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Future Within Reach: AMBITION brings industry associations and young talents together at Automechanika 2026

Frankfurt am Main, 10.12.2025. The award-winning format AMBITION, first introduced at Automechanika 2024, is entering its second round – bigger, more visible, and supported by a strong new network of partners. In 2026, the leading industry associations will also join the initiative and present their training and education programmes as part of AMBITION in the Festhalle. With this expanded concept and the new location, Automechanika Frankfurt 2026 is placing an even stronger emphasis on promoting young talents and shaping the future of automotive professions.

Anyone wanting to experience the fascination of mobility up close will find the perfect destination at AMBITION. Under the motto “What’s up next?”, career opportunities, technological impulses and entertainment come together. At interactive booths, in workshops and during live talks, school pupils, apprentices, students and young professionals gain practical insights into the diverse career paths and future topics in the industry. “With AMBITION, we are creating a space that meets the young generation exactly where they are – with topics that move them and authentic formats that reach them directly. Together with the associations and our content partners, we are creating an environment that highlights opportunities, unlocks potential and strengthens dialogue between young talent and the industry,” says Olaf Mußhoff, Director of Automechanika Frankfurt.

In 2026, the area will be located in the Festhalle for the first time – one of the most prominent locations on the Frankfurt exhibition grounds. With an AMBITION ticket, visitors also have access to the entire trade fair across 12 halls, as well as an extensive fringe programme in the outdoor exhibition area. “The response to AMBITION has been overwhelmingly positive: from strong acceptance and multiple award nominations to winning Gold at the BOB Awards of the German Marketing Association. It shows that we have created a format that truly resonates with Gen Z and Gen Alpha. By moving AMBITION to the Festhalle in 2026, we are now opening the next chapter of our development,” says Wolfgang Weyand, Director Automechanika Special Events. Directly adjacent to AMBITION, the Hightech4Mobility area showcases topics related to future technologies – from software-defined vehicles and autonomous driving to driver assistance systems and new drivetrain concepts. The interplay between the two areas creates a holistic view: while Hightech4Mobility spotlights technological innovation, AMBITION highlights who will shape the future of these technologies – the skilled workers of tomorrow.

A strong signal for training and young talents

Industry associations including the Zentralverband Deutsches Kraftfahrzeuggewerbe (ZDK), Zentralverband des Kfz-Handwerks (ZVK), Zentralverband Karosserie- und Fahrzeugtechnik (ZKF), Bundesverband Fahrzeuglackierer (BFL), Bundesverband Freier Tankstellen e.V. (bft), as well as the JOBLINGE initiative, are joining forces. They are supported by content partners such as Eintracht Frankfurt with its eSports teams, MYLE GmbH, a successful car and mobility festival, and the Salzburg-based agency Schrauberblog. Together, they pursue one goal: to familiarise young people early on with the diverse career opportunities in the automotive sector and to highlight their future possibilities – from workshops and diagnostics technology to digitisation and sustainability. “If we want to attract young people to our industry, we have to be where they are – with formats that are fun and show real prospects. AMBITION combines exactly that,” says Jürgen Hasler, Managing Director of ZDK. The JOBLINGE initiative also emphasises the relevance of the format: “Many young people are unaware of the opportunities the automotive industry offers. AMBITION is the perfect platform to connect talents with companies,” says Kadim Tas, CEO of JOBLINGE e.V. and Managing Director JOBLINGE gAG FrankfurtRheinMain.

Highlights in the Festhalle on all days of the fair

A special feature is the eSports programme by EintrachtTech, which will take place on 9 and 11 September on the main stage and attract numerous fans. In addition, the industry associations provide hands-on, interactive activities every day, offering practical insights into the world of automotive trades: ZKF invites visitors to try their hand at sheet-metal shaping, ZDK demonstrates mechatronics and engine installation, and BFL presents modern painting techniques including creative pinstriping. Schrauberblog engages the audience with challenges such as tyre-changing competitions and brake-disc holding. Together with JOBLINGE, they also host the daily “Chat & Chill” masterclass, introducing the career paths of mechatronics technicians and bodywork specialists. On the main stage, young talents from all associations present different job profiles and are available for questions during meet & greet sessions. The offering is rounded off by selected masterclasses for interested visitors, as well as an exciting entertainment programme in the evenings. In 2026, renowned influencers will once again be part of AMBITION.

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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