

Tokić Expo 2019 drove us 'Back to Future'

Croatia's leading auto parts seller held Tokić Expo fair this Saturday with the amazing theme – Back to Future!

Tokić Ltd, Croatia's leading auto parts seller, that invested almost 30 years' worth of knowledge and experience in satisfying the needs of car owners and mechanics in the region organized Tokić Expo – B2B fair that visited more than 4000 mechanics. The event took place on Saturday, 26th October 2019 at Zagreb Fair and drove their visitors through past, present and future.

Timetravel with DeLorean and Tokić

Tokić Expo started at noon with cutting red ribbon by students of High School Velika Gorica and it allowed visitors traveling through time. Whole Tokić Racing Team was at the entrance of the event the whole day, greeting the visitors and giving information about their racing vehicles.

In the spirit of the theme 'Back to Future', in the vestibule was exhibited legendary DeLorean. Together with 13 other retro vehicles, such as Volkswagen 120 J (The Beetle), Mini 1000, Morgan 4/4, Mercedes-Benz 170 S Cabriolet, Piaggio Vespa 150 GS and BMW R 25/2, it created a foundation for retro part of the event. Of course, 40 pin-up hostesses brought a glance of the past even more visible.

But that wasn't it. Tokić went the extra mile with their retro mechanic workshop, as well as Tokić retro and future retail store in exhibition space. It gave a special touch to the theme, and because of it, many visitors got nostalgic and excited at the same time about the past and new things that the future will bring us. Besides that, visitors could stop by 59 exhibitor spaces of Tokić's suppliers of parts and related equipment for personal and commercial vehicles, as well as motorcycles. Gold partners of Tokić Expo fair, Schaeffler, ZF Aftermarket, DriV, Ate and Continental even had caricaturists in their space, who allowed visitors to take home with them physical memories of the fair.

TQ corner and Tokić educational center-TEC drove special attention

The friendly crew at TQ corner provided answers to all asked questions about the growing assortment of Tokić's private brand – TQ. There was a photo boot with several retro backgrounds, which led many visitors to capture the moment with a photo in the TQ corner after getting all the information they came for.

On the other hand, Tokić Educational Center-TEC, in addition to providing information about seminars, held two competitions in removing the front wheels from the car. High school students were first to compete and an hour later experienced mechanics showed their skills. Winners were rewarded with TEC seminars, which will certainly help them upgrade their knowledge on an even higher level.

Party was in the future

Exactly at 6 o'clock time has stopped and taken Tokić Expo visitors to the party in the future. Mia Negovetić opened the night with Croatian anthem, followed with opening speeches of Mr. Ilija Tokić, one of the founders of Tokić and Mr. Ivan Gadže, CEO of Tokić. There were some interesting things to hear about new trends that are knocking on our door, regarding digital transformation in the industry. They thanked Gold partners of Tokić Expo fair, as well as premium partners of TKLUBzaTOPkupce, Tokićs' B2B loyalty program, and Tokić Racing Team which is part of Tokićs' giving back to the community.

This great event had two heart-warming donations. One was part of a humanitarian story behind TKLUBzaTOPkupce. Tokić donated 1 HRK for every 100 points collected in their loyalty program to High School Velika Gorica. The donation will be used to equip school workshops with didactic equipment and various special tools that are necessary for better learning and development of the students. The second donation went in hands of brave firefighters from two Volunteer Fire Department - Vinica and Vitomarci. Tokić chose them for donations because of beautiful cooperation and dedication to their work obligation. This donation will be used for the purchase of a defibrillator and thereby expanding their equipment.



Photo 1: Tokić Expo took visitors Back to Future with legendary DeLorean.



Photo 2: Tokić Retro retail store at Tokić Expo fair.