

New talent for the automotive aftermarket: Automechanika joins the new Talents4AA association

Frankfurt am Main, 04 04 2022. The ongoing shortage of specialists has long since reached the automotive aftermarket. Since March, the newly established 'Talents4AA' association has been working to bring new people into the industry. Now the association's newest member, Automechanika, is putting this at the top of the agenda for its next event, which is taking place from 13 to 17 September 2022.

The breadth and scope of exciting challenges and career opportunities on offer in the car parts, workshop and car dealership sectors is immense. Yet parts manufacturers, dealers and workshop owners all face the same challenge: finding skilled personnel to staff their operations. There is growing demand in the fields of digitalisation, research and development, while the importance of information technology continues to grow. This means that IT specialists are a sought-after commodity. Electrical technicians for high-voltage automotive systems are also in short supply, while the car trade needs more young professionals. That is why twelve companies got together in March and launched the initiative Talents4AA.

The founding members include major parts manufacturers and international trading groups, as well as Figiefa, the European federation of independent wholesalers and retailers of automotive replacement parts and their associated repair chains, while other members have been drawn from professional and educational organisations.

The founding members are pooling their experience and expertise to promote the automotive aftermarket and attract new specialists and managers to the field. The initiative is aimed not only at young newcomers, but also at talented individuals of all ages, backgrounds, genders and professions. Talents4AA will also be active at Automechanika Frankfurt from 13 to 17 September.

Olaf Mußhoff, Director of Automechanika Frankfurt: "The automotive aftermarket offers a wealth of innovative technologies such as electrification, digitalisation and connectivity, yet many school-leavers and graduates are barely aware of the fascinating topics and perspectives that companies in the automotive aftermarket – including major, prestigious, innovative and international players – can offer them. That is why we are delighted to be supporting the Talents4AA initiative. It also nicely complements the broad-based training and professional development programme and recruiting presence for which our trade fair has long been known."

This year will once again feature practical workshops on the topic of accident repair management at the event in Frankfurt in both English and German. There is also a special programme aimed at schools that allows pupils and graduates to get a first look at various training professions on location at the trade fair. Young professionals who have just completed their training can take advantage of this international industry meeting place to talk directly to potential employers and explore their career opportunities.

More about the initiative Talents4AA at talents4aa.com

Press information and photographic material:

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Background information on Messe Frankfurt

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* Preliminary figures for 2021