

Press release

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German Sound Quality Finals at Automechanika Frankfurt

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On 15 September 2018 Automechanika is playing host to the hotly contested competition for the best vehicle sound system in Germany. This year's show will offer amazing sound experiences ranging from discreetly integrated high-end sound systems to supercharged bass speakers for those who really love it loud.

Care, repair, retrofit: Automechanika Frankfurt will be celebrating its 25th edition in just three weeks, and this year it is focusing more than ever before on cars that have already found their owners. Excellent examples of this include the extensive treatment of classic cars, REIFEN and the expansion of CarMediaWorld to include the German Sound Quality Finals being held in the Agora by the European Mobile Media Association (EMMA). As Detlef Braun, Member of the Executive Board of Messe Frankfurt GmbH, explains: "At the 25th Automechanika we are offering trade visitors from the workshop area a series of new ideas for entering profitable business fields. In our role as organiser, we collaborate closely with all the most important associations, institutions and industry players in the automotive aftermarket to ensure that we can continue developing the concept of this fair. This is true not only for Frankfurt, but also for all other Automechanika trade fairs around the world." The fourth CarMediaWorld at Automechanika will be featuring high fidelity sound systems, intelligent networking and digitisation in vehicles. Specialists and their automotive customers will encounter a tremendous variety of audio equipment, versatile products and system solutions in as many as 70 vehicles that are intended especially for cars that are already travelling our roads. An international panel will be reviewing and evaluating the installation and sound quality of every participating vehicle as part of the German Sound Quality Finals. Whoever is crowned champion during the awards ceremony at the end of the competition will qualify for the EMMA European Championships in Salzburg in March 2019.

In the words of Alexander Klett, CarMediaWorld initiator and EMMA Managing Director: "Sound is in. Consumer researchers have confirmed that the renaissance of vinyl records is also fuelling a return to high-end audio systems in vehicles, but with a difference: Here, we are talking about state-of-the-art digital technology that not only affords drivers wholly new soundscapes, but also provides them with a range of convenient functions, such as the use of smartphone apps. And it doesn't matter what make or model a vehicle is, because the aftermarket has a suitable solution for practically any car and budget."

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

Car infotainment specialists ACV, Audio Design (with its ESX and Musway brands), Axion and Standartplast will be presenting their latest products and solutions in Hall 3.1. These include technologies for professional navigation and smartphone connections, DAB+ reception, HD audio streaming, fast and affordable tuning for ex works sound systems, inductive smartphone charging, safe manoeuvring and parking, and efficient driving.

CarMediaWorld exhibitor Audio Design will be honoured at this year's Automechanika Innovation Awards as a 'Nominee' for its 'Musway M6 Amplifier with DSP', an award that highlights the degree of innovation offered by this new product. The Musway M6 delivers significantly improved audio quality ex works with little effort. The car audio and information specialist's submission is competing against some 120 other products.

"We are very proud of the fact that we're the only company whose car audio product has been nominated. It shows that our strategy of creating modern products that satisfy the demand for an audiophile music experience in cars is the right one. The components in our Musway range combine state-of-the-art technology with the ultimate in efficiency – not only for installation time and space requirements, but also when it comes to configuration," says Audio Design's Founder and Managing Director Bruno Dammert.

The German Sound Quality Finals are taking place on 15 September in the Agora starting at 9:00 a.m.

Press information and photographic material:

www.automechanika.com/press

Social media channels:

www.facebook.com/automechanika

www.twitter.com/automechanika_

www.instagram.com/automechanika_official

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 2,400 employees at 30 locations, the company generates annual sales of around €669 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 | www.congressfrankfurt.de | www.festhalle.de

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