

news +++ Automechanika Frankfurt
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Automechanika and VDIK join forces: Road to Automechanika Frankfurt 2026

Frankfurt am Main, 20 October 2025. Automechanika Frankfurt, leading international trade fair for the automotive aftermarket, and the Association of International Motor Vehicle Manufacturers (VDIK) have agreed a new alliance to raise the profile of the branded aftermarket. Their goal is to promote dialogue between automotive manufacturers and suppliers as we approach the next Automechanika in Frankfurt in September 2026. This will be done via numerous special formats in which the industry's key topics are communicated to a trade audience in the run-up to the trade fair. The themes will be explored from the perspectives of manufacturers, branded service providers and major retail groups.

VDIK President Imelda Labbé: "Automechanika and VDIK's partnership unites the full expertise of the branded aftermarket. This means that the know-how of the international automotive brands in aftersales is being combined with the presence of Automechanika – the world's leading trade fair and platform for innovations in the automotive service industry – at 15 locations around the globe. We are delighted for this chance to present the fascinating issues and challenges currently facing the industry in attractive event formats and discuss these with automotive aftermarket experts."

Michael Johannes, Vice President of Messe Frankfurt and Brand Manager Automechanika: "We welcome this partnership with VDIK because we see synergies and shared interests in so many areas of relevance to our customers and to members of the VDIK. Automechanika is a platform for innovations along the entire value chain and industry players worldwide orient their production cycles to the dates of the flagship fair in Frankfurt."

Now VDIK is joining with Automechanika Frankfurt to launch a series of events featuring prominent speakers, panellists and media members entitled "Road to Automechanika". The content of these formats will be enriched by the know-how of the international motor vehicle manufacturers in the VDIK and other experts associated with this organisation. The focus will be on such topics as the aftermarket strategies pursued by new players, vehicle data, business opportunities for automotive manufacturers and service providers, accident repair management, fleet services in future, and important measures for the mobility transition. The event series will be supplemented with an array of attractive prizes related to connectivity, aftersales services and workshop tests that are sure to appeal to trade visitors.

To this end, the VDIK has introduced the possibility of sponsored association memberships that allow organisations and companies to support the VDIK's efforts on behalf of the automotive industry while also benefiting from the collaboration with Automechanika. They will be able to take part in the professional dialogue and VDIK events while presenting their own organisations and utilising the association's network.

The VDIK serves as the voice of international motor vehicle manufacturers in Berlin and represents their interests in the political sphere and public arena. The association raises the profile of international motor vehicle manufacturers in the media, helping its members and partners to reach a larger audience in Germany.

With 15 events around the globe, Automechanika is the world's most successful B2B trade fair brand. Eleven Automechanika trade fairs are taking place in 2025. The first Automechanika trade fair was held in Frankfurt in 1971. New locations have been continuously added worldwide since the 1990s and Automechanika is now being held in 15 cities: Frankfurt, Astana, Birmingham, Buenos Aires, Dubai, Ho Chi Minh City, Istanbul, Jakarta, Johannesburg, Kuala Lumpur, Mexico City, New Delhi, Riyadh, Shanghai and Tashkent. Events worldwide are supported by some 130 partners and leading automotive aftermarket associations.

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](https://www.automotive.messefrankfurt.com).

Automechanika Frankfurt is the world's leading trade fair for the automotive service industry. The event offers a breadth and depth that is unrivalled. Automechanika is an innovation showcase for the automotive aftermarket that covers the entire value chain. As the international meeting place for all market participants from industry, workshops and retailers, it offers an important platform for technological and commercial knowledge transfer. Messe Frankfurt holds the event once every two years and the next Automechanika Frankfurt will take place from 8 to 12 September 2026 in Frankfurt am Main.

The Association of International Motor Vehicle Manufacturers (VDIK) has represented the interests of international car and commercial vehicle manufacturers in Germany since 1952. The association works to strengthen the German automotive market, including the branded automotive aftermarket. International manufacturers have been an important economic factor in Germany for decades. They work together with around 12,000 dealer and service centres and employ more than 100,000 people there and in their German sales headquarters. These international manufacturers invest in infrastructure and the establishment of European logistics, training and development centres. Some of these companies have their European headquarters in Germany. In addition, the international manufacturers are important customers of the German supplier industry.

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