

news +++ Automechanika Kuala Lumpur
Kuala Lumpur Convention Centre, Malaysia, 15 – 17 May 2025



New show dates announced to accommodate growth of Automechanika Kuala Lumpur 2025

Kuala Lumpur, 15 October 2024. Automechanika Kuala Lumpur 2025 will move to 15 to 17 May 2025, instead of the original timeslot (8 to 10 May 2025) to accommodate the venue's needs. The change will ensure the show can cater to the rising demand of participation as the fair expands from Halls 1 to 5, and into Hall 6 of the Kuala Lumpur Convention Centre. To capitalise on the 2nd highest car ownership rate in Asia¹, the fair is a gateway into the Malaysian market, as well as wider Southeast Asia, showcasing market trends such as new energy vehicles, digitalisation, and automation, to name a few. As such, the event continues to reflect the invigoration of the automotive supply chain and aftermarket to match the enthusiasm and emergence of ideas across the sector regionally.

Next year, the spotlight is on Malaysia as the country takes on the ASEAN Chairmanship in 2025. The position requires the country to become an advocate of the interests and developments in the region, especially in key sectors like the automotive industry.

Ms Fiona Chiew, General Manager of Messe Frankfurt (HK) Ltd, commented: "The position is a strong indication that the country is well-equipped to support other member states in their transition towards innovation, sustainability, and global competitiveness. In this context, Automechanika Kuala Lumpur will continue to play the part of reflecting these growing trends in the evolving automotive landscape across the region."

"Next year's exhibition will increase in scale and participation," Ms Chiew continued. "The expansion of the fair will cater to the evolving market needs with new energy, green technologies and other sustainability topics to be explored in more detail. As such, the overall visitor experience will also be elevated through the enhanced interactive elements and fringe programme, which will help shape a comprehensive experience of sourcing, entertainment and training activities."

Beyond just increasing its physical footprint, the 2025 edition will also expand its scope. Exhibitors from returning sectors such as Parts & Components, Electrics & Electronics, Accessories & Customising, Diagnostics & Repair, Digital Solutions & Services, Body & Paint, Oils, Lubricants & Fuels, Car Wash, Care & Detailing, and more, will join a range of debuting exhibitors, product groups, and showcases.

One new showcase is **Outdoor, Camping & Caravan**, which acts as a response to the rising awareness of green living amongst Malaysian youth, and will be introduced

¹ Highest Car Ownership Ranking in Southeast Asia, 2024, April 2024, seasia. <https://seasia.co/infographic/highest-car-ownership-ranking-in-southeast-asia-2024> . Retrieved: October 2024

to the host of interactive and entertaining activities at the crowd-pleasing **autoFEST@KL**. In addition, the area will include enhanced exhibits related to themes such as Motorsport & Classic, Japanese Domestic Market (JDM), and Esports & Gaming. These aim to highlight emerging subcultures within the industry and foster community engagement through participation.

With training becoming increasingly crucial to stay ahead of the latest advancements in new technologies and electric vehicle development throughout the region, the show will feature the return of the **Automotive Mobility Solutions Zone and Conference**. This will see industry players cover a wide array of topics such as energy, electrification and digitalisation, connectivity and autonomous driving, logistics, warehousing and supply chain, and automotive manufacturing and automation.

For more information, please visit www.automechanika-kl.com, or email the organisers at autoasia@hongkong.messefrankfurt.com.

Other Automechanika events organised by Messe Frankfurt's Greater China offices include:

- Automechanika Shanghai: 2 to 5 December 2024
www.automechanika-shanghai.com
- Automechanika Ho Chi Minh City: 19 to 21 June 2025
www.automechanika-hcmc.com

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Press information and photographic material

www.automechanika-kl.com/press

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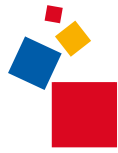
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Background information on Messe Frankfurt

The Messe Frankfurt Group is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With a workforce of some 2,300 people at its headquarters in Frankfurt am Main and in 28 subsidiaries, it organises events around the world. Group sales in financial year 2023 were around € 609 million. We serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of Messe Frankfurt's key strengths is its powerful and closely knit global sales network, which covers around 180 countries in all regions of the world. Our comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. We are using our digital expertise to develop new business models. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services.

Sustainability is a central pillar of our corporate strategy. Here, we strike a healthy balance between ecological and economic interests, social responsibility and diversity.

For more information, please visit our website at:

www.messefrankfurt.com/sustainability

With its headquarters in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent).

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