

news +++ Automechanika Frankfurt  
Frankfurt am Main, 14. - 18. September 2021



## Automechanika launches FIA Smart Driving Challenge Subevent

**Frankfurt am Main, 15.02.2021.** The world's largest trade fair, congress and event organiser with its own exhibition grounds, Messe Frankfurt, partners with the Swedish AI and Insurtech company Greater Than, on behalf of the Fédération Internationale de l'Automobile (FIA), to launch a FIA Smart Driving Challenge subevent, a pre-exhibition activity encouraging people to drive in a smarter way.

Created by the FIA to encourage motorists to contribute to a safer and cleaner world, the FIA Smart Driving Challenge (FIA SDC), which will start its third season in April 2021, is the world's first challenge that rewards smart, safe and eco-friendly driving.

Organised around weekly challenges during the spring 2021, the subevent dedicated to exhibitors and visitors of the trade fair Automechanika Frankfurt – the world's leading trade fair for the automotive service industry – will be modelled on the global FIA SDC and will invite participants to challenge each other in smart driving (safe and eco-friendly driving) using the FIA SDC app connected to their own car via Bluetooth.

Olaf Musshoff, Show Director of Automechanika Frankfurt: "We are happy to engage in this adventure and will take the opportunity to bring all stakeholders together in one joint mission for sustainable driving and enhance positive network effects."

Greater Than uses Artificial Intelligence (AI) to evaluate driving patterns in real-time. The Enerfy AI has been trained with driving data since 2004 and identify real-time driving patterns with 99,98 % accuracy to factual risk and level of accident probability. The AI platform compares these patterns to a database with near one billion unique driving situations, based on analyses of over 130 billion kilometers of driving. Enerfy uses and analyses in depth details down to a multiple of datasets per second. Each mentioned second of the dataset creates a driving pattern that the AI evaluates in real time and translates to both risk and carbon footprint.

"To spread the message of safe and eco-friendly driving together with Messe Frankfurt, the world's largest trade fair, congress and event organizer is a fantastic opportunity to further raise awareness about road safety and sustainable driving" says Liselott Johansson, CEO Greater Than.

The registration and more information about the FIA Smart Driving Challenge subevent sponsored by Automechanika are available at [www.automechanika-frankfurt.com/smart-driving-challenge](http://www.automechanika-frankfurt.com/smart-driving-challenge).

### **Automechanika: at home worldwide**

With 15 events in 14 countries, Automechanika is the world's most successful B2B trade fair brand. The brand represents some 20,000 exhibitors and 600,000 trade visitors. The newest addition to the international trade fair brand was, when Automechanika Astana in

Kazakhstan opened its doors for the first time in March 2019. The very first Automechanika took place in Frankfurt in 1971, when it was launched as a replacement for the International Motor Show (IAA) that was cancelled that year on account of the economic crisis. More than 400 exhibitors came to the first Automechanika – a number that has continued to grow ever since. Today, more than ten times as many companies exhibit here. As the automotive industry has become increasingly globalised, Automechanika has followed suit by continually adding new venues worldwide since the 1990s. Together with some 160 partners, supporters and leading associations from the automotive aftermarket, Messe Frankfurt now organises the event in 14 countries across four continents. Every one of the 15 Automechanika trade fairs is tailored to the requirements of its region. The trade fairs are supplemented by extensive supporting programmes featuring training, networking events and special areas of emphasis, making each of them the place to be for business interactions, professional development and a comprehensive overview of the market.

### **FIA Smart Driving Challenge**

The FIA Smart Driving Challenge (SDC) is a worldwide competition that rewards smart, safe and eco-friendly driving. The challenge was created by the FIA to encourage everyday motorists to adopt smarter, cleaner and safer driving behaviour. Equipped with a smartphone app connected to a digital platform, regular motorists can participate to become the world's smartest driver by using their car.

### **The Fédération Internationale de l'Automobile (FIA)**

The Fédération Internationale de l'Automobile (FIA) is the governing body for world motorsport and the federation of the world's leading mobility organisations. Founded in 1904, with headquarters in Paris and Geneva, the FIA is a non-profit organisation. It brings together 245 Member Organisations from 146 countries on five continents. Its Member Clubs represent over 80 million road users and their families. The FIA promotes safe, sustainable and accessible mobility for all road users around the world. Further details can be found at [www.fia.com](http://www.fia.com).

### **Greater Than and Enerfy**

Greater Than is an AI and Insurtech company, providing predictive risk insights on claims frequency and cost – helping global insurance carriers with better pricing of premiums, smart customer retention and targeted customer acquisition. Based on the company's AI technology, Greater Than provides a product portfolio including Enerfy Risk Portfolio Tracker, Enerfy Loyalty and Enerfy Insurance Products, as well as additional services and apps for dynamic pricing, car sharing, fleets, leasing and driver gamification. Greater Than partners with large insurance enterprises such as Zurich, MSIG, and TRYG. Greater Than is listed on Nasdaq First North Growth Market. Learn more at [www.greaterthan.eu](http://www.greaterthan.eu).

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

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

### **Automechanika @Social Media #AMF21:**

[facebook.com/automechanika](https://facebook.com/automechanika)

[twitter.com/automechanika](https://twitter.com/automechanika)

[linkedin.com/showcase/automechanikafrankfurt](https://linkedin.com/showcase/automechanikafrankfurt)

[instagram.com/automechanika\\_official](https://instagram.com/automechanika_official)

**Contact:**

Claudia Cermak

Phone: +49 69 75 75-5255

[Claudia.Cermak@messefrankfurt.com](mailto:Claudia.Cermak@messefrankfurt.com)

Messe Frankfurt Exhibition GmbH

Ludwig-Erhard-Anlage 1

60327 Frankfurt am Main

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

[www.messefrankfurt.com](http://www.messefrankfurt.com)

**Background information on Messe Frankfurt**

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. The Messe Frankfurt Group employs around 2,500\* people in a total of 30 subsidiaries. The company generated annual sales of approximately €250\* million in 2020, following sales of €738 million in 2019. 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)

\* preliminary figures 2020