

# automechanika

FRANKFURT

Meet the innovation drivers  
8.–12.9.2020



messe frankfurt



# The hub of the automotive industry

International industry leaders present the products and services of tomorrow

With record figures for its 25th anniversary, Automechanika Frankfurt sent clear signals to the industry and celebrated in unique style the latest innovations of the automotive aftermarket. The fair is the unmissable meeting place for manufacturing industry, repair shops and the automotive trade. The entire value creation chain of the global automotive business is showcased here.





# Facts and figures

## Automechanika Frankfurt, 2018

The most international  
meeting place of the industry



**39%**

first-time visitors

**4,987**  
exhibitors from

**76**  
countries

**134,622**  
visitors from

**184**  
countries



**96%**

visitor  
satisfaction



High decision-making  
authority:

**7 out of 10**

visitors from top  
management



Length of stay

**2.4** days



Keen interest in  
commercial vehicles

**>60%**

of visitors





# Sharper profile for 2020

## New themes, clear orientation

Automechanika Frankfurt's range of workshop equipment will be structured more clearly in future: The product group focus of Hall 11 now goes under the new name **Body & Paint**. Halls 8 and 9 will concentrate more strongly on the theme of **Diagnostics & Repair**.

The lucrative business segment around **Classic Cars** and the **Tires & Wheels** segment will continue to be part of the Automechanika programme. The Festhalle remains the stage for **Tomorrow's Service &**

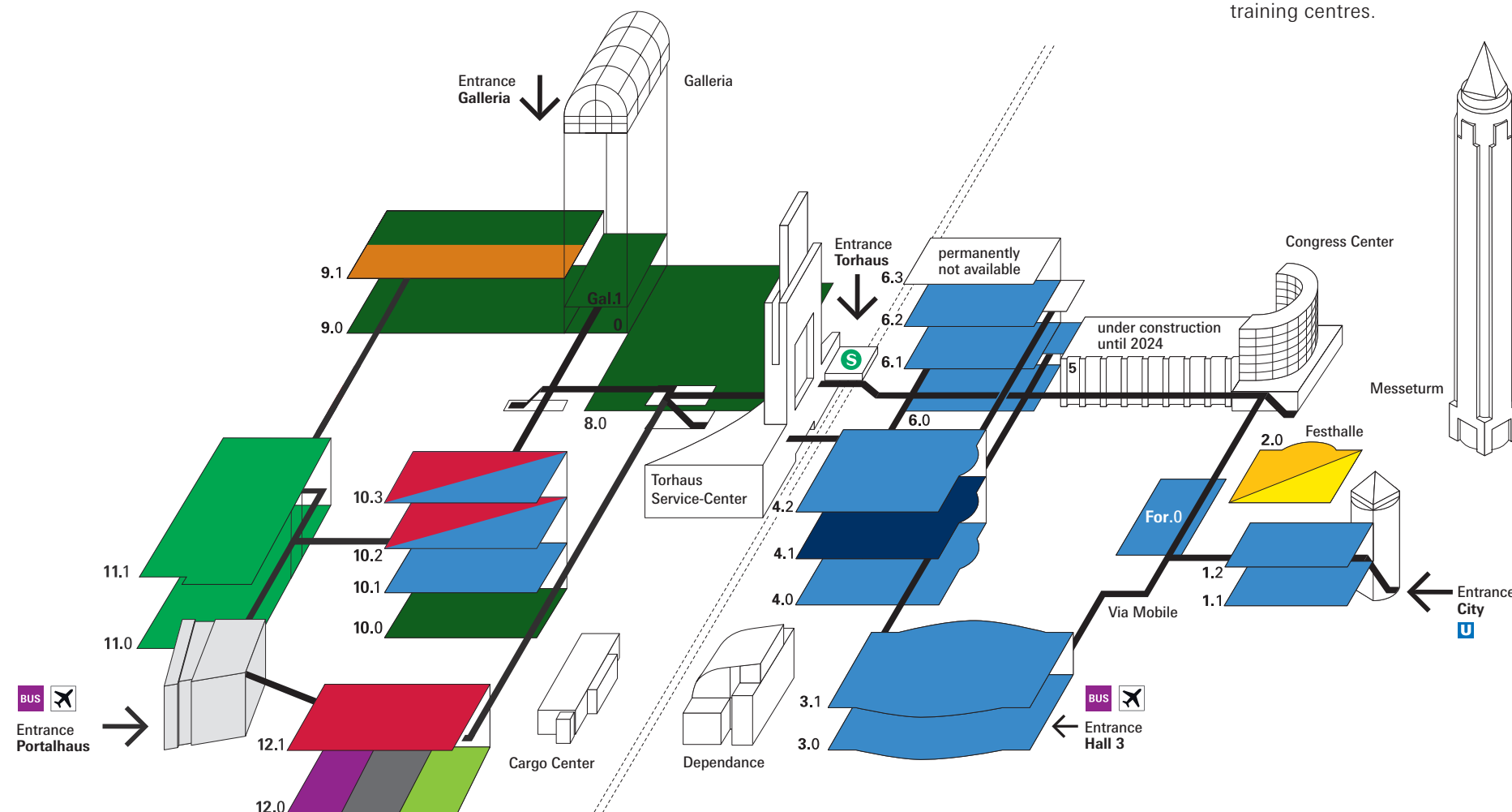
**Mobility** – with two new subgroups: **Mobility as a Service & Autonomous Driving** and **Alternative Drive Systems & Fuels**.

Make sure you're here in 2020. Showcase your products and services to an international trade audience – and enjoy outstanding support for all aspects of your participation!





## Modernisation of the exhibition centre requires a restructuring of themes



## Body & Paint

Bodywork repairs, paintwork and corrosion protection, smart repairs for paintwork, metal parts, plastic parts, windows, headlights, rims, new materials, industry institutions, trade publishers and training centres



## Tires & Wheels

Tires, wheels and rims, tire/wheel repair and disposal, used tires and wheels, tire/wheel management and systems, sales equipment and storage of tires, accessories for tires, wheels and installation, industry institutions, trade publishers and training centres.



## Classic Cars

Classic and modern classic cars have been given their own exhibition area at the fair, complete with parts, repair workshops, financing, insurance, events and much more.



## Parts & Components

Components for conventional drive systems, chassis, body, standard mechanical parts, interior, exterior, charging accessories 12 volt, regenerated, restored and renewed parts for cars and utility vehicles, external vehicle air quality and exhaust gas treatment, new materials, industry institutions, trade publishers and training centres.



## Electronics & Connectivity

Engine electronics, vehicle lighting, electrical systems, comfort electronics, human machine interface (HMI), connectivity, internet of things, industry institutions, trade publishers and training centres.



## 🔧 Accessories & Customizing

General accessories for motor vehicles, technical customizing, visual customizing, infotainment and car IT, special vehicles, equipment, assemblies and modifications, car trailers and small utility vehicle trailers, spare and accessory parts for trailers, merchandizing, industry institutions, trade publishers and training centres.



## Diagnostics & Repair

Workshop equipment for repair and maintenance, tools, digital maintenance, vehicle diagnostics, maintenance and repair of vehicle superstructures, towing equipment, workshop equipment for repair and maintenance for alternative drive concepts, fastening and bonding solutions, waste disposal and recycling, workshop safety and ergonomic workshops, workshop and dealership equipment, oils and lubricants, technical fluids, workshop concepts, industry institutions, trade publishers and training centres.



## Dealer & Workshop Management

Workshop/dealership/filling-station planning and construction, dealer, sales and service management, digital marketing, customer data management, online presence, e-commerce and mobile payment, basic and advanced training and professional development, workshop and dealership marketing, online service providers and vehicle/parts/service marts, economic regeneration, research, consulting, cluster initiatives, industry institutions, trade publishers and training centres.



## Car Wash & Care

Washing, vehicle care, vehicle preparation and detailing, water reclamation, water treatment, filling station equipment, industry institutions, trade publishers and training centres.



## Alternative Drive Systems & Fuels

Energy storage, alternative fuels, complementary products, vehicle concepts, resources, charging and tank technologies and systems, new workshop technologies, industry institutions, trade publishers and training centres.

## »»» Mobility as a Service & Autonomous Driving

Mobility services, automated driving, fleet management/leasing/corporate mobility, industry institutions, trade publishers and training centres.





## BODY & PAINT RELOADED

### NEW BRANDING FOR HALL 11

Hall 11 is the meeting point for the **Body & Paint** segment – and from 2020 it has been given its own product group. This will position exhibitors with products for bodywork repair, painting and corrosion protection even more clearly and effectively raises their profile at this busy and diverse trade fair. As an additional highlight, an international competition around the theme of **Body & Paint** will provide an emotional stage for the segment.



## POPULAR

### COLLISION TALK – THE MOST-VISITED EVENT

Collision Talk (Schadentalk) will be held in the Portalhaus right next to Hall 11. With over 1,000 participants, the 2018 event was once again by far the most popular destination at Automechanika Frankfurt. Presented by experienced trade journalists, the issues and challenges of the industry are discussed in this lively and – at times – controversial forum. And taking place at the same time, all the essential areas of vehicle repair will be explored in detail in the neighbouring Hall 11.



# The vintage car scene steps on the gas

Successful start for the Classic Cars business platform



Classic and vintage cars generate a unique passion among their many enthusiasts. And the market in these vehicles is worth billions of Euros. The wide-ranging offer in the new **Classic Cars** area was very well received by experts from Germany and abroad and will be expanded even further for Automechanika Frankfurt 2020.

From bodywork, vehicle engineering, servicing, repairs and restoration through to training, professional development and financing and insurance solutions – Automechanika is the only trade fair to present the classic cars business along the entire value chain from a B2B perspective.

COMPLETE

## TIRES & WHEELS

The **Tires & Wheels** segment is an integral part of the Automechanika Frankfurt offer. Visitors will continue to find tires and related accessories, storage and fitting technologies and management systems in Hall 12.



# Celebrating Innovations

Restructuring of Festhalle  
for greater clarity

Again in 2020, the Festhalle will be home to **Tomorrow's Service & Mobility**. Well-known manufacturers and suppliers as well as creative start-ups will be presenting their innovative solutions and products here.

In future, the broad range of themes around tomorrow's mobility will be presented in two areas – **Mobility as a**

**Service & Autonomous Driving**  
and **Alternative Drive Systems & Fuels**.

New workshop technologies remain the main focus of interest. Digital applications will form an indispensable element in the workshops of the future by simplifying diagnostics and helping to manage the increasingly complex technologies that go into vehicles.



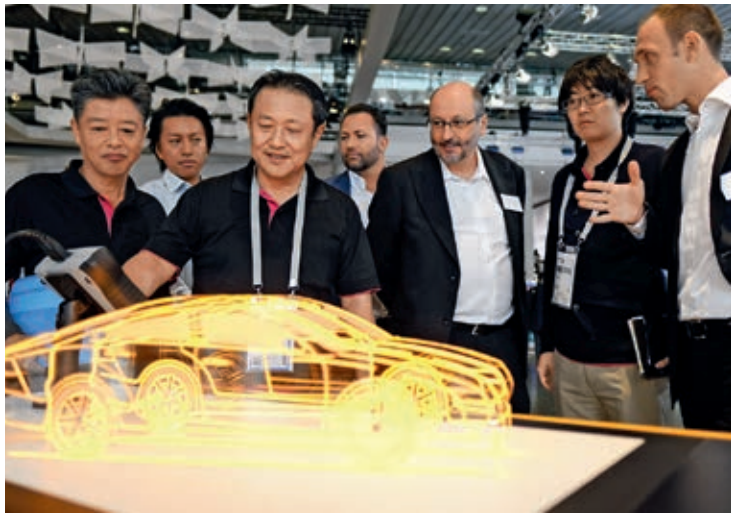
Detlef Braun  
Member of the Executive Board  
Messe Frankfurt GmbH

Celebrating Innovations

## PIONEERING

### AUTOMECHANIKA INNOVATION AWARDS

A strong attraction at the Frankfurt Festhalle is the special show around the Automechanika Innovation Awards. For more than 20 years, this internationally coveted award has been presented by an independent jury of experts, most recently in 12 separate categories. In order to do justice to the large number of outstanding entries and to raise their profile, in 2018 for the first time there were three different levels of award in each category: Nominee, Finalist and Winner.





## 17 Automechanika trade fairs worldwide

Behind the international Automechanika trade fair brand and its events are around 21,000 exhibitors, 600,000 trade visitors and 50 years of experience.

### **Automechanika Astana**

27.–29. 3. 2019, annual

### **NACE Automechanika Atlanta**

2020, annual

### **Automechanika Birmingham**

4.–6. 6. 2019, annual

### **Automechanika Buenos Aires**

4.–7. 11. 2020, biennial

### **Automechanika Jeddah**

2021, biennial

### **Automechanika Dubai**

10.–12. 6. 2019, annual

### **Automechanika Frankfurt**

8.–12. 9. 2020, biennial

### **Automechanika Ho Chi Minh City**

5.–7. 3. 2020, annual

### **Automechanika Istanbul**

4.–7. 4. 2019, annual

### **Automechanika Johannesburg**

18.–21. 9. 2019, biennial

### **Automechanika Kuala Lumpur**

2021, biennial

### **Motortec Automechanika Madrid**

2021, biennial

### **INA PAACE Automechanika Mexico City**

10.–12. 7. 2019, annual

### **MIMS Automechanika Moscow**

26.–29. 8. 2019, annual

### **ACMA Automechanika New Delhi**

2021, biennial

### **Automechanika Riyadh**

2020, biennial

### **Automechanika Shanghai**

3.–6. 12. 2019, annual

### **Automechanika in Social Media:**



## **AUTOMECHANIKA FRANKFURT FIRST CHOICE WORLDWIDE**



Most important trade fair for

# 85%

of international exhibitors

## **FUTURE-ORIENTED THEMES AS BUSINESS DRIVER**

### **Connectivity/digitisation**



Already important:



Increasing or staying the same in future:

### **Electromobility/mobility concepts**



Already important:



Increasing or staying the same in future:

### **Alternative drive systems**



Already important:



Increasing or staying the same in future:



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