

**Welcome to the press
conference for
Automechanika Frankfurt**

8 September 2022

automechanika
FRANKFURT

**13-17 September
2022**

Agenda

Speakers:

- Detlef Braun, Member of the Executive Board of Messe Frankfurt
- Frank Schlehuber, CLEPA and Felix Mogge, Roland Berger:
Presentation of a study on trends in the European automotive industry and the impact of electromobility on workshops and the entire value chain
- Michael Johannes, Brand Manager of Automechanika
- Olaf Musshoff, Director of Automechanika Frankfurt

Moderation: Dr. Ann-Katrin Klusak, Director of Marketing Communications

Automechanika Frankfurt is back

- Figures
- Facts
- Topics

Detlef Braun, Member of the
Executive Board of Messe
Frankfurt GmbH

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Global aftermarket business returns to Frankfurt



- More than 2,800 exhibitors from approx. 70 countries
- Foreign exhibitors: 83 %
- All global and national key market players are represented (Robert Bosch GmbH, Schaeffler, ZF, Continental, Brembo, Texa, Knorr-Bremse and many more)
- Top 5: Germany, Italy, Turkey, Spain, Poland
- German exhibitors account for 30% of exhibition area
- Entire fairground occupied

Automechanika fairs have already returned worldwide



Portfolio: 13 Automechanika trade fairs in 13 countries

Biggest international B2B trade fair brand during the pandemic:

- 2020 - August 2022 – 14 Automechanika trade fairs worldwide
- In 2022 the Frankfurt fair will be followed by events in Buenos Aires, Dubai, and Shanghai
- Agenda for 2023: Trade fair cycle means there are 10 Automechanika trade fairs scheduled

Automechanika trade fairs 2022/2023

Location	Date
Automechanika Frankfurt	13.09.2022 - 17.09.2022
Automechanika Buenos Aires	11.10.2022 - 14.10.2022
Automechanika Dubai	22.11.2022 - 24.11.2022
Automechanika Shanghai	01.12.2022 - 04.12.2022
Automechanika Kuala Lumpur	16.03.2023 - 18.03.2023
Automechanika Astana	12.04.2023 - 14.04.2023
Automechanika Birmingham	06.06.2023 - 08.06.2023
Automechanika Istanbul	08.06.2023 - 11.06.2023
Automechanika Ho Chi Minh City	23.06.2023 - 25.06.2023
Automechanika Riyadh	June 2023
INA PAACE Automechanika Mexico City	12.07.2023 - 14.07.2023
Automechanika Johannesburg	05.09.2023 - 07.09.2023
Automechanika Dubai	21.11.2023 - 23.11.2023
Automechanika Shanghai	29.11.2023 - 02.12.2023

All trade fair dates and further information available online at www.automechanika.com

Automotive aftermarket: Volatile market environment poses challenges for the industry



- Geopolitical: Ukraine/Russia, China (zero-Covid policy)
- Economic: Disrupted supply chains, shortage of skilled staff, raw materials, energy costs, inflation

This is also reflected at Automechanika:

- Almost no participants from Russia, Belarus, Ukraine or China (approx. 1,700 companies)
- Top themes: Sustainability, supply chain, alternative drive systems, training, recruiting

Top theme: Sustainability



Exhibitors are investing more in sustainable, resource-efficient and climate-neutral solutions, including:

- Climate-friendly production and manufacturing processes
- Utilisation of new materials
- Electrification
- Alternative drive technologies and fuels
- Recycling and remanufacturing

Remanufacturing in the automotive aftermarket: A long-standing practice that is gaining new relevance

- Standard practice for many years: Remanufacturing automotive parts
- Increasingly important: Climate change, energy crisis, unstable supply chains and resource scarcity – the current situation is leading to an increased focus on remanufacturing.
- Remanufacturing offers significant savings compared to manufacturing new parts:
 - Material requirements reduced by nearly 90%
 - CO₂ emissions lowered by more than 70%
 - Energy consumption cut by 55%

Top theme: Training and professional development | Recruiting talent | Automotive professions

Training specialists, recruiting personnel – from workshops to top management:

Proven programmes and new initiatives

Talents4AA (NEW): An industry initiative established in 2022 that aims to inspire talented young people and professionals to enter the automotive aftermarket

JOBLINGE: The Joblinge initiative provides trainees and young people with advice and support for deciding on training and education options, and is appearing with its own stand for the first time this year.



TALENTS4AA
JOIN THE FUTURE OF MOBILITY

JOBLINGE

The future of mobility: Automechanika is a platform for all alternative drive systems

- This includes not only electricity, but also e-fuels, bioethanol, LPG, natural gas, hybrid, etc.
- New partner: Deutscher Wasserstoff- und Brennstoffzellen-Verband e.V.



New formats for Automechanika trade fairs and events worldwide

Michael Johannes,
Brand Manager of
Automechanika

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New interaction formats for networking and dialogue

- CEO Breakfast with Mika Häkkinen and Mark Gallagher on 13 September at 7:30 a.m.
- Formula One professionals draw analogies to the automotive aftermarket
- Networking leading international CEOs and their customers even before the trade fair begins



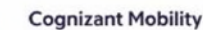
Expanded: Automechanika Innovation Awards 2022

- New categories and an international panel
- More submissions than ever before: 133 submissions from 99 companies, nearly 60% of which came from outside of Germany
- 5 submissions for the Green Award
- Trends: Digitalisation and new mobility
- Finalists have already been chosen – more information is available online
- Awards ceremony on 13 September 2022 at 5:00 p.m.



'Innovation4Mobility' showcase in Hall 3.0

- Electromobility and battery technology
- Alternative fuels: From biofuels, hydrogen and substitute fuels to synthetic fuels
- Connected cars: Operating systems, software and autonomous driving
- Presentations including:
Dennis Haardt / BASF / Lionel Vancon, Bosch –
Battery Management
- Andy Fuchs / Toyota Mobility Foundation



Future Mobility Park in the Agora outdoor exhibition area

- Test drives with the latest e-cars
- Camper van with permanent photovoltaic system on its roof
- Mobile, bioethanol-powered rapid charging station
- Various e-scooters and e-bikes available for test rides



NEW: Automechanika Supply Chain Management Day on 15 September

- Resilience: How can supply chains be made more resilient?
- Summit in Frankfurt: Decision-makers, users and providers discuss innovative solutions for supply chains and logistics in the automotive supplier industry
- Objective: Closer collaboration and the cross-industry networking of all parties



NEW: Automechanika Lovers

- Customer programme for customers of Automechanika trade fairs
- A two-year programme starting with Automechanika Frankfurt 2022
- Benefit: Greater visibility for companies at the trade fairs
(for companies participating in 3 or more trade fairs)



From 2023: Automechanika Worldwide App



- Cross-trade fair networking of all industry participants worldwide
- A compendium of the international automotive aftermarket as an app
- Push notifications for exhibitors and visitors, information on dates/deadlines, Automechanika trade fairs, etc.

Other events outside Germany



Festival of Motoring (Johannesburg):

- 105 companies exhibiting
- More than 28,900 visitors

Hypermotion Dubai taking place for 2nd time in 2023:

- Innovation platform for future mobility and logistics
- Meeting place for start-ups, tech companies, mobility pioneers and players in the field of logistics



**New formats and
themes**

Automechanika Frankfurt 2022

Olaf Mußhoff, Director of
Automechanika Frankfurt

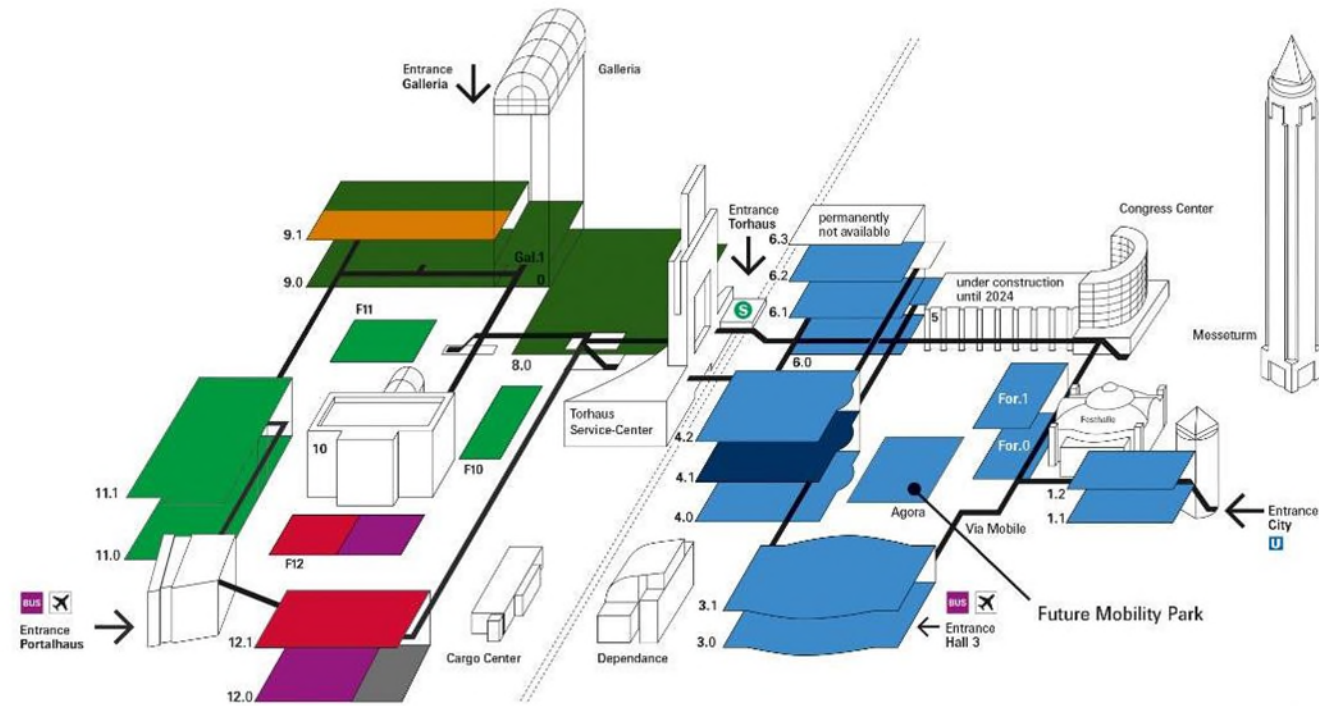
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Status April 2022
Subject to alteration

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, tires, wheels and rims

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

Car Wash & Care

Washing, vehicle care, vehicle preparation and detailing, water reclamation, water treatment, filling station equipment, 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

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

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, tire/wheel repair and disposal, storage of tires, oils and lubricants, technical fluids, workshop concepts, 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

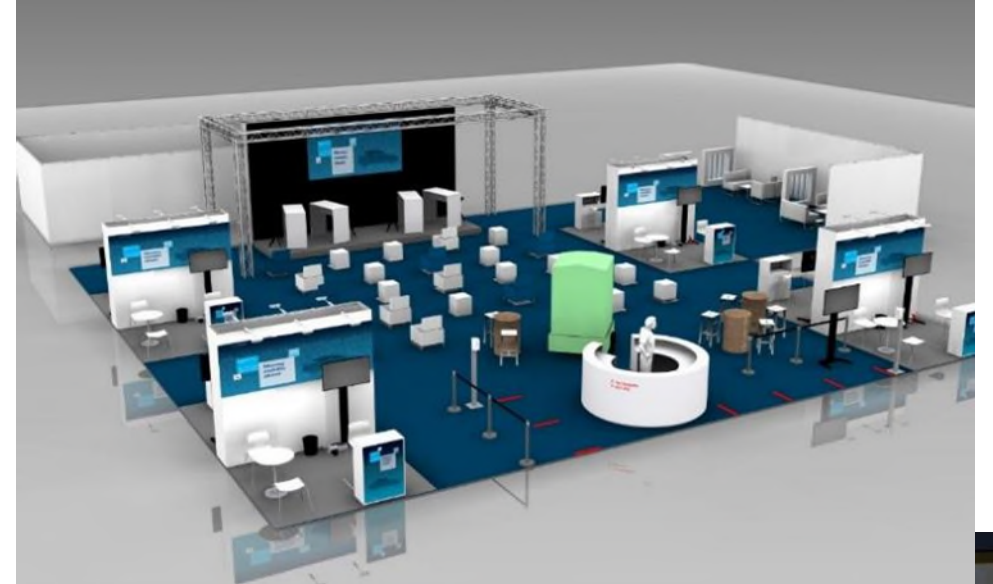
Parts & Components

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

Networking lounges

Areas of focus:

- Classic Car, Car Wash & Detailing
- E-commerce
- Innovation4Mobility
- Body & Paint
- Future Workshop 4.0



Happy hour

- For all participants – begins when the trade fair closes for the day in the outdoor exhibition area in front of Hall 11 and in the Agora outdoor exhibition area
- Daily from 6:00 p.m. to 7:00 p.m. (except for 17 September)
- For networking with other automotive professionals in a relaxed atmosphere
- With live music and influencers (e.g. Sidney Hoffmann / DMAX on 14 September)

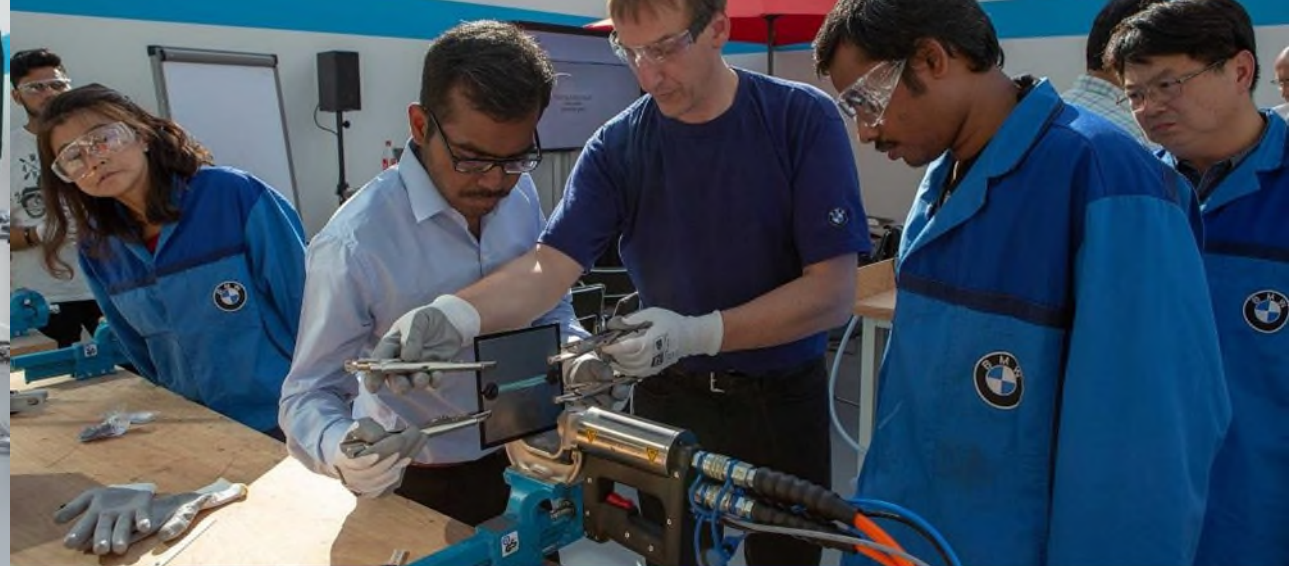


The wide world of automotive professions for the next generation

- Sneak peek at automotive careers: prominent associations offer information on training opportunities; events to take part in and things to try
- Special offers for school classes



Free workshops for automotive professionals from around the world



Academy stages

Hall 3.0 Innovation4Mobility

Hall 9.0 Future Workshop 4.0

Hall 11.1 Body & Paint

Hall 12.0 Classic Car, Car Wash, Detailing



Remanufacturing at Automechanika Frankfurt

NEW: The 'Remanufacturing Competence' logo identifies the companies at the trade fair who offer products and services in this area.



Remanufacturing Day on 14 September

- Reutilising batteries in electric cars is one of the pressing topics that will be covered when experts get together to discuss the latest developments in the field of remanufacturing
- In collaboration with the international Automotive Parts Remanufacturers Association (APRA)



International competition for more environmentally friendly driving: FIA Smart Driving Challenge sponsored by Automechanika

- More than 20,000 drivers around the globe took part
- Points were awarded for smart, safe, environmentally friendly driving
- CO₂ emissions were reduced by an average of 9%
- The winner came from France: With the help of the app, the victor was able to reduce their CO₂ emissions while driving by 33%. The winner will be honoured on 15 September



Some of the new companies at Automechanika Frankfurt



The background is a dense, repeating pattern of white line-art icons on a blue background. The icons represent various automotive and mechanical concepts, including car wheels, steering wheels, gears, wrenches, screwdrivers, car engines, and car silhouettes. The overall style is clean and technical.

Do you have any questions?

Thank you.

**We look forward to seeing you in Frankfurt again from
13 to 17 September 2022**