



REVVING UP INTEREST IN AUTO LOCKSMITHING

This November sees The Master Locksmiths Association, the Auto Locksmiths Association and The European Locksmiths Federation joining forces to host the biggest and most highly anticipated auto locksmithing convention in the Europe.

Hilton Manchester Airport hotel will play host to the first ever international Auto Convention on Saturday 6 and Sunday 7 November 2010. Exhibitors and hundreds of visitors will gather to discuss the latest auto locksmithing developments, visit exhibitor stands, network and attend training classes.

The prestigious event provides auto locksmiths with the ideal opportunity to meet likeminded locksmiths, visit suppliers, discuss latest industry news and improve skills. With registrations coming in from locksmiths across Europe and from as far afield as South Africa, Australia and Canada the convention promises to be a truly international gathering.

All of the sold out exhibition space is sponsored by Tradelocks, with stalls being taken by a range of exhibitors including locksmithing tool providers, key cutting machine and supplies manufacturers, media and diagnosis equipment suppliers. Training courses are also filling up fast and cover topics including: auto lock picking – it is believed that Mr Li the inventor of the renowned Lishi pick will attend the event from China – lock decoding, incode and outcode programming, key generation and new auto products.

Tim Hart, Master Locksmiths Association board member, auto locksmith and member of the event organising team said: “We think the most important element of the Auto Convention 2010 is the unique opportunity to network and talk ‘auto’ with other locksmiths from around the world. Visitors and exhibitors will benefit from seeing a host of auto specialists in one place – it’s the ideal opportunity to make new contacts, share ideas and meet potential business suppliers.

“Over the years the auto locksmithing industry has witnessed a surge in the number of vehicle manufacturers joining together, sharing information and merging vehicle models and brands. Consequently the time is right for auto locksmiths to join forces, and use all

available technologies and IT to share information with colleagues across the world; creating a lasting forum where ideas can be exchanged and future technologies explored. The Auto Convention 2010 is aimed at any autolocksmith looking to improve skills and future prospects and those who want to move forward in the spirit of co-operation.”

Access to the exhibition and training classes will be open to members of the European Locksmiths Federation (ELF) or an ELF recognised locksmiths association such as the Auto Locksmiths Association (ALA), the Master Locksmiths Association (MLA), The Associated Locksmiths of Ireland (ALOI) and the Associated Locksmiths of America (ALOA).

Pre-registration online will be required for visiting the exhibition, and any training classes.

Auto locksmiths from outside of the associations may be admitted to the exhibition or training classes if they have a sponsor within one of the recognised locksmiths associations noted above, who will act as a referee for them. If any help is needed with registration, please contact MLA head quarters at admin@locksmiths.co.uk or go to the website www.the-auto-convention.org.

Tim Hart concluded: “As far as I am aware there hasn’t been a worldwide convention for autolocksmiths like this anywhere before. But here we have three completely different locksmith organisations co-operating and making this event happen – something I’m sure we’d all agree is unusual, given that three individual locksmiths usually can’t agree on anything never mind three associations. It goes to show it can be done!

“What we would like to see happen in the future is fellow locksmith associations around the world taking on this idea of an autolocksmiths convention, making it their own and inviting us to their convention next year or the year after! We would of course be pleased to offer assistance with organisation if need be to get it off the ground and we look forward to seeing fellow auto locksmiths in Manchester.”

For more information on the event, including a list of exhibitors and training courses or to register to attend go to: www.the-auto-convention.org

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Notes to Editor

Issued on behalf of the Master Locksmiths Association by Karol Marketing Group. For further information, pictures or to set up interviews please contact Hayley Ford on 0191 265 7765 or email hayley@karolmarketing.com

About the MLA

The Master Locksmiths Association (MLA) was established over 50 years ago to set and promote standards of conduct, practice and materials within locksmithing. The MLA is recognised as the authoritative body for locksmithing by the police, home office and other leading organisations such as the British Standards Institute.

As a not for profit association, the MLA ensure its member companies undergo strict vetting procedures so the public, government and industry receive the appropriate service and advice. MLA members share the ethos that 'skill and integrity' remain paramount in locksmithing and are able to provide sound advice based on knowledge and experience.

A list of approved MLA companies are listed on the MLA website, for further information please visit: www.locksmiths.co.uk