



Press release

March 2018

## Automechanika Frankfurt launches its first customer programme

Aylin Özülker  
Tel. +49 69 75 75-5514  
Aylin.Oezuelker@messefrankfurt.com  
www.messefrankfurt.com  
www.automechanika.messefrankfurt.com

**Automechanika Frankfurt, the world's leading trade fair for the automotive service industry, is taking place for the 25th time this year, and for the first time alongside REIFEN – Messe Frankfurt has decided to mark the occasion by launching a customer programme for the event. In 2018, visitors from tyre retailers and workshops will be able to look forward to lots of additional offers and services. Trade visitors can also take advantage of an extensive supporting programme focused on tyre services and repair.**

The tyre industry is undergoing radical changes. Growing numbers of tyre retailers are offering automotive services, even as car dealers increase their range of tyres. In this situation, from 11 to 15 September 2018 the new trade fair duo Automechanika and REIFEN will be offering tremendous synergies for visitors from workshops, industry and retail. Olaf Mußhoff, Director of Automechanika Frankfurt: "We are investing in tyres and tyre services because it is a field that belongs in Frankfurt. With this insider programme, we are inviting tyre dealers to come and experience Automechanika and its unrivalled product range live and in person. For our workshop professionals, this customer programme is a form of thank-you for nearly 50 years of loyalty. We are pleased to celebrate the trade fair's 25th occurrence together."

Those who take part in the Automechanika Insider programme will be able to take advantage of an all-inclusive package for their trade fair visit. This includes free admission to Automechanika Frankfurt and REIFEN on every day of the event, free travel to and from the event on local public transport (RMV) and cloakroom service. Furthermore, trade fair guests will be able to enjoy a break from the hustle and bustle of the trade fair and plan their schedules in the exclusive Insider Lounge. Here, insiders are treated to personal service on site, as well as vouchers with special offers from exhibiting companies. There will also be guided tours of the event available in order to make it easier for visitors to find their way around the exhibition grounds. The number of participants in the Automechanika Insider programme is limited, and advance registration is required. The terms and conditions of use and the registration form are available on the website: [www.automechanika-insider.com](http://www.automechanika-insider.com)

### **Special showcase with live presentations in Hall 12**

REIFEN will be making its debut in pole position in Hall 12.1, the largest and most modern exhibition hall on the western section of the exhibition grounds. Leading international tyre manufacturers such as the

Messe Frankfurt Exhibition GmbH  
Ludwig-Erhard-Anlage 1  
60327 Frankfurt am Main  
Germany

Al Dobowi Group, Balkrishna Industries Limited (BKT), Delticom AG, Linglong Tire, Kyoto Japan Tire, Martins Industries and Petlas will be exhibiting, and the themes covered will also include logistics and warehousing equipment and facilities. This means REIFEN will be located in the direct vicinity of Body & Paintwork, Classic Cars, Vehicle Care and the entire Workshop area, which covers some 70,000 square metres in Halls 8, 9 and 11 and is home to all the key German and international players in the field of workshop facilities/equipment and services. The sheer scope of this combination of tyre services and workshop facilities and equipment is unmatched anywhere in the world.

Trade visitors will be treated to invaluable insights into the field of tyre services in a special showcase in Hall 12.1 that is being organised by the German Garage Equipment Association (ASA) in partnership with leading companies, including Rema Tip Top, Otto Nussbaum, Corghi, Robert Bosch, Snap-on Equipment, Hunter Deutschland, AVL Ditest, Hella Gutmann Solutions, Werbas, Consul and many others. In a workshop scenario featuring three different work zones, professionals will be presenting processes from across the spectrum of today's wheel and tyre services, including tyre pressure monitoring (RDKS) programming, wheel alignment, joint play testers, brake testing, headlamp alignment and tyre storage. Furthermore, state-of-the-art workshop equipment is shown in networked operation in order to demonstrate optimum processes. This special showcase is supplemented by live presentations on professional tyre repair on a daily basis. "As a founding member of Automechanika in 1971, we are pleased to be able to support this anniversary event with our member firms. REIFEN is a perfect fit in Frankfurt, and we wish the event every success in its debut," says Peter Rehberg, Managing Director of asanetwork-GmbH and responsible for the concept behind the special showcase.

### **Advantages of Frankfurt as a trade fair centre**

No matter where anyone is in the world, Frankfurt is practically just around the corner. Thanks to its ideal connections to international transportation networks, Frankfurt can be reached quickly and easily. Approx. 100 countries have direct flights to Frankfurt Airport. Thanks to its position right at the heart of the city, the Frankfurt exhibition grounds can be reached quickly using local public transport or by taxi.

Approx. 133,000 trade visitors from 170 countries<sup>1</sup> flocked to the last Automechanika Frankfurt, with more than one third coming from the workshop area. The industry's decision-makers have been coming to Frankfurt for nearly 50 years now: members of management, executive board members and independent contractors accounted for more than 70 percent of visitors at the last Automechanika.

Automechanika Frankfurt and REIFEN will be taking place from 11 to 15 September 2018 in Frankfurt am Main.

Automechanika Frankfurt  
Frankfurt, 11-15 September 2018

---

<sup>1</sup> 2016

## **Press information and photographic material:**

[automechanika.com/press](http://automechanika.com/press)

### **Background information on Messe Frankfurt**

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With over 2,500\* employees at some 30 locations, the company generates annual sales of around €661\* 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).

\*Preliminary figures for 2017

For more information, please visit the website at:

[www.messefrankfurt.com](http://www.messefrankfurt.com) | [www.congressfrankfurt.de](http://www.congressfrankfurt.de) | [www.festhalle.de](http://www.festhalle.de)