

automechanika

The World's Leading Trade Fair for the Automotive Industry

Frankfurt am Main, 11–16. 9. 2012



International meeting point for IT & management in the automotive industry

This year saw Automechanika celebrate its 40th birthday, although the IT & Management product area is somewhat younger. In 2008 the importance of this area was highlighted by giving it a separate product group of its own. At the last event around 155,000 visitors from the workshop, dealership and manufacturing sectors found an array of solutions and innovations relating to dealership planning and financing, dealer management systems, workshop management, workshop materials, claims management and control, dealership marketing and Internet solutions.

Maximum visitor footfall is guaranteed by the close proximity to the Portalhaus entrance at the west section of the exhibition centre. In Hall 11 the focus is on the themes of claims management and claims control and in the neighbouring Hall 9.1 exhibitors present dealer management systems and much more.

At Automechanika you'll find top decision makers from the following sectors:

- Tied, independent and franchised workshops
- Distribution networks and workshop systems
- Vehicle manufacturers
- Original Equipment Manufacturers (OEM)
- Vehicle components and accessories wholesalers
- Workshop tools and equipment dealers
- Fleet operators
- Paintshops
- Breakdown recovery services
- Filling station sales networks
- Warehousing facilities
- Dealerships



Direct proximity to the themes of "Paintwork and Bodywork" in the new Hall 11 offers optimal synergies, particularly in the area of claims management.

"Despite the array of electronic and virtual communication media, face-to-face discussion remains the most important way of conducting business. Automechanika in Frankfurt is therefore for us an important bridge to the market. Our visitors from inside and outside Germany take time to find out about us and our products. Many of our international partners are also present in Frankfurt as exhibitors, enabling us to offer a complete package for all countries, products and services. With our brand-new stand we are looking forward to international contacts and an exciting trade fair for the globally active automotive industry."



Rolf Wühl
Executive Director
AuDaCon AG

"For many years the service sector has been the stable factor in the automotive industry. Again in 2011 workshop and customer service business is showing a positive trend. The great importance of services during the lifetime of any vehicle is clearly demonstrated to the public every two years at Automechanika. Here is where the industry meets up. As one of the leading software companies for vehicle repair shops, service companies, bodywork and paint shops and commercial vehicle operations, presence at the industry's leading trade fair is not just a 'must' for



WERBAS AG, it's also an opportunity to develop profitable contacts."

Harald Pfau
Executive Director at
WERBAS AG

"Participation in Automechanika, the leading trade fair for the automotive industry, is of key importance for TecDoc and TecCom. Both companies have benefited for many years from this unique opportunity to exhibit their products and solutions to customers from all over the world and forge valuable contacts. At Automechanika 2012 we will show how the core competences of these two proven industry solutions ideally complement each other and help make the independent vehicle spare parts market even more effective and reduce costs in the value creation chain."



Jürgen Buchert
CEO TecDoc Informations
System GmbH and TecCom

"As a warranty and customer loyalty specialist for new and used vehicles, CarGarantie offers the automotive retail sector a range of products and services to promote customer loyalty and increase sales. Automechanika is for us the ideal showcase to present our practically oriented concepts to manufacturers and dealers. This international automotive trade fair gives CarGarantie, one of the leading specialist warranty insurers in Europe, the opportunity to enter into constructive dialogue with the entire industry."



Axel Berger
Chairman of the Board
CG CarGarantie
Versicherungs-AG

"As a Germany-wide and Europe-wide IT specialist for car dealerships and service centres, Automechanika provides us with the optimal platform for information exchange with existing and potential customers. In addition, we also have the opportunity here to showcase our latest products, e.g. our DMS-independent CRM solution, to an interested trade audience. Automechanika is therefore for us one of the most important events in the automotive industry – it's simply a must."



Michael Kurch
Sales Manager
DMS HP Mid-market
Solutions GmbH

"Automechanika has for many years offered us a platform on which we have the opportunity to present our products, our know-how and our 'do-how' to the international automotive sector. The themes of relationships and networking have a dominant role here. No other trade fair offers the industry such opportunities to have a direct presence in the market. For me as the head of the company it is excellent to meet so many new and existing customers."



Clemens Betzemeier
CEO, partner
betzemeier automotive
software GmbH & Co. KG

automechanika innovationaward

Climate protection is the challenge – innovative expertise in the development of sustainable mobility is the answer. Companies that promote themselves through innovative solutions have the opportunity of winning the Automechanika Innovation Award and attracting even greater publicity. Register now at www.automechanika.com!

automechanika greendirectory

The Green Directory guides visitors to selected, sustainable and low-emission technologies, products and services. A separate visitor brochure with integral guide gives further details about the individual products. Come and find out more!



The following exhibitors have announced their participation:

ADP Dealer Services Deutschland GmbH	D	eurodata GmbH & Co. KG	D	LexCom Informationssysteme GmbH	D
Alldata Germany GmbH	D	EUROGARANT AutoService AG	D	Panasonic Deutschland – eine Division der Panasonic Marketing Europe GmbH	D
APE Ptacek Engineering GmbH	D	EurotaxSchwacke GmbH	D	procar informatik AG	D
AuDaCon AG	D	gebrauchte-autoersatzteile.de	D	R. L. Polk Germany GmbH	D
Audatex Deutschland GmbH	D	Sebastian Cyran		Sernauto	E
AUTOonline GmbH Informationssysteme	D	Global Truck Service LLC	RUS	Sofinn Italia s.r.l.	I
betzemeier automotive software GmbH & Co. KG	D	GTÜ Gesellschaft für Technische Überwachung mbH	D	soft-nrg Development GmbH	D
Bottomline Interactive (Pty) Ltd.	SA	HP Mid-market Solutions GmbH	D	TecCom GmbH	D
CarGarantie GmbH	D	HRF GmbH & Co. KG	D	TecDoc Informations System GmbH	D
Customer Care Solutions (Pty) Ltd	SA	Infocom Network Ltd. tradeindia.com	IND	Vivid Automotive Data & Media BV	NL
DEKRA Automobil GmbH	D	KS Partnersystem GmbH	D	WERBAS AG	D
Dunedin LLC dba Vehicle Visuals	USA	KSR EDV-Ingenieurbüro GmbH	D	WOM WreckOnlineMarket AG	D
DVSE Gesellschaft für Datenverarbeitung Service und Entwicklung mbH	D	KÜS Kraftfahrzeug – Überwachungsorg. freiberuflicher Kfz-Sachverständiger e.V.	D	ZLS Software GmbH	D

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