

### **Automotive Industry gears up for Automechanika South Africa**

March 2009 sees the birth of two new automotive trade related exhibitions staged alongside each other namely the inaugural Automechanika South Africa and the inaugural Johannesburg Transport Expo. The co-location of these two events will bring the necessary trade focus and cost-effectiveness to meet the business-to-business needs of the automotive and transport sectors at one venue and at one time.

Due to the depressed business climate it is expected that the automotive trade sector will converge onn the Johannesburg Expo Centre from Wednesday the 18th to Saturday the 21st of March 2009 to listen to talks and forecast on the industry and how to best overcome the negative trading conditions. (Auto Insight Magazine - February Edition)

### **Toyota develops world's first rear-window curtain shield airbag**

Toyota recently announced that it has developed the world's first SRS (Supplemental Restraint System) rear-window curtain shield airbag to protect rear passengers' heads in the event of a rear-end collision.

The innovative airbag deploys from the roof lining above the rear-window in the form of a curtain-like barrier. Together with the headrests, the airbag minimises impact to the head from a collision vehicle, thus helping to reduce the severity of injuries. Its use in the soon-to-be launched 'IQ' ultra-compact four-seater is expected to approximately double the car's rear passenger head protection performance. (Body Shop Magazine, 26th Edition)

### **Bodyshop Business Magazine**

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## News

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