

Innovator summit in Frankfurt: Automechanika shows the way forward for the mobility transition

Frankfurt am Main, 14 September 2024. Automechanika Frankfurt showed once again in 2024 why it is the leading international trade fair for the automotive industry. 4,200 companies from 80 countries presented their very latest products and innovative solutions for retail, workshops and industry. Over an area of 320,000 square metres and 26 hall levels, trade visitors from 172 countries were able to discover pioneering technologies and even try some of them out in the outdoor exhibition area. This year's trends were electrification, vehicle connectivity, driver assistance systems and digitalisation.

The expanded supporting programme was a hit, with 108,000 visitors from 172 countries taking advantage of this chance to find out what matters in the industry today.

Detlef Braun, Member of the Executive Board of Messe Frankfurt: "Even in the midst of the digital transformation, the industry once again demonstrated its wealth of innovation, providing countless highlights over the course of the five-day event. Together with our exhibitors, we were able to find the right players to present the most important topics – including alternative drive systems, sustainability and the use of AI and robotics in the automotive aftermarket – on the stages and in the exhibition halls. We are also delighted by growing demand from both German and international visitors."

Huge interest in this year's areas of focus

A total of five stages played host to discussions of trends and developments in various industry sectors. In the Future Mobility Park and the corresponding expert forum Innovation4Mobility, visitors had the opportunity to experience vehicles with alternative drive systems up close – including electric, hydrogen and hybrid – and even to get behind the wheel themselves. There were also new event formats, like an exciting rally, for even more highlights. 94 percent of trade visitors – 70 percent of whom came from abroad – were happy with the event, both with what the trade fair had to offer and the achievement of their goals.

Michael Johannes, Vice President Mobility & Logistics, Messe Frankfurt: "Never before has Automechanika in Frankfurt had a supporting programme and range of events like this. Our roster of presentations and practical workshops covered a wide range of topics, including bodywork and paintwork, electric vehicles, commercial vehicles, caravan repair, 3D printing, detailing and much else besides. These were very well received by the professionals, and students and pupils took advantage of the opportunities on offer to find out for themselves what some of the automotive trades and professions are like. One of this year's new additions was a programme and area devoted especially to Generation Z. We wanted to draw their attention to the professional opportunities that are available in the fascinating world of the automotive industry – and we were very successful."

The slogan of this year's Automechanika was 'Driving Transformation', and this was evident throughout the trade fair: in forward-looking presentations on key topics like the digital transformation, sustainable mobility and artificial intelligence, in practical training workshops, in our 'Workshop of the future' special showcase and in lively panel discussions – because never before were so many innovative technologies presented as in 2024.

Sustainable technologies, products and solutions were a particular focus of this year's Automechanika. The stage in the new Sustainability Court in Hall 5.0 hosted numerous presentations on remanufacturing and on strategies for the circular economy.

This year also marked the debut of 'Ambition', a special area for Gen Z located in Hall 3.1 with brief and captivating presentations, panel discussions and live acts designed to interest young people in the automotive trades. This was done due to the well-known shortage of skilled staff in the automotive industry. New concepts are needed to attract the next generation.

Statements about the show:

automechanika.com/statements

Press releases:

automechanika.com/press

Pictures:

automechanika.com/pictures

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Sustainability at Messe Frankfurt

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