



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%



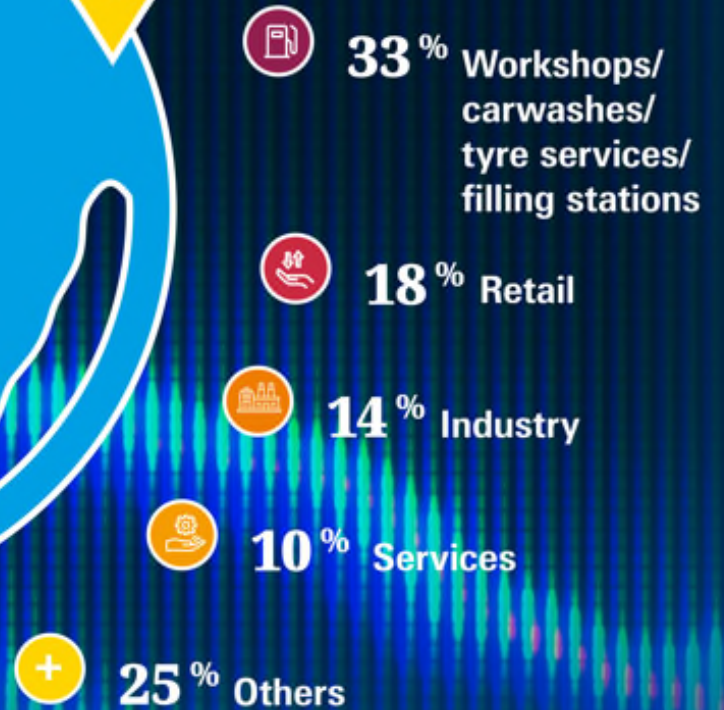
Decision-making

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:

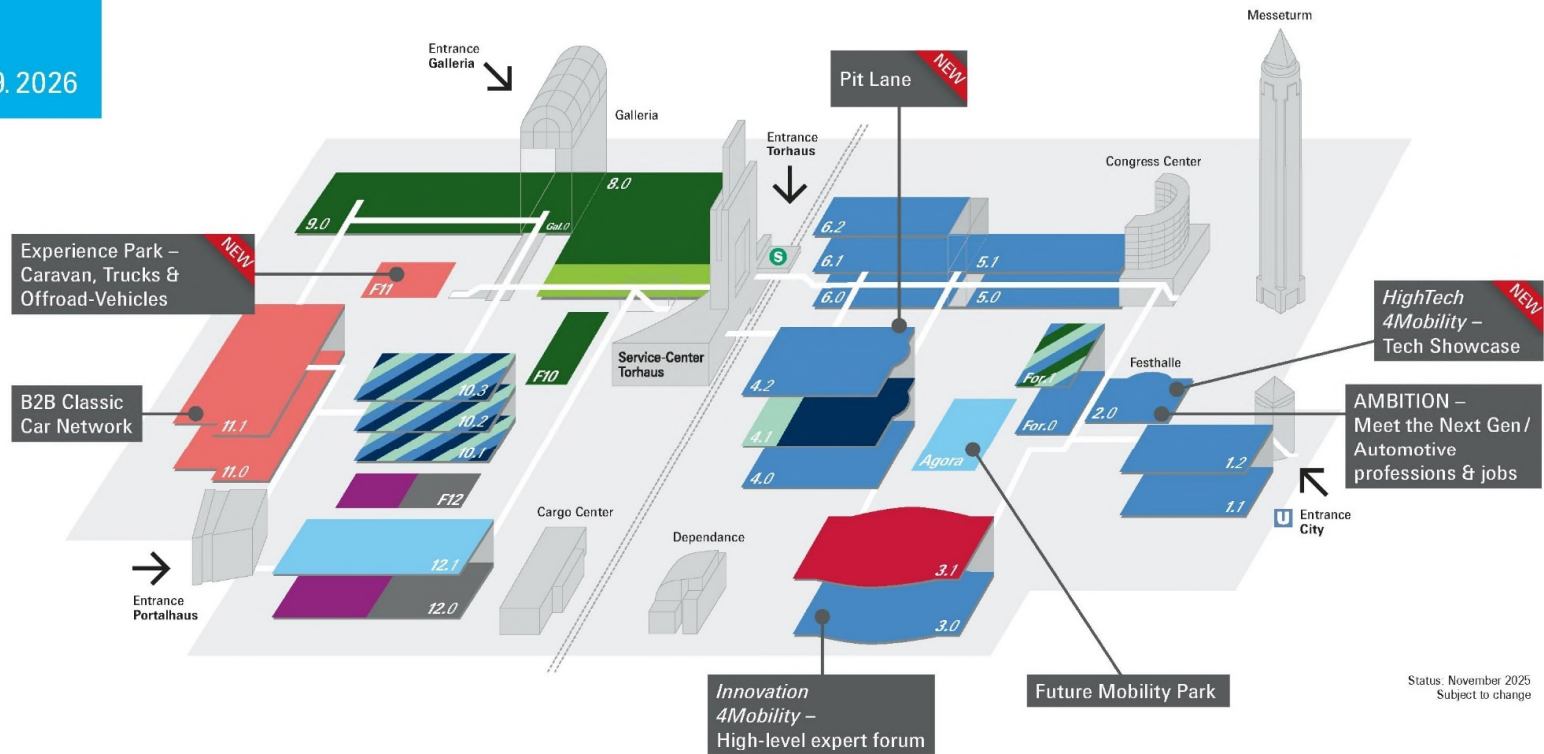
- Innovation
- Sustainability
- Transformation
- Education, Training & Recruiting
- Interactive events & Networking

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)

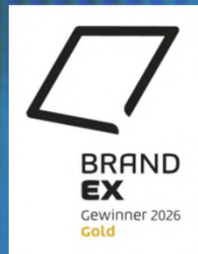


Trainings for Workshop Professionals



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

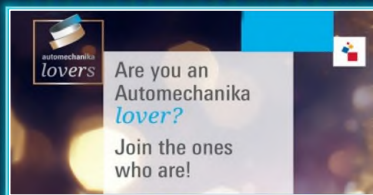
International Communication & Innovation Platform for the Automotive Aftermarket



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

