

news +++ Automechanika Frankfurt
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Automechanika 'Lovers': International customer programme achieves impressive interim results

Frankfurt am Main, 10.09.2026 Over 2,500 companies now hold Blue, Silver or Gold status as exhibitors within the Automechanika family of trade fairs. 51 of them are currently attending Automechanika in Frankfurt as 'Gold Lovers'. They were personally honoured for their loyalty today at a reception held at the exhibition centre. The programme will enter its next phase in the coming year.

Michael Johannes, Vice President Mobility & Logistics and Brand Manager at Automechanika, honoured the Gold-status exhibitors at a reception and presented the guests with personalised awards. This was followed by an outlook on the next programme cycle for 2026–2028 and the associated benefits. The networking session that followed provided an opportunity for one-to-one discussions with the international Automechanika team and other Gold-status exhibitors. "Those who exhibit at multiple Automechanika events worldwide are making a conscious choice time and again in favour of our offering and our network. This demonstrates a connection to the Automechanika brand that goes far beyond a single trade fair appearance. With this programme, we want to reward precisely this commitment and express our special thanks to our 'Gold Lovers'," says Michael Johannes.

Blue, Silver and Gold in the global Automechanika network

The Automechanika 'Lovers' programme is aimed at exhibitors at all Automechanika trade fairs worldwide and was launched in September 2022 as a pilot project. There are now 1,860 'Blue', 567 'Silver', as well as 166 'Gold Lovers'. At Automechanika Frankfurt 2026 alone, 636 'Lovers' will be exhibiting. Depending on their status, they benefit from various marketing and other services before, during and after the trade fair. These include visibility across all Automechanika channels, as well as discounts on branding and sponsorship packages. As a global customer programme, it aims to build long-term loyalty to the Automechanika brand amongst exhibitors across various trade fair venues. "Many of our customers value our brand promise and are seizing the opportunity to tap into new regional markets. With the 'Lovers' programme, we can support internationally active exhibitors across borders and maintain regular dialogue with them. To the best of our knowledge, there is no directly comparable exhibitor programme structured in this way across an international trade fair brand network," says Sarah Lindsey, Director of Business Development at Messe Frankfurt.

With the new cycle, the customer programme is being further expanded. In future, the range of services and benefits across all three membership tiers is set to go beyond traditional offers relating to trade fair participation and provide 'Lovers' with tangible added value in their day-to-day business as well. As a result, the programme is increasingly evolving into a year-round offering for Automechanika customers.

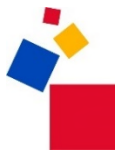
You can find what 'Gold Lovers' have to say about the Automechanika brand here:
[Automechanika Lovers](#)

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