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## PRESS RELEASE

### The automotive aftermarket is back on schedule

- *Automechanika Frankfurt will take place from 10 to 14 September 2024*
- *Autopromotec will be held in Bologna from 21 to 24 May 2025*
- *From 16 to 18 November 2023, Autopromotec is organising a brand new event in Bologna focusing on the energy transition – save the date!*

In order to get an accurate picture of market sentiment, organisers took advantage of the last Autopromotec to commission an independent survey of exhibitors aimed in particular at identifying their preferences for scheduling the sectors' international events.

The survey revealed that, once the pandemic is over, exhibitors would prefer that the two most important international trade fairs for the automotive aftermarket – Autopromotec and Automechanika – return to their traditional schedule: Autopromotec in odd-numbered years and Automechanika in even-numbered years.

Representatives of these two events agreed that it was important to satisfy the market's requirements here, and as a consequence, Automechanika Frankfurt will take place on 10-14 September 2024, while the 30<sup>th</sup> Autopromotec will take place on 21-24 May 2025 in the Bologna fair district, restoring the events' alternation that had been interrupted by the pandemic.

In addition, Autopromotec is creating a new event, to be held on 16-18 November 2023. The event, which is still in the design phase, is devoted to manufacturers, component suppliers, dealers and buyers and focuses on the challenges facing the entire mobility industry, from the energy transition and sustainability to new business models. We will reveal more as the event approaches. We invite you to save the date today.

Renzo Servadei, Autopromotec CEO: *“A positive attitude towards competitiveness includes an awareness that markets need to be healthy and motivated. By restoring the balance between these events, we will avoid additional stress for companies that have already been put to the test. At the same time, we are making it possible for*

*them to participate in both of our trade shows, creating considerable positive energy for everyone involved.”*

Michael Johannes, Vice President of Messe Frankfurt and Brand Manager Automechanika, added: *“We are delighted to announce that we have achieved a common understanding with all involved parties, e.g. customers, partners, associations and media. Numerous personal conversations with our international network helped to pave the way over the past few months. This will help everyone in the automotive aftermarket to optimise their planning.”*

### **ABOUT AUTOPROMOTEC:**

Autopromotec is an international exhibition for automotive equipment and aftermarket products that takes place every two years at the Bologna Exhibition Centre. Founded in 1965, the event is organised by Promotec, a services company owned by AIRP – Associazione Italiana Ricostruttori Pneumatici (Italian Tyre Retreaders Association) and AICA – Associazione Italiana Costruttori Autoattrezzature (Italian Automotive Equipment Manufacturers Association). The event features a unique combination of specialisation, professionalism and quality that makes it a true meeting place for manufacturers and users. The trade show – which includes over 580 product categories covering all sub-sectors of the aftermarket – takes the form of a selection of specialised fairs, where visitors can easily plan personalised itineraries based on their professional interests. Through intensive promotional activities supported both at an institutional level and by trade associations, Autopromotec has already taken place 29 times as it continues to grow and expand its international reach.

### **ABOUT AUTOMECHANIKA:**

With 13 events around the globe, Automechanika is the world’s most successful B2B trade fair brand. In 2022, a total of nine Automechanika trade fairs will be held worldwide. The trade fair was first held in Frankfurt in 1971. Since the 1990s, new locations around the world have been added continuously. Automechanika is now represented in 13 cities: In addition to Frankfurt, these are Birmingham, Buenos Aires, Dubai, Ho Chi Minh City, Istanbul, Johannesburg, Kuala Lumpur, Mexico City, New Delhi, Nur-Sultan, Riyadh and Shanghai. Worldwide, the events are supported by around 130 partners and leading automotive aftermarket associations.

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