



Press release

Paris, Tuesday, December 15, 2020

In 2021, SOLUTRANS will hold the world's first DIGITAL SHOW for the industrial and urban vehicle sector concurrently with its physical exhibition

In 2021 SOLUTRANS is expanding its horizons with an original digital edition in the industrial and urban vehicle sector: The SOLUTRANS DIGITAL SHOW. Held in parallel with the physical exhibition, which will be held from November 16 to 20, 2021 at Lyon Eurexpo, the online version, in English and French, is aimed at all exhibitors and visitors.



A twofold exhibition that reinforces the synergies between physical and digital events and makes the exhibition experience for exhibitors and visitors even more diverse.

"In line with the needs and trends of tomorrow, we have been thinking about an online version of the event for several years now. The health crisis has only accelerated this transformation, which today underlines the importance of digital tools," explains Patrick Cholton, CEO of FFC and SOLUTRANS.

SOLUTRANS DIGITAL SHOW, an electronic version of the trade show

To access the trade show and the online version of all the Eurexpo halls, Internet users simply log on to the SOLUTRANS DIGITAL SHOW using their access badge.

Mirroring the physical trade show, the online version offers Internet visitors the opportunity to immerse themselves in an interactive space in which they can visit the exhibitors' stands, enter them and discover their new products in just one click.

They can interact with them through a live video chat, watch product presentations and download documents (brochure, product sheets, etc.) available online.

Finally, they will have access to conferences and other events at the show, broadcast live, in the heart of the SOLUTRANS DIGITAL SHOW.

SOLUTRANS DIGITAL SHOW: "Unlimited" access to the show

The SOLUTRANS DIGITAL SHOW allows visitors to prolong their experience and to access the show online at any time in order to consult the offers of exhibitors they would not have had time to meet.

The SOLUTRANS DIGITAL SHOW, which will be extended for a few days following the physical exhibition, will also allow visitors who are located the furthest away from the show, who would not normally travel, to enjoy the exhibitors' full range of products and services.

SOLUTRANS DIGITAL SHOW: increased visibility for exhibitors

The SOLUTRANS DIGITAL SHOW is a new service, unique in the industrial and urban vehicle sector, exclusively for the exhibitors of the physical trade show. As part of its launch, a DIGITAL Box is included in the physical exhibition participation package for all exhibitors. It includes a stand at the SOLUTRANS DIGITAL SHOW.

Depending on the needs, desires or messages to be conveyed, exhibitors can increase their visibility by increasing the size of their digital stand, by adding live chat sessions with their teams, additional videos, etc.

SOLUTRANS exhibitors can thus design their digital stand at the same time as their physical space in the EUREXPO halls.

Finally, the extended duration of the digital version may allow exhibitors to significantly strengthen the ROI of the SOLUTRANS trade show.

With the SOLUTRANS DIGITAL SHOW, exhibitors can ensure a worldwide visitor base as part of a new and interactive experience.

"There is nothing that can completely replace visiting the trade show's aisles, therefore we will continue to encourage professionals to come and see for themselves the many solutions deployed throughout the industrial and urban vehicle sector. In 2021, SOLUTRANS will expand itself again, with an additional hall, more content, and an even larger outdoor demo area. It'll be an opportunity to take part in demonstrations and tests of "new energy" vehicles, which will be uncovered on Europe's largest test track," concludes Patrick Cholton.

About SOLUTRANS

"SOLUTRANS, GLOBAL CROSSROADS OF INDUSTRIAL AND URBAN VEHICLES"

SOLUTRANS, which brings together players from the entire industrial and urban vehicle sector, will hold its 16th edition from November 16 to 20, 2021 at Lyon Eurexpo. The event, authorized by OICA, brings together nearly 60,000 professionals and 900 exhibitors and brands from all over the world in 90,000 m² (970,000 ft²). The 2021 edition's promise: "Sustainable and Connected Solutions for a Responsible Transport Sector"

SOLUTRANS is the biennial meeting place for one of the most innovative sectors. The global economic context makes SOLUTRANS 2021 a showcase for the exceptional performance of industrial vehicles manufacturers, bodywork manufacturers, fitters, equipment manufacturers, workshop equipment manufacturers, tire professionals, distribution networks, etc. In 2021, SOLUTRANS will broaden its horizons and also cover the supply chain, from the online warehouse to associated services. The trade show will occupy a new hall called SOLUTRANS 4.0, dedicated in particular to breakthrough innovations in the Industrial and Urban Vehicle Industry, in order to enlighten professionals, manufacturers, bodywork mechanics, equipment suppliers, maintenance providers, and even transporters and loaders. SOLUTRANS' ambition is to support the sector and promote solutions to the challenges that lie ahead.

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