

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

automechanika
FRANKFURT

Automechanika Frankfurt with more exhibitors, future trends and new formats

Frankfurt am Main, 18 June 2026. From 8 to 12 September 2026, Automechanika Frankfurt will once again be the international meeting place for the global automotive industry. More than 4,400 exhibitors from over 80 countries will be presenting innovations for the entire automotive aftermarket and showing how AI, electromobility, digitalisation and autonomous driving are changing the industry. The event offers new formats and opportunities that will spur global networking even after the trade fair – connections that are more important than ever with the ongoing transformation.

Detlef Braun, Member of the Executive Board of Messe Frankfurt, put it this way: “The Automechanika Frankfurt success story is continuing: despite difficult economic conditions we have registered a five percent increase in the number of exhibitors. We are expecting anywhere from 4,400 to 4,500 exhibitors from over 80 countries at the fair this September, and the exhibition grounds are sold out with some 300,000 square metres of exhibition space booked. In a time of ongoing geopolitical crises, we have succeeded in strengthening resilience and market presence with the Automechanika brand.”

Despite the challenging economic environment, the global automotive aftermarket continues to grow. According to the latest forecast from Frost & Sullivan, the industry is set to grow by 5.8 percent worldwide in 2026. This growth is being driven in particular by the longer service lives of vehicles and the growing importance of the independent spare parts market, as well as new opportunities arising thanks to electromobility, digitalisation and the use of artificial intelligence. At the same time, geopolitical uncertainty and volatile supply chains are posing new challenges. Automechanika Frankfurt 2026 brings the leading players from industry, workshops and retail together and showcases the solutions and business models currently on offer in the automotive aftermarket.

Michael Johannes, Vice President Mobility & Logistics: “Automechanika Frankfurt 2026 features content that directly addresses the future trends that matter today. The focus is on innovation, transformation, sustainability, training and professional development, and recruiting. Another goal is to do more to promote networking between the various players and facilitate new partnerships. That is why we have expanded the event by adding even more networking formats, as well as new opportunities for companies to take part and give presentations.”

Our new HighTech4Mobility forum is concerned with developments in the field of software-defined vehicles, autonomous driving and digital services. On 10 September, Google Cloud and the Boston Consulting Group will be taking part in an event entitled “How AI Can Unlock Value in the Aftermarket”. Here, they will discuss how artificial

intelligence can be used to leverage new value creation opportunities in the aftermarket. Also on the same day, Tobias Liebelt, CEO Benteler Mobility, will be sharing fascinating insights into the latest developments in the fields of robotics and autonomous driving.

How is AI changing claims settlement? What are the impacts of market consolidation, a shortage of skilled staff, and rising investment costs on the accident repair business? “Schadentalk: Road to the future – Who will come out on top in the accident repair business?” will be supplying answers on 11 September at 2:30 p.m. in Hall 11.1. At the Automechanika Academy, representatives of insurers, claims managers, paint manufacturers, associations and technology providers will be discussing the future of automotive claims management, sustainable repair concepts, and the opportunities and challenges of automation and robotics for body and paint shops.

“Training and professional development is important to the entire sector, and this is not going to change. That is why we are organising not only a series of free certified workshops, but also an extensive and wide-ranging stage programme in five exhibition halls focusing on the latest trends and developments. And this year, for the first time, we will be making all of this freely available online even after the trade fair has ended,” explained Olaf Mußhoff, Director Automechanika Frankfurt. Workshop content ranges from damage assessment and calculations, measurements and special repair techniques to surface treatments, paintwork, ADAS diagnostics and alternative drive systems.

Another highlight: the Automechanika Innovation Awards, where products are honoured in ten different categories at an awards ceremony on 8 September. 185 submissions were received – a new record that underscores the diversity and innovative strength of the industry. The award-winning products will be showcased in a special exhibition during the trade fair.

The branded aftermarket once again has a strong presence at this year’s fair. In Hall 8, BMW is presenting aftersales solutions for the entire damage and service chain, including with remanufacturing. The manufacturer will also have select exhibits from BMW Motorsport and the BMW Art Car Collection on show in the Galeria. Stellantis is introducing itself to the workshop sector as a multi-brand mobility provider, displaying a range of products for the entire vehicle lifecycle. There is even a new partnership between Automechanika and the Association of International Motor Vehicle Manufacturers (VDIK): on 8 September in the Festhalle, the very first “Automotive Aftersales Award” will be given for the best and most innovative service in the branded aftersales sector in six different categories. A total of 29 national and international brands are participating in the competition, with the winners to be chosen in a three-stage process: a vote by readers of AUTO BILD, the IfA MarkenMonitor (a dealer satisfaction survey conducted by the Institute for the Automotive Industry (IfA)), and a panel of experts. There are also various specialist forums planned: on 8 September, experts will be engaged in discussions at the “Branded Aftersales Forum”, while the topic on 10 September will be future models for effective fleet services. On 11 September there will be a high-powered expert forum talking about claims management.

At the Agora, the “centre court” of the eastern part of the Frankfurt exhibition grounds, the “Future Mobility Park” will be offering a glimpse of what tomorrow’s mobility may look like in practice. This is where visitors can try out new solutions in person. Wolfgang Weyand, Head of Special Events, summed up this year’s supporting programme like this: “Automechanika has become far more than a conventional trade fair – it is a place for

experiences. With the Future Mobility Park, the first Automechanika Pitlane and the Experience Park, we enable our visitors to experience innovations up close in an open-air setting. Visitors can look forward to live action with key figures from the scene, the roar of engines, exciting challenges, exclusive insights and a pit lane of some 200 metres in length.”

Now the organisers are starting a new chapter with the Automechanika Club: an international community for people in the automotive industry that is active all year round. Brand Manager Michael Johannes: “We want to supplement our 16 Automechanika fairs with additional offerings that allow people to experience our trade fair brand. The newly established club offers its members attractive benefits that include discounts on a range of brands and partners, additional benefits at automotive events, and access to special club events. At Automechanika Frankfurt 2026, club members can look forward among other things to free admission to the trade fair, privileged access through special “fast lane” entrances, and other exclusive offers and services for their trade fair visit. People can already register free of charge online at automechanika-club.messefrankfurt.com. Club members will enjoy all the benefits of a premium membership free of charge through the end of 2027.

The 10th German Polishing Championships Powered by Würth is coming to Automechanika Frankfurt. On 12 September the vehicle care and detailing scene will be gathering in Hall 12 to show off their skills to a live audience – and to answer the question: Who can perform a repair that is perfect in every way? At this event, which will be moderated by TV journalist and moderator Tommy Scheel, everyone will have a chance to sit back and be amazed while cheering on their favourites.

For fans of car audio and infotainment systems, the German finals of the European Mobile Media Association (EMMA) are certain to be a real highlight. Taking place on 12 September on the outdoor exhibition grounds outside of Hall 12, some 80 high-end audio-enhanced classic and collectible cars of all ages will be competing here in the final round of the German championships for the right to reach the European finals. Visitors can experience the competing vehicles up close and in person, conduct sound checks and chat with the vehicles’ constructors. The event will also be supplying valuable insights into the growing business that is car audio and infotainment, highlighting opportunities for the modernisation and improvement of vehicles from every era.

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.

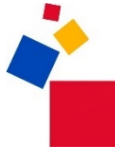
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Your contact:

Dr. Ann-Katrin Klusak

Phone: +49 69 75 75-5621

ann-katrin.klusak@messefrankfurt.com

Messe Frankfurt Exhibition GmbH

Ludwig-Erhard-Anlage 1

60327 Frankfurt am Main

Germany

www.messefrankfurt.com

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