

Press release

10 September 2018

Automechanika Frankfurt kicks off 25th edition with new records

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

The 25th edition of Automechanika Frankfurt has cracked the 5.000 exhibitor mark. The fair brings together the megatrends of the Automotive Aftermarket, digitalization and clean vehicles, on one stage. This year, the Automechanika Innovation Awards will, for the first time, be honouring more than 100 innovations in the fields of equipment, parts, accessories, management and services.

Detlef Braun, Member of the Executive Board of Messe Frankfurt:
“Happy Birthday! Originally a Plan B-solution in 1971 Automechanika has developed into the most successful B2B-Event worldwide. Growth in the automotive aftermarket continues unabated, this is shown by a renewed participation in a record number of exhibitors for the 25th edition. This year we also expect guests from over 170 countries. They will be focusing on technological progress, knowledge transfer and forging new alliances.”

From ‘Plan B’ to the leading international trade fair for the automotive aftermarket: When Automechanika debuted in Frankfurt in 1971, it was the result of a six-month planning phase aimed at replacing the International Motor Show (IAA) that had been cancelled at short notice. The event quickly developed into the leading platform for industry, workshops and retail and now takes place in 16 countries at a total of 17 locations. The newest addition to the event portfolio is Automechanika Astana in Kazakhstan, which will be taking place for the first time from 27 to 29 March 2019. When the biennial event opens its doors for the 25th time, Automechanika Frankfurt will feature more than 5,000 exhibitors (2016: 4,843) from 76 countries in an area of approx. 315,000 m² (2016: 288,100 m²). Messe Frankfurt is expecting guests from around the globe – at the last event, trade visitors came from 170 countries. Among the new themes are the debut of REIFEN as a co-located show and the business of classic and collectible cars of all ages, both of which can be found in Hall 12.

According to the Institute for Research in Retailing (IFH Köln), the sectors relevant for Automechanika accounted for approx. 1.61 trillion euros in turnover in the EU 27. At the industry supply level, these include car parts, accessories and tyres, as well as various retailing and dealership businesses at the distribution level, vehicle maintenance and repairs. The 1,610.1 billion euros in turnover in 2017 correspond to an increase of 5.2% over the previous year. The sector that accounts for the largest portion of this turnover is vehicle sales at 988.3 billion euros

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

(based on retail prices), followed by manufacturers supplying the market for vehicle parts, accessories and tyres (236.1 billion euros at ex-factory prices) and turnover for maintenance and repair (165.2 billion euros at retail prices).

In order to shine the spotlight on exhibitors' innovations, this year Messe Frankfurt is publicising all 58 nominees, 36 finalists and ten winners at the Automechanika Innovation Awards. The awards will be presented on the first day of the trade fair, 11 September 2018, at 10:00 a.m. in the Forum (Panorama hall). 40 percent of submissions were in the categories of tools, measurement instruments and equipment. The digitisation megatrend is evident not only in the field of vehicle technology, but also amongst car dealers and workshops, where it can be seen in everything from eCall services, remote controls, smart batteries and cloud-based expert systems to new IT systems, components and virtual reality. 'Clean' vehicles are another megatrend. Here, submissions include products for emissions testing and inspections, new inspection equipment for direct-injection petrol engines and products designed for electric mobility. The finalists and winners of the Innovation Awards will be featured in a special showcase in the Festhalle. For the first time, this year's fair offers tours that visit these companies' stands.

Press information and photographic material:

www.automechanika.com/presse

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 over 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 the website at:

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

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