

Press Release

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Record Automechanika in anniversary year with new trend theme Classic Cars

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Messe Frankfurt can announce new record figures for the 25th edition of Automechanika from 11 to 15 September 2018 and the biggest ever number of Automechanika fairs worldwide. At a trade-press conference on 24 May 2018, the organisers described how Automechanika developed into the most successful trade-fair brand and provided insights into this year's complementary programme of events.

“Even today, we still feel the boost given to the automotive aftermarket by the founding of Frankfurt Automechanika in 1971”, said Detlef Braun, Member of the Executive Board of Messe Frankfurt. “In close cooperation with all important associations, institutes and players from the automotive aftermarket, we succeeded in introducing new subjects that power the market. This is how we keep in step with the times and ensure the event concept is fully up to date. And this applies not only to Automechanika Frankfurt but also to our other Automechanika fairs around the globe.”

Held every two years, Automechanika Frankfurt has been the leading platform for the automotive aftermarket for around 50 years. Even at this early stage, it is already evident that the 25th anniversary edition will be the biggest show in the history of the trade fair. All renowned suppliers and parts manufacturers from all over the world have registered to make presentations in the eastern section of Frankfurt Fair and Exhibition Centre. For the first time, Messe Frankfurt expects to welcome more than 5,000 exhibitors from over 70 countries. As always, trade visitors from the industry, workshops and trade can look forward to an unrivalled spectrum of products and solutions along the entire automobile value chain – equipment, parts, accessories, management and services. A glance into the future will be offered in the Festhalle, where manufacturers of ultra-modern repair technologies for workshops present, for example, robot repairs, 3-D printing and augmented reality. New this year is the Classic Cars product segment in the new Hall 12, which is making its debut at Automechanika 2018.

Business with a future: Classic Cars

Automechanika is the first B2B platform to bring workshop professionals together with players and experts from the classic car scene. Discussing the reasons for this, Automechanika Director Olaf Musshoff said, “Classic vehicles have a market volume of around € 16 billion. We want to bring insiders and newcomers together from all over the world.

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Repairing old and young classic cars could be a profitable business for many workshops in Germany. However, it is important to know how to go about it." Among the exhibitors taking part are specialist parts companies, such as Volkswagen Classic Parts, Mazda Motors Deutschland and Scandix, as well as paint manufacturers, such as BASF Coatings, and suppliers of lubricants, repair and care products, vehicle technical and mechanical parts. Naturally, visitors will also find start-ups, such as retromotion.com, as well as assessors, testing organisations, insurance companies and financial-services providers. Anyone wanting to begin straight away with a course of professional development is cordially invited to take advantage of the programme offered by the German Federation of Body and Automotive Engineering (*Zentralverband Karosserie- und Fahrzeugtechnik e.V. – ZKF*) and the Federation of the German Motor Vehicle Trade (*Zentralverband Deutsches Kraftfahrzeuggewerbe – ZDK*).

International tire manufacturers in Frankfurt

The tire sector is in a state of flux. On the one hand, more and more tire dealers are offering automobile services. On the other hand, car dealers are expanding their tire services. Against this background, the new trade-fair duo of Automechanika and REIFEN promise a host of interesting synergistic effects. Leading international tire manufacturers, including the AI Dobowi Group, Balkrishna Industries Limited (BKT), Delticom AG, Linglong Tire, Kyoto Japan Tire, Martins Industries and Petlas, are taking part together with many companies from the logistics and warehouse sector. Visitors will find the REIFEN trade fair in the immediate vicinity of the paint & bodywork, classic cars, vehicle care and workshop segments. The latter occupies Halls 8, 9 and 11 with around 70,000 square metres of exhibition space and all important national and international players in the field of workshop services and equipment. The exhibitors include Bosch, Texa, Snap-on, MAHA, Otto Nussbaum, AutopStenhoj, Blitz Rotary, Corghi, Giuliano, Werther, Consul, Hunter, Theo Förch, Hazet, KS Tools, Stahlwille, SW-Stahl, Autel and Jonnesway, as well as Hella AG, which is making a joint presentation for the first time with Hella Gutmann Solutions in Hall 9. On this scale, the juxtaposition of tire services and workshop equipment is unparalleled anywhere in the world.

Automechanika visitors can obtain valuable insights into the world of tire services in a special show in Hall 12.1, which is being organised by the Federal Association of Manufacturers and Importers of Automobile Service Equipment (*Bundesverband der Hersteller und Importeure von Automobil-Service Ausrüstungen ASA e.V.*) together with leading companies such as Rema Tip Top, Otto Nussbaum, Corghi, Robert Bosch, Snap-on Equipment, Hunter Deutschland, AVL Ditest, Hella Gutmann Solutions, Werbas and Consul. In a workshop scenario with three different working areas, professionals present processes relating to modern wheel and tire services, e.g., programming tire-pressure control systems, wheel alignment, play detection, headlight adjustment and tire storage. Moreover, ultra-modern workshop equipment will be shown in networked operation to demonstrate optimum processes. The special show will be rounded off by daily live tire-repair demonstrations by professionals.

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For the first time, manufacturers from the field of car washes and care will be positioned together, on the ground floor of the new Hall 12. Over 100 companies will be making product presentations, including market leaders such as Washtec, Istobal, Otto Christ and Ehrle. Also on the programme: expert lectures and panel discussions organised by Messe Frankfurt in cooperation with the EUnited Vehicle Cleaning association.

Collision Talk 2018

Where is the collision-damage repair market heading? Collision-damage controllers are planning changes to collision-damage management. Testing services and automobile insurance companies are expanding their controlling activities: deductions from invoices are putting increasing pressure on workshops. Additionally, insurance companies are moving more and more into the automobile-service business. But will they succeed in this? At the Collision Talk in the 'Portalhaus' building on 13 September 2018 the focus of the disputatious discussion will be on topical issues of this nature. Renowned automobile insurance companies, such as HUK-Coburg, and collision-damage controllers, such as the Innovation Group, will answer urgent questions and talk about their plans. Two years ago, the Collision Talk was the best-attended event of the Automechanika Academy with over 1,000 participants. In the adjoining exhibition area, the Collision Repair Street, companies such as Axalta, Spies Hecker, Cromax, Audatex AUTOonline, Coparts Global Automotive Service (G.A.S.), DAT, EMM, ETL Kanzlei Voigt, SATA and Herkules Hedson will be making presentations. The aim of the Collision Repair Street is to promote networking between decision makers from the sector, workshop equipment specialists and bodywork and paint shops. The focus of the exhibition is on improving repair processes and new repair methods in automobile damage control and the further development of bodywork and paint shops in the direction of mechanical service.

Following the success of the première in 2016, the Collision Repair Street will be open this year on two days, 12 and 13 September.

Note for journalists:

<http://www.automechanika.com>

Press releases & images:

<https://automechanika.messefrankfurt.com/frankfurt/en/press.html>

Social media:

www.facebook.com/automechanika

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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,

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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 our website at:

www.messefrankfurt.com | www.congressfrankfurt.de | www.festhalle.de

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