

Press

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Automechanika Frankfurt – The World’s Leading Trade Fair for the
Automotive Service Industry
Frankfurt am Main, 11 to 15 September 2018

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Automechanika Frankfurt: Car Wash is moving into Hall 12

Car wash area expands with addition of vehicle care and reconditioning

Automechanika Frankfurt’s 25th anniversary also marks a new milestone for the Car Wash area. Until now, car wash manufacturers and car wash products had been housed in lightweight halls or in the open air. For the next Automechanika Frankfurt, which takes place from 11 to 15 September 2018, they will now be moving into the state-of-the-art Hall 12, the newest exhibition hall on the Frankfurt exhibition grounds. It is currently under construction, and will enter operation right on time for the next Automechanika Frankfurt. Starting in 2018, not only will leading car wash manufacturers be exhibiting there, but they will be joined by exhibitors from the areas of vehicle care and reconditioning in the “Car Wash, Care & Reconditioning” product group. The new location is in the direct vicinity of REIFEN, which is taking place alongside Automechanika Frankfurt as a co-located show for the first time.

Olaf Mußhoff, Director of Automechanika Frankfurt: “The new Hall 12 allows us to satisfy two key requests made by exhibitors at one go. The move into this hall has made it possible to bring the car wash, vehicle care and vehicle reconditioning areas together in one location, something that exhibitors have been asking for. This has met with a tremendous response in the relevant sectors, and we are very pleased by the high level of registrations we have already received at this early date.”

Numerous exhibitors have already declared that they will be taking part in the next event, including key German and international players such as Otto Christ AG, KAW Kiehl KG, Istobal SA, Alfred Kärcher GmbH, Favagrossa Srl and WashTec GmbH.

Otto Christ, Chairman of Otto Christ AG says: “Having exhibited at Automechanika in the open air for decades, we have experienced all kinds of weather: pouring rain, thunderstorms, snow, ice and even extreme heat. For many years, we had been proposing that the open air exhibition area be moved indoors, and we are looking forward to the new

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Automechanika 2018 and the opportunity it gives us to share ideas with our key accounts, international distributors, customers and business associates. The Car Wash show now has a new home – in Hall 12.”

Companies from Germany that have already registered stands include R+M de Wit GmbH, Carrera GmbH, Gloria GmbH and Mesto GmbH, and they have been joined by a series of international exhibitors such as Axis Elements BV, CID Lines NV, Flowey Products, Entaco NV, Spare SARL, Idrobase Group, Mosmatic AG, Voulis Gedeon OE, Cartec BV, Tenzi Sp, Epoca SpA, UAB Lesta, Autoland Jacek Sp and Automotive Synergy Malaysia, to name but a few. Furthermore, the ranks of new and returning exhibitors also include Josef Kränzle GmbH, Ma-Fra SpA and Birchmeier AG, among others.

Dr Peter Hug, Managing Director, EUnited Vehicle Cleaning: “Car wash manufacturers are looking forward to a new beginning at Automechanika 2018 in the new Hall 12, where the latest trends and developments will be on display. Radical changes are expected in the automotive industry, and these pose new challenges for car wash manufacturers: How will the car of the future be cleaned, and what changes will connectivity, digitisation, e-cars and self-driving vehicles bring for the car wash process? Automechanika 2018 is the place to find answers.”

Everything in the western section of the exhibition grounds now within easy reach

Thanks to its design and very high ceilings, the new Hall 12 offers perfect conditions for a successful trade fair presentation. It even boasts the facilities for conducting live car wash demonstrations. As a bonus to their own marketing measures, exhibitors will be able to benefit from public interest in the first-ever use of Hall 12, as well as countless special events that Messe Frankfurt will be holding for the newest building on the exhibition grounds. As a result, existing, returning and new exhibitors are taking advantage of an early bird discount to secure attractive locations or expand their stands.

Visitors from workshops and car dealers will also benefit from the new location, because Hall 12 is conveniently situated near Halls 8, 9 and 11, which are home to the Repair & Maintenance and Dealer & Workshop Management product groups. The vehicle care and reconditioning area also offers synergies for the new “Classic Cars” area, which is making its first appearance at Automechanika Frankfurt and focuses on the business of classic and vintage cars of all ages.

Ever more important: the international car wash business

Automechanika Frankfurt is one of 17 events taking place under the Automechanika brand in 15 countries around the world, and when it was last held, 136,000 trade visitors from 170 countries took advantage of this platform. Yet a veritable who’s who of the car wash sector is also present internationally at countless Automechanika events around the globe: from Shanghai and Dubai to Madrid, manufacturers present their

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solutions in the car wash, vehicle care and vehicle reconditioning area at Automechanika events outside Germany. The international market is an attractive business for many manufacturers. At Automechanika Istanbul in April 2017, for example, the car wash area occupied four times as much exhibition space as at the previous event.

Meet the Automechanika team in person:

10 to 11 May 2017 “Tankstelle & Mittelstand” in Münster
Stand FN 03

In cooperation with Bund der freien Tankstellen e.V. (BfT – Association of Independent Filling Stations)

24 to 28 May 2017 “Autopromotec” in Bologna, Italy, at Stand H20 E54

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More information on Automechanika is available at www.automechanika.com, on our blog www.driving-news.com, and at www.facebook.com/automechanika, www.twitter.com/automechanika and www.automechanika.com/gplus.

Background information on Messe Frankfurt

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With some 2,400 employees at 30 locations, the company generates annual sales of over €640 million. Thanks to its far-reaching ties with the relevant sectors and to its international sales network, the Group looks after the business interests of its customers effectively. A comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services.

With its headquarters in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent).

For more information, please visit our website at: www.messefrankfurt.com