

New Automechanika road show: Software-defined vehicles and their impact on the automotive aftermarket

Mobility is increasingly being shaped by software, and that is bringing about massive changes for the entire automotive industry and workshop and services sector. The organisers of the Automechanika trade fair brand are joining forces with their partners at HEY/PIONEER to invite decision-makers from the fields of tech and mobility and start-ups to share ideas in the run-up to the next flagship fair in Frankfurt. The road show will be making stops in Las Vegas, Berlin and Lisbon.

In keeping with the theme – “**How Tech is Driving the Future of Mobility**” – experts and start-ups from the automotive and tech industries got together on 4 September 2025 as part of IFA Berlin. The event, which was moderated by Hans Hamer, CEO of the HEY/PIONEER mobility platform, saw participants discussing the ways in which artificial intelligence, software developments and digital services are reshaping the industry. As Hamer put it: “The HEY/PIONEER Reception showed how software-defined vehicles, automated mobility solutions and new digital business models are already rewriting the rules of the automotive industry. It is already clear which innovations are establishing themselves in the marketplace and which issues will be decided in future.” The host Olaf Mußhoff, Director of Automechanika Frankfurt, was also delighted by the discussions: “In-depth dialogue with tech entrepreneurs and start-ups delivers decisive momentum for the continued development of our Automechanika trade fairs around the globe. The automotive aftermarket has the potential to play a pioneering role in the technological transformation – and that is precisely what we are aiming for here with our road show.”

With its panel of high-calibre speakers, the networking event was a real highlight. Wencke Schmidt (Director Automotive, Manufacturing & German Mittelstand for Google Cloud) supplied insights into the role of cloud technologies in the automotive industry: “The transition to software-defined vehicles requires companies to rethink everything. We are supporting this transformation with Google Cloud because it is a comprehensive platform that not only accelerates vehicle development and improves the customer experience, but also facilitates the optimisation of sales and aftersales operations.”

He was followed by Tobias Liebelt (CEO of Benteler Mobility), who addressed international partnerships and technological challenges, emphasising that: “Our experience has shown that autonomous driving can only succeed when numerous components work together. That is why we are not building a single vehicle, but rather an entire mobility ecosystem – by working together with partners who help to design the infrastructure, operation and financing.”

The discussion was concluded by Roy Uhlmann (CEO & Co-Founder of Motor AI), who presented new AI approaches for autonomous driving. He underscored the importance of

dialogue: “I love how this Reception succeeds in bringing together such a wide range of perspectives. Open dialogue is essential if we wish to achieve a shared understanding of transparency, accountability and applicable European standards for autonomous driving. In my opinion, this is the only way that we can continue to drive forward the greatest innovation the automotive industry has seen in recent decades.” Olaf Mußhoff brought the panel discussion to a close with a sneak peek at a new event format that will be taking place as part of the next Automechanika Frankfurt from 8 to 12 September 2026.

New format for Automechanika Frankfurt 2026: “HighTech4Mobility”

In this new format, everything revolves around software-defined vehicles, advanced driver assistance systems, autonomous driving, in-car-entertainment, cybersecurity and energy management. The event hosts discussions of key trends for the future. The goal is to offer tech companies at Automechanika Frankfurt a presentation platform to facilitate the creation of international networks and the sharing of ideas between the aftermarket and software firms. Here, there is a particular focus on the far-reaching changes that software-defined vehicles and new technologies are bringing to the aftermarket. Workshops offer a good example: while these changes force them to develop entirely new competencies, over-the-air updates are also opening up brand new opportunities for services. HighTech4Mobility addresses these developments and offers a stage for the tech cases of the future.

Information for journalists:

Find out more about our road show at [How Technology is Redefining Mobility – PIONEER Reception in Berlin](#)

Press information and photographic material:

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