

Words from

Detlef Braun

Member of the Board of Management

on the occasion of the press conference for Automechanika 2024

on 9. September 2024

The spoken word is valid

On behalf of Messe Frankfurt, welcome to the last set-up day of Automechanika Frankfurt.

The most important news for us - and for you: Automechanika is back on track...We are on course!

Around 4,200 exhibitors will be showcasing their innovations from the entire aftermarket over the next five days

And we expect participants from all over the world - at the last Automechanika in 2022 they came from over 170 countries!

Automechanika is taking place at the right time:

In times of transformation, which poses major challenges for many companies, it is all the more important to exchange ideas and stay on the ball - and not just in the digital space, but more than ever in person.

From tomorrow, you can experience the largest supporting programme ever in the more than 50-year history of Automechanika, which reflects all important industry trends and developments.

Anyone with questions will find answers at Automechanika: Several stages will deal with topics such as:

Repairing electric vehicles, the use of AI in car dealerships and workshops, cyber security, alternative drive technologies, 3D printing, circular economy, young talent and recruiting in the automotive industry, e-commerce and new business models in the classic car business.

All in all, we offer over 400 events: lectures, workshops, talks, live demonstrations, events, challenges and much more. The entire value chain of a gigantic industry in upheaval, broken down into practical applications in all automotive professions - that is unique in the world.

As I said at the beginning: personal encounters and dialogue, even outside of formal meetings, are more highly valued than ever. This is reflected by all industry

players and trade fair participants - we have adapted the concept of the trade fair accordingly, or rather, we have focussed even more consistently on this:

We are offering new networking opportunities, greater eventisation and emotionalisation - with Happy Hour, Friday Afterwork Party in Hall 11, Influencer, CEO Breakfast with football refereeing legend Dr Collina, challenges and games and networking lounges.

And many opportunities for further training - in lectures, practical workshops, live demonstrations and much more. Automotive professionals around the world use Automechanika for practical training.

And to take a look into the near future: The Automechanika programm reflects the global trends in the automotive aftermarket - compact, comprehensive and practical:

The topic of sustainability in all its facets is becoming increasingly important.

Services and repairs for electric vehicles are expanding.

Overall, new technologies are being introduced along the entire value chain, resulting in a great deal of adaptation and new processes for all industry players.

A look at the latest market figures on the international aftermarket from our Global Knowledge Partner Frost & Sullivan shows

The average age of vehicles is increasing worldwide; in Germany it was 10.3 years in 2023

This is having a positive effect on the independent workshop market: This year, sales in the spare parts sector alone will grow by 7% - to EUR 415 billion

A total volume of EUR 631 billion is expected for 2030

And how this path will be shaped and what course will be set for it will become apparent over the next five days here in Frankfurt at Automechanika