

Press release

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Real and up close: Automechanika launches workshop campaign with insiders and influencers

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An industry gathering in Würzburg gave rise to the idea of an advertising campaign featuring testimonials that is targeted directly at workshops. Unique advertising motifs and video clips were created featuring professionals in the field, workshop owners who are passionate about their profession and blazing new trails, and influencers.

Preparations for Automechanika Frankfurt from 8 to 12 September 2020 are in full swing. Demand is strong – more than three-quarters of the exhibition space has already been booked, and soon, invitations for the coveted Automechanika Innovation Awards will be sent to exhibiting companies.

Since it was established in 1971, Automechanika has been the leading platform for workshop owners and employees. To reach this group directly and raise awareness of the many things the trade fair has to offer, Automechanika has launched its own campaign aimed directly at workshops. Here, experts from actual practice, workshop owners who are passionate about their profession and blazing new trails, and influencers all get to have their say. The result has been live stories and statements created right inside the workshops that have been used as advertising motifs. The motifs and clips are appearing in print media and in Automechanika Frankfurt's popular online channels.

The idea for this campaign arose at the victory celebration for the German Workshop Award in Würzburg, a competition that Automechanika has been supporting for many years now. Award-winner Bettina Schmauder from Schmauder & Rau GmbH, whose team took first place, talks about shooting the spot: "I really enjoyed taking part in the Automechanika campaign. I always relish the opportunity to talk shop with other people from the industry and find out about the latest trends, so I was more than willing to participate in the fascinating film and photo shoots."

Klaus Hagenlocher, an expert in the classic car business who is also the owner and managing director of Autohaus Hagenlocher GmbH, is another face of the campaign: "Classic cars are my passion. Anyone who is looking to enter this business needs to have the right network and the right professional information, including on the topics of restoration, repairs and maintenance. All of this is on offer at the upcoming Automechanika in Hall 12."

Messe Frankfurt Exhibition GmbH
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The films are also available on [Youtube](#).

Automechanika Frankfurt will take place from 8 to 12 September 2020.

Press information and photographic material:
www.automechanika.com/presse

Automechanika @ social media:
facebook.com/automechanika
twitter.com/automechanika
instagram.com/automechanika_official
youtube.com/messeffm

Automechanika
Internationale Leitmesse der
Automobilbranche für Ausrüstung, Teile,
Zubehör, Management & Services - The
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Frankfurt am Main,
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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 more than 2,600* employees at 30 locations, the company generates annual sales of around €733* million. We have close ties with our industry sectors and serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of the Group's key USPs is its closely knit global sales network, which extends throughout the world. Our 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. Headquartered 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

* preliminary figures 2019

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