

# THE ART OF VINTAGE LIVING



GET INVOLVED  
NOW AND BECOME  
A PARTNER!



NEW: SPECIAL SHOW FOR THE  
**CLASSIC CAR COMMUNITY**  
IN THE PORTALHAUS

messe frankfurt

# POWERED BY AUTOMECHANIKA FRANKFURT

## **Showcasing automotive legends – the world's leading automotive aftermarket trade fair**

Automechanika Frankfurt drives innovation, tracks trends and acts as an intercultural exchange for the automotive industry.

4,132 exhibitors from 76 countries, 107,676 visitors from 172 countries – the world meets in Frankfurt every two years.

It's the ideal place to ignite interest in classic cars, with a novel event for a new target group:

## **The art of vintage living**





Ready for a stylish journey through time?

# THE ART OF VINTAGE LIVING

Automechanika Frankfurt  
8.–12.9.2026  
Portalhaus

There are many good reasons to attend ...



# CHROME, CHARM AND GREAT STATISTICS

## Welcome to the billion-dollar market for classic cars

The German market for older and modern classic vehicles is the world's second-largest after the United States. Since 2010, the number of classic cars registered here has risen from 190,000 to over 700,000.

Some 3,500 garages and dealerships in Germany specialise in classic vehicles, employing around 9,500 people. A further 3,000 firms deal in components.

Hotels, restaurants and catering also benefit from the 4,000 related events each year.

**Turnover in this sector amounts to 16 billion euros annually.**



# DRIVE CLASSIC CARS, ENJOY THE LIFESTYLE

## Everything a classic car enthusiast needs

Classic professionals, vintage car fans and workshop owners with a professional interest all meet at Automechanika Frankfurt to network, share ideas and be inspired.

No other trade fair creates such an emotional connection throughout the value chain.

We aim to utilise this potential and win over additional target groups in the form of exhibitors, partners, visitors and media. Our new appeal:

**business-to-human**





# DRIVING CULTURE SET IN SCENE

## The universe surrounding classic cars

Older and more modern classic cars sit at the heart of our layout.

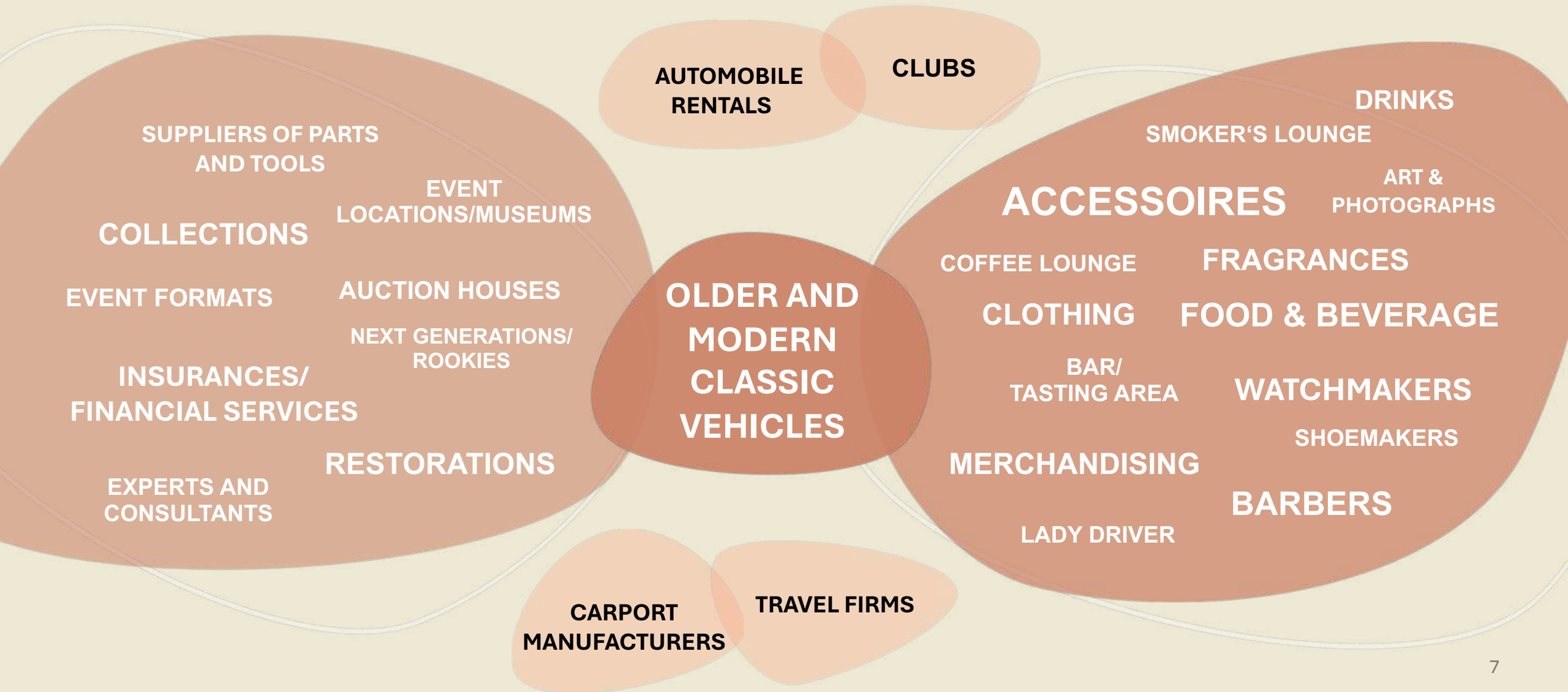
This ensures visitors are immersed in the world of classic car fandom and experience everything that's likely to excite them.

From restorers to a wide range of accessories and even food and drink typical for this scene (for example barista coffee or traditional barbers) – it's all designed to give visitors that special feeling:

**timeless elegance with attention to detail.**



# MORE THAN ENGINEERING – LOVING LIFE

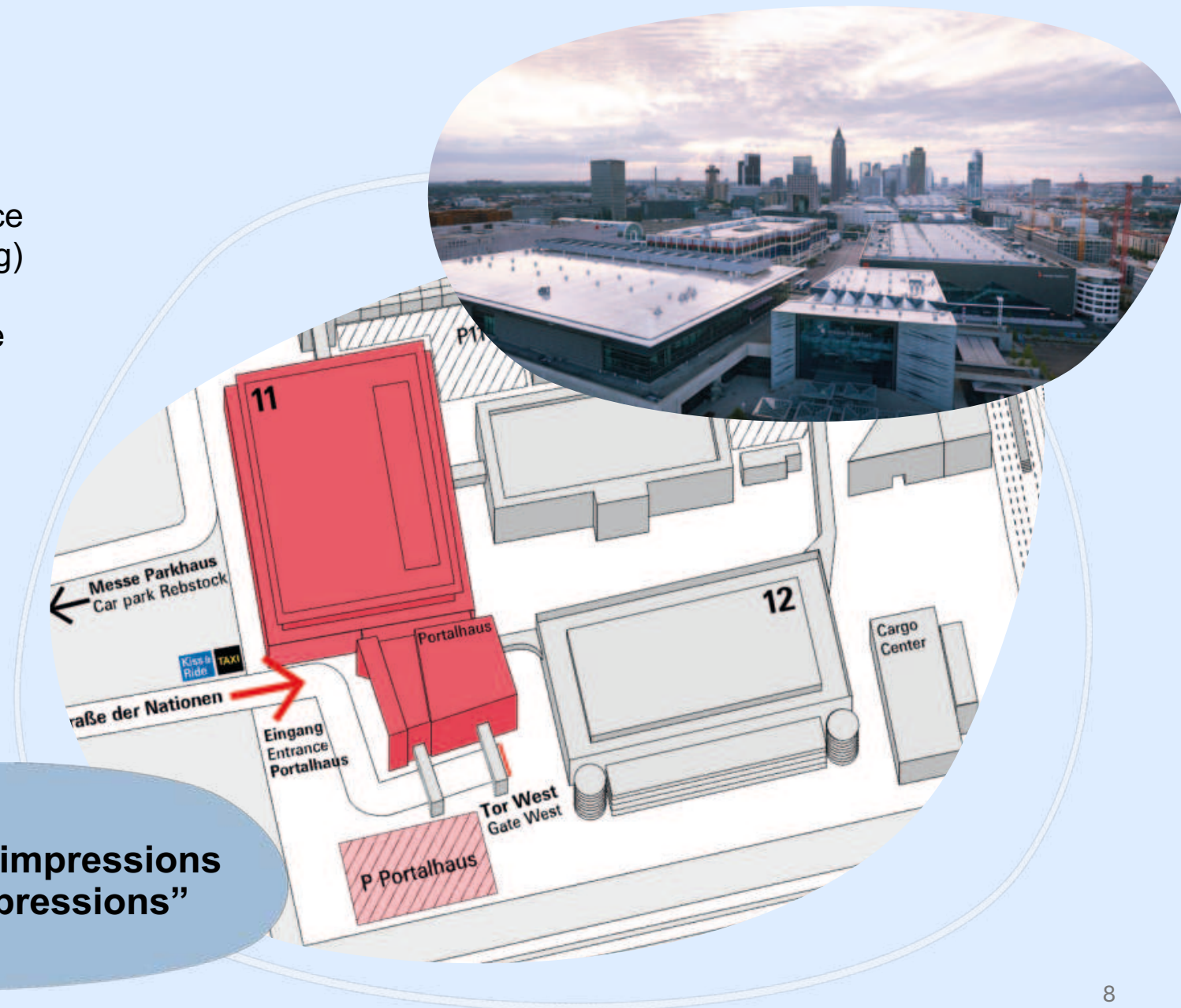




# A SPECIAL LOCATION

- Ideally located at the main Portalhaus entrance (with approx. 30,000 people coming and going)
- Immediate visibility and direct contact with the event areas
- A central meeting point with several connections via moving walkways.
- On two levels – compact, multi-level location with compelling architecture

**“First and last impressions are major impressions”**





# A SPECIAL LOCATION

- Efficient use of space, with satellite and standalone displays
- Prominent areas of branding on balustrades and wooden constructions
- Café bar as a focus for themed side events



# LET'S LOOK AT THE STAND DESIGN

- Compelling, modern and flexible modular system
- A uniform design gives each themed 'world' maximum visibility
- The standardised 'ONE-BOX-design' provides transparency, airiness and a high degree of customisation
- Consistent value and a lively atmosphere instead of stand-alone solutions





# LET'S LOOK AT THE STAND DESIGN

- High-quality, attention-grabbing staging of several vehicles on pedestals
- Side events that reference older and modern classic vehicles dotted throughout the trade fair



# THE BENEFITS OF 'ALL-IN-ONE' STAND SOLUTIONS

- High visibility
- Open, transparent stand designs
- Cost-effective and transparent
- Customisable
- Partially built-in lighting concept
- Flexible, variable stand solutions





# HIGHLIGHTS OF THE CLASSIC CAR CONCEPT

## **Older and modern classic vehicles**

Showcasing valuable and special vehicles, restoration firms, auction houses, consultants and many more.

## **Food, drinks & more**

A coffee lounge, barista bar, tapas, smokers' lounge, bar & tasting area, barber shop – culinary and cultural highlights spanning two levels.

## **Accessories**

Familiar sector-adjacent accessories including watches, fashion and more, items for lady drivers and fragrances as well as art and photography.

## **Outdoor area**

Additional spaces allow many different live activity formats relating to motorsports, pit stops, rally driving, live classic car auctions and live music on stage.

# WE ALSO DRIVE TRAFFIC WITH

- Broadcasting: Live restoration and company profiles
- Events: An evening event featuring the competition 'Der goldene Klassiker' by AUTO BILD KLASSIK
- Prize draws by the relevant print, digital and radio media – includes the option to raffle off a modern classic car on site
- Introducing the main rally event organisers for 2027
- Classic car transfers through the fair for VIPs
- A shuttle service using classic racing cars, modern and older classic vehicles
- Pit stop
- An extra court featuring retro cars, concept and e-vintage cars





# ONE TARGET GROUP, MANY SUBGROUPS

## **Target group I: Automechanika insiders**

Automechanika exhibitors and visitors with a connection to and real interest in modern and older classic vehicles.

## **Target group II: Potential enthusiasts**

People with a passion for and either direct or indirect involvement with modern and older classic cars, who haven't taken part in Automechanika before.

## **Target group III: Multipliers**

Trade, lifestyle and digital media relating to mobility, technology, culture or classic-car-community themes.

## **Target group IV: Spontaneous prospects**

People who discover the event format by chance and are inspired by it.

# WE REACH THIS TARGET GROUP THROUGH

- Trade media
- Lifestyle media
- Digital media
- On-site communications





# PARTNER AND SPONSORSHIP PACKAGES

Early bird offer:  
book by Sep 5, 2025  
to secure a 7,5%  
discount!

## PLATINUM PREMIUM PARTNER

**50,000 EUR**

- XL stand size
- Advertising presence
- Logo presence on the special area / Portalhaus level 1
- PR & advertising
- Special activities by individual arrangement
- Trade fair radio

## GOLD PARTNER

**40,000 EUR**

- XL stand size
- PR & advertising
- Logo presence on the special area / Portalhaus level 1
- Trade fair radio

# PARTNER AND SPONSORSHIP PACKAGES

Early bird offer:  
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to secure a 7,5%  
discount!

**25,000 EUR**

## **SILVER**

- L stand size
- Branding on the special area
- PR & advertising

**15,000 EUR**

## **BRONZE**

- M stand size
- PR & advertising

**3,500 – 7,500  
EUR**

## **OUT OF THE BOX | S**

- Streaming from company premises e.g. live restoration and corporate presentations
- Shown throughout the area on relevant screens / the main stage
- Packaged by the minute (broadcast time)

# AUTOMECHANIKA FRANKFURT

## MEDIA VALUE

Newsletter subscribers



**90.000**



Average open  
rate newsletter

**37,9 %**

App downloads



**17.500**

Media clippings

**7.700**



Follower  
social media



**51.000**



Press contacts

**3.235**



Reach Facebook  
& Instagram

**30 Mio.**

Average engagement  
rate LinkedIn



**8,06 %**

Page impressions



**4.500.000**



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**CONTACT:**  
OLAF MUSSHOFF  
DIRECTOR AUTOMECHANIKA FRANKFURT  
TELEPHONE +49 69 75 75-52 25  
[OLAF.MUSSHOFF@MESSEFRANKFURT.COM](mailto:OLAF.MUSSHOFF@MESSEFRANKFURT.COM)

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START YOUR  
ENGINES!

