



**automechanika**  
FRANKFURT

8. – 12. 9. 2026  
FRANKFURT/MAIN

**Where ideas  
explode**

## **Press conference**

Olaf Musshoff,  
Director Automechanika  
Frankfurt

messe frankfurt

# Agenda

- I. **Messe Frankfurt:  
Facts & figures**
- II. **Automechanika Frankfurt 2026:  
Facts & figures 2024  
New formats  
Highlights  
Education, Training & Recruiting**
- III. **Automechanika worldwide:  
New shows  
Outlook 2026  
Automechanika Ecosystem**

# Messe Frankfurt



# Messe Frankfurt: A global player in the trade fair sector



- One of the most successful Global Players in its sector
- Some 150 trade fairs, congresses and events worldwide “Made by Messe Frankfurt”
- Linked through an extensive international network of subsidiaries, branch offices and international sales partners

## **Figures of 2025 (preliminary):**

- Turnover: more than EUR 766 million
- 346 events with around 4.9 million visitors in total



# Messe Frankfurt worldwide

Serving its customers in around 180 countries



# Automechanika Frankfurt



# The world meets in Frankfurt

It's more international than  
any other trade fair.

**4,132**

exhibitors from 76 countries

**107,676**

visitors from 172 countries

## International profile

67 % of trade visitors came  
from outside Germany.

**67%**

## Satisfaction

94% of trade visitors were  
satisfied overall with the fair.

**94%**



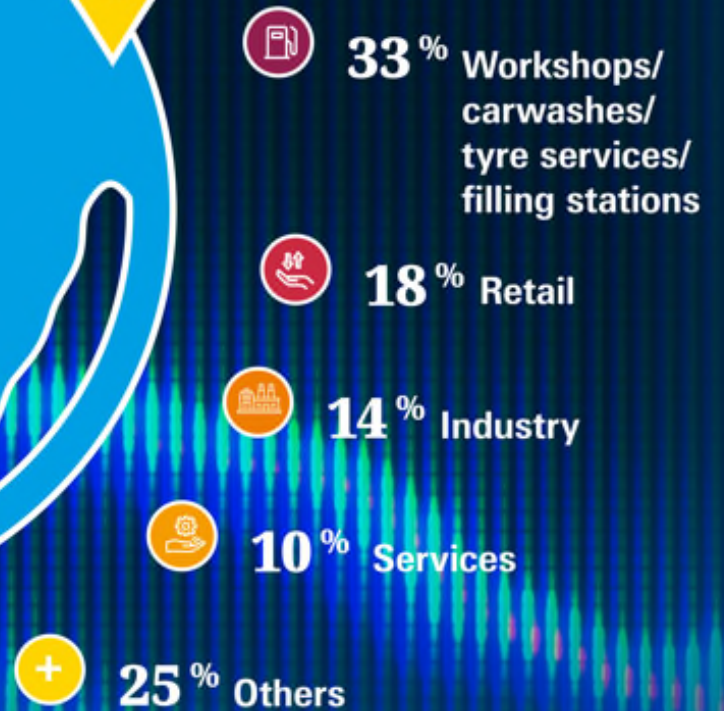
## Decision-making

Trade visitor occupational status at a glance.



## Business sectors

Trade visitor fields of activity at a glance.





The background of the slide is a dark blue field with a central, vertical, glowing stream of energy or light in shades of orange, yellow, and blue. This stream is flanked by several stylized, dark blue car silhouettes, some of which are partially obscured by the central energy stream. The overall aesthetic is futuristic and high-tech.

# **Automechanika Frankfurt 2026**

~4,500 Exhibitors from over 80 countries

## **Key topics:**

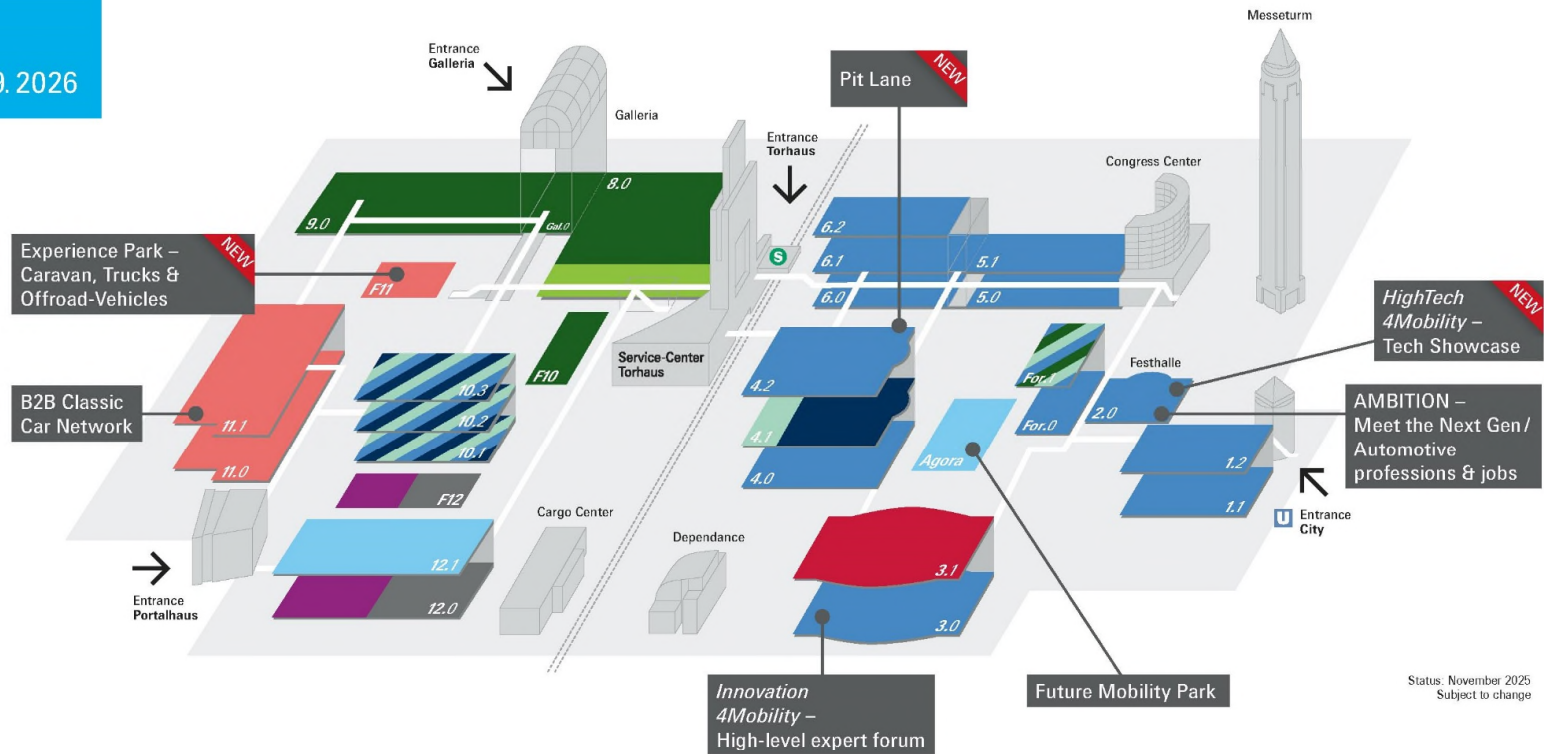
- Innovation
- Sustainability
- Transformation
- Education, Training & Recruiting
- Interactive events & Networking

## **Additional special topics:**

- Classic Cars
- Motorsport

**automechanika**  
FRANKFURT

8. – 12. 9. 2026




Status: November 2025  
Subject to change

 **Parts & Components**


 **Electrics & Electronics**

 **Connectivity & Autonomous Driving**

 **Body & Paint**

 **Car Wash, Care & Detailing**

 **Oils, Lubricants & Fuels**

 **Accessories, Wheels & Customizing**

 **Wheels Management & Tire Service**

 **Diagnostics & Repair**

# New formats

1



# HighTech4Mobility: How Tech is Driving the Future of Mobility

- New area in hall 2 (Festhalle)
- **Key topics:**
  - Software defined Vehicle
  - ADAS
  - Data management
  - Cybersecurity
  - In-Vehicle-Entertainment
- Practical Use Cases
- Networking Lounge





## Motorsport - under the arcades of hall 4

- 200-metre pit lane with a 100% motorsport feeling
- Live action with big names and racing cars, mechanics, engine sounds, exciting challenges and exclusive insights





# Experience Park

- THE Hotspot on the west side in front of hall 9 and 11
- Shows monster trucks, caravans, Unimog course, rollover simulator and much more





# New Classic Network

- Connects the automotive aftermarket with classic car sector
- Lecture programme about trends & developments in the classic business
- Presentation of the 'Golden Classic' award by AUTO BILD KLASSIK on 8 September
- Classic Car lounge in hall 11.1
- Daily happy hour



## New cooperation with VDIK

(Association of International Motor Vehicle Manufacturers)



- International manufacturers will present themselves
- Focus on challenges in aftersales from the perspectives of:
  - Manufacturers
  - Branded services
  - Large retail groups
- “Automotive Aftersales Award” ceremony on 8 September in hall 2 (AMBITION area)



## VDIK: Road to Automechanika

- **A series of events** featuring prominent speakers, panelists, and media partners.
- **Three events** in January, May, and June 2026 in Berlin and Frankfurt.

### Topics:

- Connected cars
- Aftermarket strategies of new market players
- Business perspectives of automobile manufacturers and automotive services
- Fleet services
- Accident and claims management



# Highlights

2



# Innovation4Mobility

## Concept

- Platform for innovative technologies in hall 3.0
- With key players of the industry, trade, science and politics
- Networking-Lounge

## Main topics

- Alternative fuels, E-mobility, connectivity, AI, digital transformation
- Programme with expert talks & discussions



# Automechanika Innovation Awards

- Awards ceremony on 8 September 2026 in hall 2 (Festhalle)
- International jury of 16 renowned experts

## Categories:

- Sustainable Drive Solutions
- Data, Connectivity & Cybersecurity
- Smart Workshop & Service Solutions
- Advanced Parts & Vehicle Technologies
- Body & Paint
- Car Care, Cleaning & Detailing
- Smart Accessories & Lifestyle
- Commercial Vehicle & Fleet Innovation
- AI Solutions & Digitalisation
- Circular Economy & Remanufacturing





# CEO Breakfast

- On the morning of 8 September 2026
- CEO Talk and a Keynote from the VIP guest
- Exclusive opportunity to network and exchange ideas among the international key players in the industry
- Location: Forum, Level 1, Panorama





# Future Mobility Park

- Motto: Experience. Utilize. Connect.
- Outdoor test and experience course, located at outdoor area ,Agora‘
- Invites to discover and test-drive innovative and sustainable solutions for future mobility
- Attracts new visitor groups





# Daily Happy Hour

- Tuesday – Friday from 5 - 7 p.m.
- Saturday: 1 - 3 p.m. („Workshop Day“)
- Central location: outdoor area ‚Agora‘
- Live Music every evening
- Free drinks & snacks





## More events to come such as..



Detailing



Friday Afterwork Party



Future Mobility Workshop



Remanufacturing Day



Collision Talk



EMMA Car Sound Final



**Talents,  
Education &  
Training**

**3**

# Automechanika Academy

## Lectures & discussions on 5 stages:

- HighTech4Mobility (hall 2)
- Innovation4Mobility (hall 3.0)
- Diagnostics & Repair (hall 8.0)
- Body & Paint (hall 11.1)
- Car Wash, Care & Detailing, Oils, Lubricants & Fuels (hall 12.0)





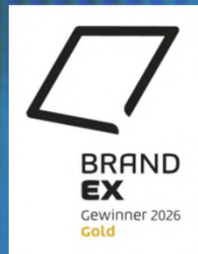
# Trainings for Workshop Professionals





# AMBITION for Gen Z & Alpha

- Initiative to attract young talent for the automotive aftermarket
- Higher visibility: new location in hall 2 (Festhalle)
- Technological impulses, career opportunities and entertainment
- Focus on education & training in cooperation with industry partners and associations
- Programme with talks, trainings, music, games, e-sports, influencers etc.



# Automechanika brand





## New Automechanika shows



- Automechanika Jakarta  
24. - 27. September 2026
- Automechanika Baku  
3. - 5. March 2027



# Automechanika

## Growth in the ASEAN region

Automechanika Jakarta  
24 – 27 September 2026  
Venue: NICE

HO CHI MINH CITY

Automechanika  
Ho Chi Minh City

KUALA LUMPUR

Automechanika  
Kuala Lumpur

JAKARTA

New:  
Automechanika  
Jakarta



# Automechanika Expansion in Middle East

ISTANBUL

**Automechanika  
Istanbul**  
*production / export*

RIYADH

**Automechanika  
Riyadh**  
*growth opportunity /  
production*

DUBAI

**Automechanika  
Dubai**  
*import / export*



# Automechanika Growth in Central Asia and Caucasus

Automechanika Baku  
3 – 5 March 2027  
Venue: Baku Expo Center

ASTANA

**Automechanika  
Astana**

TASHKENT

**Automechanika  
Tashkent**

BAKU

**New:  
Automechanika  
Baku**





TASHKENT DUBAI  
BIRMINGHAM KUALA LUMPUR  
ASTANA FRANKFURT RIYADH  
MEXICO CITY BUENOS AIRES HO CHI MINH CITY  
ISTANBUL NEW DELHI SHANGHAI  
BAKU JOHANNESBURG JAKARTA

**16 trade fairs worldwide with 690,000 visitors and 23,000 exhibitors**



# Automechanika Brand Schedule 2026

Postponed to 2027

Riyadh

Kuala Lumpur  
14-16

UK Garage & Bodyshop  
Event  
3-4

Buenos Aires  
8-11

Istanbul  
19-21

Astana  
10-12

Frankfurt  
8-12

Tashkent  
21-23

New Delhi  
5-7

AMR  
13-15

CAPAS  
21-23

Ho Chi Minh City  
18-20

Mexico City  
8-10

AAG  
19-21

Jakarta  
24-27

Johannesburg  
27-29

Dubai  
10-12

Shanghai  
2-5

Jan

Feb

Mar

Apr

May

Jun

July

Aug

Sep

Oct

Nov

Dez



# Automechanika Ecosystem

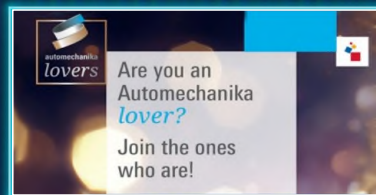
International Communication & Innovation Platform for the Automotive Aftermarket



**ExpertTalks**  
Energy4Mobility



**Community Building**  
Brand channels: Social Media, Web, App



**Automechanika Lovers**  
Reward program



**Conferences worldwide**  
e.g. E-Mobility India Forum



**16 Shows worldwide**



**Automechanika Academy**



**Be Visible**  
Partner packages & Branding



**Content Hub**  
Gateway to the automotive industry



**Automechanika Club**  
*work in progress*



**E-Learning**  
*work in progress*



**Merchandising**  
Take a piece of Automechanika home with you



# Do you have any questions?

Thank you.

Digital press kit:  
[automechanika.com/press-kit](https://automechanika.com/press-kit)

