

# 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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Classics\_Halle12\_en

## **Automechanika Frankfurt and RETRO Messen announce collaboration**

Automechanika Frankfurt, the leading international trade fair for the automotive aftermarket, and RETRO Messen have decided to work together in the classic cars segment in future. This was announced today by Olaf Mußhoff, Director of Automechanika Frankfurt and Karl Ulrich Herrmann, Managing Director of RETRO Messen GmbH, within the framework of Retro Classics Bavaria. On the occasion of its 25th anniversary, Automechanika 2018 is expanding its programme to include the business of classic and collectible cars of all ages. Whereas RETRO Messen’s events are a popular destination for the general public, Automechanika has been a key gathering place for automotive professionals since 1971. Now the industry will be getting together for the first time in the new Hall 12 to share ideas on a range of topics, including entering the classic car business with a focus on parts procurement, professional repairs, financing, insurance and much more.

Olaf Mußhoff: “The RETRO Messen team knows what makes classic and collectible car enthusiasts tick, while those of us at Automechanika have our fingers on the pulse of industry, retail and workshops. Our new collaboration allows us to extend our programme to include the full scope of the classic and collectible car business for consumers and professionals – to the benefit of both.” In particular, these two trade fair organisers are looking to work together more closely for visitor marketing. Events organised by RETRO Messen include Retro Classics in Stuttgart, Europe’s largest classic car fair, while Automechanika boasts a global network of 17 events with over 20,000 exhibiting companies and 600,000 trade visitors.

## **Highlights in the new exhibition hall: Classic Cars, REIFEN and Car Wash**

Some 5,000 exhibitors are expected at the 25th anniversary edition of Automechanika Frankfurt from 11 to 15 September 2018. First stop: The new Hall 12, which is being officially opened for the occasion and which will be home to three new themes: In addition to Classic Cars, it will also be the first time that REIFEN is taking place alongside Automechanika

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Frankfurt, and the Car Wash area – which is being expanded to include vehicle care and vehicle reconditioning – is moving here from the outdoor exhibition area for the first time.

Well-known companies will be showcasing their products and solutions in the **Classic Cars** area. As the event's partner, RETRO CLASSIC will be present with a stand and multiple vehicles. Numerous companies have already announced their participation, including big names such as Adam Opel GmbH, Mazda Motors Deutschland GmbH, Volkswagen Classic Parts, Ferdinand Bilstein, J.P. Group Denmark, BASF Coatings GmbH, Skandix GmbH and HARDI Automotive GmbH. With the support of the German Federation for Motor Trades and Repairs (ZDK) associations and the Central Association of Bodywork and Motor Vehicle Engineers (ZKF), visitors from the workshop area will be given the opportunity to take part in training and expert presentations at no charge. An interactive stage at the centre of the exhibition hall will play host to start-ups showcasing a wide range of innovative solutions for classic and collectible cars, including special sensors for measuring oil levels and tyre pressure.

At **REIFEN**, which is taking place right alongside Classic Cars, tyre and wheel innovations from international players will be on display, including the AI Dobowi Group, Balkrishna Industries Limited (BKT), Delticom AG, Linglong Tire, Kyoto Japan Tire, Martins Industries, Nexen Tire Corporation, Petlas, Lagertechnik Steger GmbH and Reifen Center Wolf GmbH.

Automechanika Frankfurt is also launching a customer loyalty programme especially for tyre retailers, workshops and car dealers offering tyre services. Participation is free of charge, and includes a range of advantages for trade fair visitors, such as admission on every day of the event, an exclusive lounge, a tour of the trade fair and a personal point of contact at the event. Registration for this service starts in early 2018.

Starting in 2018, the **Car Wash** area will be expanded through the addition of Care & Reconditioning, something that also creates synergies for Classic Cars, as this area benefits from specialised care products in its direct vicinity. The area is moving from the outdoor exhibition area into Hall 12 for the first time in response to the requests of countless exhibitors. Key companies from Germany and around the globe have already announced their participation, including top players such as Alfred Kärcher GmbH, Adriateh, Favagrossa Srl, Istobal SA, KAW Kiehl KG, Otto Christ AG, WashTec GmbH, Kenotek, Kimicar Srl, Cartec BV, Concept Chemicals & Coatings, FE Trade, Ziebart Int., Ma-Fra SpA and many more besides.

More information is available at: [www.automechanika-frankfurt.com](http://www.automechanika-frankfurt.com)

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

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With more than 2,300 employees at some 30 locations, the company generates annual sales of around €647 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

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