

news +++ Automechanika Frankfurt
8 - 12 September, Frankfurt am Main



Automechanika Frankfurt sees high level of demand and establishes the Classic Alliance

Frankfurt am Main, 16 October 2025. Automechanika's new business network is the first targeted effort to link the automotive aftermarket with the classic car sector. The aim is to pool the classic expertise of exhibitors and to show the opportunities offered by this segment, particularly for workshop and trade. Automechanika's initiative is being supported by the leading international association for classic cars, FIVA, and by its partners Bosch, DAT (Deutsche Automobil Treuhand), Eucon and ROWE.

Despite the difficult conditions prevailing in the automotive industry, many companies have already demonstrated their trust in the importance of Automechanika Frankfurt. Olaf Mußhoff, Director Automechanika Frankfurt, explains: "Never before have so many companies confirmed that they will be taking part in next year's event at such an early date. The response rate has been extremely high for every one of the show's product groups."

For the body and paint sector specifically, this means that 80% of Hall 11 is already fully booked one year before the trade fair. The list of exhibitors includes 3M, Axalta Coating Systems, SATA, BASF Coatings, Vosschemie, Wolf Anlagentechnik, Sehon Lackieranlagen, KAPCI Coatings, Mirka, Anest Iwata, Cartec Autotechnik Fuchs, Würth, and many more.

With their new B2B Classic Car Network, the organisers are working to network the automotive aftermarket with the classic car sector. Classic and collectible cars and supercars represent a market worth billions – a key goal of this initiative is to bring clarity to this fragmented sector. Members of the new network will receive industry insights and exclusive invitations to classic and collectible car events, while also enjoying the opportunity to discover new business models and make new contacts in the worlds of industry, retail, workshops and services. Free registration is now open online at automechanika.com/classic-network.

During the trade fair from 8 to 12 September 2026, the community will be gathering in Hall 11 for a daily happy hour where they can network and share ideas. There will also be a captivating supporting programme organised by Jürgen Book, a classic car aficionado and paintwork expert with more than 45 years of experience in the automotive industry. One highlight will be the presentation of the 'Golden Classic' award by Auto BILD Klassik on the evening of 8 September 2026.

Michael Johannes, Brand Manager Automechanika, believes these plans hold tremendous potential: "Bringing together leading players from industry, workshops and retail to address topics throughout the automotive value chain is part Automechanika's DNA. This is also true for our network concept for the classic car business. We would like to invite everyone to register today for next year's Automechanika Frankfurt supporting programme. In the next step, we will be expanding this initiative abroad."

The organisers have taken this step in response to growing global interest in classic cars and associated challenges such as spare parts supply, the retention and transfer of expertise (increasingly important as many experienced specialists retire), and a distinct lack of specialised training formats. For many workshops, classic cars have been little more than a sideshow to date, yet they offer numerous automotive businesses a lucrative additional source of income – in restoration, maintenance, spare parts supply and specialised services for classic vehicles. The network specifically strengthens the visibility and networking of professionals in this sector while helping them to network. This includes not only industry companies exhibiting at the event, but also international associations and institutions, as well as trade visitors with business ties in the classic car business.

Automechanika Frankfurt's organisers will be getting support from their new strategic partner FIVA (Fédération Internationale des Véhicules Anciens), the international association for classic cars. FIVA represents clubs in more than 70 countries with over two million members and has one of the largest international networks in the world of classic cars.

Statements of the new Classic Alliance

Tiddo Bresters, President of FIVA: "Our strategic partnership with Automechanika, a global player in the B2B automotive supply exhibition industry, demonstrates confidence in the growth potential of the historic vehicle business and the opportunities it also offers young people for a career in this market."

Michael Mack, Director of Bosch Classic: "Bosch Mobility Aftermarket has had a strong presence at Automechanika for many years now. We are delighted to be adding Bosch Classic's portfolio of products and services to the mix in 2026 and relish the opportunity to present these to a broad international audience. Automechanika Frankfurt's B2B Classic Car Network promises to make a valuable contribution to the classic car community in future."

Osvaldo Celani, Managing Director of Eucon: "The dynamics of the classic car market are presenting the industry with new challenges. Factors such as increasing technical complexity, growing market diversity and higher expectations among stakeholders mean that classic cars can no longer be viewed merely as a hobby, but rather as a professional business area. Reliable data and strong partnerships are crucial in this regard. With our data service for classic cars, we at Eucon are increasing transparency and efficiency in this segment – an important contribution to sustainable growth and the future viability of the classic car industry."

Raphael Dammann, DAT Head of Sales Strategy: "DAT has been an integral part of the automotive industry since 1931. We help our experts, workshops and dealers with data and values that help keep our automotive heritage moving throughout the vehicle lifecycle. We welcome the additional opportunity that the Automechanika B2B Classic Car Network

gives us to come into contact with highly specialised providers."

Stefan Wermter, CEO of ROWE Mineralölwerk GmbH: "Our participation in the B2B Classic Car Network is a clear commitment to our involvement in the field of classic and modern classic cars. Historic vehicles exude pure fascination, but also require particularly intensive care from their owners to protect them and maintain their value. The interests and needs of the classic car scene are as diverse and exciting as our high-quality full range of products. Our product solutions thrive on the exchange with connoisseurs. With the classic oils in our vintage product range, ROWE already offers a wide selection that meets the special requirements of young and oldtimers. The coming together of the automotive aftermarket with professionals from the scene offers enormous potential for establishing contacts, expanding our portfolio in a targeted manner and thus contributing to ensuring that enthusiasts can enjoy their classic cars for as long as possible."

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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