onboard intelligence
- #4 Retrofitting
- #5 Tyres



90,000 m²
OF EXHIBITION AND
OUTDOOR SPACE

50,000
PROFESSIONAL
VISITS

1000+
EXHIBITORS AND
BRANDS

12
SECTORS OF EXPERTISE

- _ Vehicles and bodywork
- _ Vehicle fittings and equipment
- _ Tyres
- _ Cargo bikes / motorcycles
- _ Fuel supply and refuelling infrastructure
- _ Car parks and urban logistics
- _ Energy
- _ Lifting and handling equipment
- _ Maintenance, repairs, breakdown assistance and services
- _ Information technology, software
- _ Services for professionals (finance, insurance, rental)
- _ Training and employment

EXHIBITORS

/ Figures from 2021 exhibitor survey

EXHIBITING GOALS

- 78%** promote and enhance the image of their company
- 77%** meet clients and build loyalty with professional contacts

THEIR VIEW OF SOLUTRANS

- 93%** as a showcase for innovation
- 92%** as a show for useful information and exchange

91%

of exhibitors are satisfied with the 2021 edition

92% are satisfied with the quality of visitors they met

100% of visitors to the show are key players in the sector

AMONG THE EXHIBITORS



VISITORS

TOP 10

VISITING COUNTRIES (excluding France)

- 1/ ITALY
- 2/ SPAIN
- 3/ BELGIUM



- NETHERLANDS
- GERMANY
- SWITZERLAND
- PORTUGAL
- TURKEY
- SWEDEN
- POLAND

10%
of visitors
from outside
France

TOP 4

VISITING GOALS

89%
Meet their
regular suppliers

83%
Source information on
certain products or
services in particular

83%
See
new products
or services

67%
Meet
new suppliers

WHY TAKE PART IN SOLUTRANS?

TO SHOWCASE YOUR INNOVATIONS



The I-nnovation Awards are the ideal platform to **present and highlight your latest ground-breaking products, services and ideas** in front of an international audience.

“Taking part in Solutrans is a unique occasion where we meet nearly all our clients. To our great surprise, we were shortlisted for the I-nnovation Awards ceremony, which was already a victory of sorts for us. In the end we were honoured to win the Gold award, for a solution that the judges qualified as pragmatic and CSR. This award offers us real recognition from the industry, illustrating our desire to innovate for our clients. We received a lot of visits to our stand after this win, and we are regularly contacted by new clients about this innovation.”

Arnaud LEBON-ROUAULT
Chief Manufacturing Officer
at CARROSSERIE INDUSTRIELLE CVIM



“For our group, Solutrans is an essential moment for reuniting with our clients. Firstly, it offers a moment of exchange and conviviality. Taking part in the Innovation Awards is an excellent showcase in which to present our new products. This Award offers a spotlight through which to address the topic of innovation and present it more widely to the market. The investment in terms of time to prepare our entry has been clearly paid back by the media coverage we received. The award also gives a form of legitimacy to the innovation, even if the acid test is ultimately its commercial success.”

Mathilde LEVALLOIS
Event Communications Manager
at CHEREAU



Have your vehicles test driven, and **offer visitors the opportunity to discover your innovative systems and materials thanks** to the longest test track in Europe.

TO GIVE VISIBILITY TO YOUR BRAND AND DEVELOP AWARENESS

Enhance your visibility and display your know-how to the sector's leaders.

1,400+ items
of media coverage in
France and abroad

150+ journalists
from France and abroad
attended the show



— Autoroute Info 107.7



— **A multitude of solutions available to promote your brand** before, during and after the event.

TO GENERATE NEW BUSINESS

More than 50,000 professionals
are expected at SOLUTRANS 2023



of visitors are satisfied with the 2021 show

76%
came with purchasing plans
83% found a way of fulfilling them

63%
are decision makers

- **Take advantage of a range of networking options** at the show. SOLUTRANS is the industry's key venue for information, sharing and market monitoring.
- **Boost your experience** with SOLUTRANS DIGITAL SHOW, an unavoidable performance lever.
- **Attend the prestigious SOLUTRANS Gala dinner** for VIP socialising in a convivial and festive atmosphere.

TO ATTEND/SPEAK AT SOLUTRANS LIVE EVENTS



Approximately 30 talks and round tables simultaneously translated into English and streamed live or available on catch-up

More than 116 speakers

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"In the space of just a few years, SOLUTRANS has become a key event for the Commercial Vehicle sector throughout the world. We owe this success to our unwavering focus on hauliers, and on them alone. And you, exhibitors from the industry, are the reason behind this success! Our visitors, attending in greater numbers and better qualified each year, also offer evidence of this. Join us at the heart of the Global Hub for Heavy and Light Commercial Vehicles!"



Patrick CHOLTON
Chairman of SOLUTRANS

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DISCOVER OUR EXHAUSTIVE EXHIBITING PACKAGE,
CALCULATE YOUR PARTICIPATION COSTS
AND BOOK YOUR STAND IN A FEW CLICKS

SAVE TIME AND SIGN UP ONLINE

<https://event.solutrans.fr/2023/en/>

**SOLUTRANS
DIGITAL
SHOW**

Enhance your exhibition
experience with even
more business thanks to
SOLUTRANS DIGITAL SHOW

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