

news +++ Automechanika  
Frankfurt am Main, 14 - 16 September 2021



## Innovative products and trends, professional development and networking – Automechanika Frankfurt prioritises personal interaction and digital networking

**Frankfurt am Main, 8 July 2021. What are the current issues and trends in the aftermarket? What are the future challenges for car repair shops, e.g. due to the fast increase in alternative drive systems? This year's Automechanika Frankfurt Digital Plus will be held in a more compact form, with a different model adapted to suit the prevailing situation, and also with a wide range of online products and services. There is a strong demand for personal interaction, as around 75 per cent of the approx. 200 exhibiting companies want to have physical stands at the exhibition. What's new is that Automechanika will take place at the same time as Hypermotion – the tradeshow of the logistics industry – at the Frankfurt Exhibition Centre. This will give the automotive sector valuable inspiration, e.g. with regard to resilient supply chains, fleet management and IoT systems.**

The aftermarket sector will finally be meeting face-to-face again at Automechanika, from 14 to 16 September 2021. Olaf Musshoff, Director of Automechanika Frankfurt, says: "I'm really pleased that our 'plug & play' offer of fully equipped stands has been so well received and that so many companies who've signed up want to meet in person again in Frankfurt. However, even those who are not coming to Frankfurt can take part in our wide-ranging complementary programme. Thanks to our new online features, we'll be providing additional options for presentation, for networking and for a wide international reach."

There has been considerable interest from other countries these days: exhibitors will be coming not only from Germany, but also from Belgium, France, the UK, the Netherlands, Italy, Spain, Portugal, Switzerland, Denmark, Finland, Poland, Hungary, the Czech Republic, Bulgaria, Croatia, Lithuania, Georgia, Ukraine, Russia, Greece, Turkey, India, the United Arab Emirates, Korea, China, Taiwan and Australia.

The following companies, among others, will be exhibiting at the Frankfurt Exhibition Centre: Schaeffler, Hunter, Liqui Moly GmbH, SATA, Mercedes-Benz Gebrauchtteile Center (Spare Parts Centre), Snap-on Equipment GmbH, Alfred Kärcher Vertriebs GmbH, Otto Christ, WashTec GmbH, AVL DiTEST GmbH, Hengst, Heinrich Eibach, ABBT Arnott, AJUSA Auto Juntas, Audatex, Adriatech d.o.o., BBT Automotive Components GmbH, AUTOonline GmbH, MAPCO Autotechnik GmbH, DINEX A/S, Glaubitz GmbH, Saxon Junkalor, Inficon, ATH Heintl, Schumacher, Auger Autotechnik, Erich Jaeger GmbH, Nissens Automotive A/S together with AVA Benelux, Inforserveis S.L., Visomax Coating, TÜV Rheinland, ZDK (Central Association of the German Motor Trade), and many others.

And here are some of the companies that will be participating entirely online: Continental with four business units, including the tyre division, ElringKlinger AG, Mahle, Mol-Lub KFT, Body Shop News, Vogel Communications Group GmbH, Robert Bosch GmbH, who are also supporting the Workshops for Car Repair Shops, and BMW AG with its Original

Spare Parts division. The latter will be exhibiting at Automechanika Frankfurt for the first time.

### **Programme highlights at Automechanika Frankfurt Digital Plus**

As an innovation showcase, training centre and test lab for car dealerships and repair shops, the Future Repair Shop 4.0 will be working with the Institute for the Automotive Industry (IfA), demonstrating tomorrow's technologies, processes and business models at the trade show. There will be eight learning stations on the customer journey with a focus on aftersales, giving visitors a hands-on experience of technological change. Motor industry professionals can gain valuable expertise and fresh inspiration for their own business in the future.

Digitisation and new technical developments are posing new challenges to car repair shops on a daily basis. To keep up with it all, it's important to engage regularly in professional development. As before, hands-on workshops will be held at the trade fair. They will take place in cooperation with well-known partners and will be directed at car repair shops, in particular. There will also be several live accident repair demonstrations, hosted by FabuCar and the Car Doctors (*Die Autodoktoren*).

In addition, the Automechanika Academy will be running a wide-ranging programme on all three days. Recent developments on the topics of Tomorrow's Service & Mobility, Electromobility, 3D Printing and Car Wash will be presented in several visionary talks, given by professionals, and will be debated in panel discussions. Anyone who runs a car repair shop will be particularly interested in *Schadentalk* (a vehicle damage chat show) as well as a range of talks and panel discussions on the day-to-day business of a car repair shop.

In times of climate change and environmental protection, the topic of a circular economy and remanufacturing is becoming increasingly relevant. The first Automechanika Remanufacturing Day will be therefore held on 15 September, in cooperation with APRA (the Automotive Parts Remanufacturers' Association). On this occasion, several professionals will be presenting the topic from various angles, with opportunities for questions.

### **Hypermotion Frankfurt at the interface of mobility and logistics**

Hypermotion Frankfurt is all about smart solutions in mobility and logistics, with numerous conferences in addition to the traditional exhibition. For example, one exciting feature for an audience from the automotive industry at Hypermotion will be the new container system of GH System GmbH. It will be presented at a special show and also in the Future Mobility Park. The new system can be used throughout the supply chain, right down to the regional and local levels. Using a small standardised container, the innovative system focuses on the end-to-end shipment of goods. RepairFix, a start-up company, is set to present a software application that smartly networks drivers, fleet managers and repair shops in dealing with damage and servicing.

### **Press information and photographic material:**

[www.automechanika.com/presse](http://www.automechanika.com/presse)

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**Background information on Messe Frankfurt**

The Messe Frankfurt Group is the world's largest trade fair, congress and event organiser with its own exhibition grounds. The Group employs approximately 2,450 people at its headquarters in Frankfurt am Main and in 29 subsidiaries around the world. The company generated annual sales of approximately €257 million in 2020 after having recorded sales of €736 million the previous year. Even in difficult times caused by the coronavirus pandemic, we are globally networked with our industry sectors. 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. We are expanding our digital expertise with new business models. 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](http://www.messefrankfurt.com)