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FRANKFURT

Automechanika Innovation Awards: Pioneering products given even bigger role with new concept

Frankfurt am Main, 01.03.2022. Full speed ahead for the automotive aftermarket: in September 2022 Automechanika Frankfurt will be honouring pioneering products and solutions with a new concept for the Automechanika Innovation Awards. Companies have until the end of April 2022 to enter their products in the competition. Nominees, finalists and winners can look forward to lots of media attention.

Be it electromobility, mobility services, autonomous driving or intelligent software for workshops and car dealerships, manufacturers and suppliers in the automotive aftermarket have a wealth of new products and innovations on tap for the upcoming Automechanika Frankfurt. Products that are particularly notable are honoured with the coveted Innovation Awards. The 2022 event also features a new awards concept. Olaf Mußhoff, Director of Automechanika Frankfurt, explained: "In times of radical change, innovations are more important than ever. That is why we will be doing even more this year to highlight the products and solutions that are submitted – not only during the trade fair itself, but also in the run-up to the event. We have also adapted the categories in keeping with the latest developments in the automotive aftermarket."

New categories

Digitalisation, networking, sustainability, electromobility and other alternative fuels are megatrends that have long since arrived in the automotive aftermarket. Innovative products and solutions can be expected not only in electromobility and other alternative drive systems, but also in the area of data and connectivity – including for commercial vehicles.

That is why the new 'Innovation4Mobility' showcase will be making its debut alongside the Innovation Awards. Here, industry, science and start-ups present their solutions for networked vehicles and climate-neutral mobility in tech talks, networking sessions and product showcases, including with the award-winning submissions from the Automechanika Innovation Awards.

This year's exhibitors can submit their innovations in nine categories: E-Mobility, Data & Connectivity, Workshop & Service Solutions, Parts & Technology Solutions, Body & Paint, Car Wash & Care, Accessories & Customizing, Commercial Vehicles, and Motorcycle.

International panel of experts

The submitted products are examined and evaluated by an independent panel of experts. This year's panel has been expanded to include international aftermarket experts, including representatives from the industry, retail and associations such as AAAA, IBIS,

MEMA, RMI etc. Submissions for the Automechanika Innovation Awards will be accepted until 30 April 2022. Further details on the application are available online at innovation-award.automechanika.com.

Products will be evaluated according to the following criteria: degree of innovation, excellence of the solution, functionality, user-friendliness, user benefit, cost effectiveness, relevance to the aftermarket, safety, durability, and quality – as well as contributions to climate protection, environmental protection, resource conservation and sustainability.

Awards ceremony

The exclusive awards ceremony will be held on the first day of the trade fair, 13 September 2022, at 5:00 p.m.

Shining a spotlight on innovations

To generate even more publicity for the innovations submitted, this year's award will be conferred in three classes for each category: 'Nominee' for those products and solutions nominated for an award, 'Finalist' for second- to fifth-place finishers in each category, and 'Winner' for the top product in each category. The finalists and winners of the Innovation Awards will be showcased for the media, with the winners and their innovations being suitably honoured at the awards ceremony.



Spotlight on Innovations: Award ceremony Automechanika Innovation Awards 2018

The next Automechanika will take place from 13 to 17 September 2022 in Frankfurt.

Press information and photographic material:

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Background information on Messe Frankfurt

The Messe Frankfurt Group is one of the world's leading trade fair, congress and event organisers with their own exhibition grounds. With a workforce of 2,200 people at its headquarters in Frankfurt am Main and in 28 subsidiaries, it organises events around the world. As in the previous year, annual sales for 2021 were significantly lower owing to the COVID-19 pandemic: approximately €154 million compared with Group sales as high as €736 million in pre-pandemic 2019. We serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. Sustainable business practices are a central pillar in our corporate strategy and strike a healthy balance between ecological and economic interests, social responsibility and diversity. Another of Messe Frankfurt's strengths is its powerful and closely knit global sales network, which covers around 180 countries in all regions of 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 using our digital expertise to develop new business models. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services.

With its headquarters 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