

news +++ Automechanika Frankfurt  
8 to 12 September 2026, Frankfurt am Main



## Automechanika Frankfurt features new formats focusing on future trends, networking and the promotion of up-and-coming talent

**Frankfurt am Main, 29 April 2026. Major trends like AI, e-mobility, digitalisation, sustainability and new mobility concepts are creating challenges for the automotive industry. Developments linked to connected cars and software defined vehicle are also setting the agenda for the automotive aftermarket. That is why this year's Automechanika Frankfurt – from 8 to 12 September – features many networking opportunities for key market participants and new players alike. As the world's leading trade fair for the automotive service industry, Automechanika puts the spotlight on new technologies and services for industry, workshops and retailers.**

This year's event is marked by a new partnership between the Association of International Motor Vehicle Manufacturers (VDIK) and Automechanika Frankfurt. The goal: to join forces to further strengthen the branded aftermarket and address the issues that will define the future. Michael Johannes, Vice President Mobility & Logistics: "Vehicle data are playing a growing role in business models for the aftersales sector. Assistance systems, car safety and car entertainment are particular areas of growth. On the customer side, there has been a noticeable uptick in interest in maintenance and service management. As an international platform for the automotive service industry, Automechanika is the ideal platform for workshops, industry and retailers to do business and share expertise." VDIK is organising a new dialogue and event series called 'Road to Automechanika' in the months leading up to the trade fair that addresses the most pressing issues in the aftersales industry. Following the kick-off event on 28 January in Berlin, another event took place on 24 March in Frankfurt, and a third event is planned for 24 June in Berlin.

Software defined vehicle is another new area of focus at the trade fair and will occupy a prominent position in the Festhalle. Olaf Mußhoff, Director of Automechanika Frankfurt, explained: "The new HighTech4Mobility forum will be spotlighting questions like: How far has the development of software defined vehicle technologies progressed? What strategies have been conceived for effective lifecycle management? And what is the state of play regarding advanced driver assistance systems (ADAS), autonomous driving, data management, cybersecurity and in-car entertainment? Software firms, OEMs, Tier One suppliers and industry experts have all been invited to discuss the strategies, innovations and new business models that matter for the aftermarket."

The supporting programme also includes two new action-packed event formats taking place on the outdoor exhibition grounds that offer pure emotion. The 200-metre-long Automechanika pitlane beneath the arcades of Hall 4 is set to become the new meeting

place for motor sport fans. Here, visitors can look forward to lots of live action with major figures from the world of motor sports, their race cars and the roar of their engines – not to mention exciting challenges and exclusive insights. People looking for an off-road feeling will be making their way to the new 'Experience Park' outside Halls 9 and 11, where plans call for XXL vehicles such as monster trucks, a Unimog course and other attractions like a vehicle rollover simulator. Visitors can look forward to test drives with e-vehicles and other alternative drive vehicles at the 'Future Mobility Park' in the Agora.

Also the range of classic and collectible cars is being expanded this year, as the trade fair organisers joined with FIVA (Fédération Internationale des Véhicules Anciens), the leading international association for classic cars, and the companies Bosch, DAT, Eucon and ROWE to launch the Classic Alliance. Their objective is to network classic car experts from all sectors and demonstrate the opportunities on offer in this segment for workshops and retailers in particular. Live restorations of an extraordinary vehicle, captivating talks on the Hall 11.1 stage in the Classic Car area, and wide-ranging opportunities for in-person interaction all feature in the programme. There will also be a Happy Hour held every afternoon. One of the highlights: the presentation of the "Golden Classic" (Goldener Klassiker) award by AUTO BILD KLASSIK on the evening of 8 September 2026.

AMBITION – a new event format at Automechanika Frankfurt devoted to Gen Z and Gen Alpha – has already pocketed two awards. With its guiding motto philosophy "What's up next?", the event offers everything from career opportunities and technological inspiration to pure entertainment. Interactive stands, workshops and live talks give pupils, trainees and students practical and relevant insights into the wide range of professions in the industry and the issues that will define it in future. Wolfgang Weyand, Director of Automechanika Special Events, explained: "This marks the second time we have implemented this format. And this time it is bigger, with a higher profile and a powerful network of partners that includes the Eintracht Frankfurt football team, Myle, Schrauberblog and the Stiftung Polytechnische Gesellschaft Frankfurt am Main foundation, not to mention all the leading vocational associations. With our move into the Festhalle for the 2026 event we are kicking off a brand-new stage of our development."

This year Automechanika events are taking place at 13 locations worldwide, including its very first show in Indonesia from 24 to 27 September 2026. Indonesia is currently the largest automotive market in Southeast Asia. With a population of 280 million, a strong production base and its focus on exports, the country represents a very promising market with outstanding growth potential. According to analysts' projections, the Indonesian aftermarket should double in size over the next ten years, growing from USD 29 billion to USD 64 billion.

**Note for journalists:**

News, trends and further expert knowledge can be found online all year round on our content hub "Gateway to Automotive" at [automotive.messefrankfurt.com](https://www.automotive.messefrankfurt.com).

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