



Automechanika Kuala Lumpur 2025 opens next week, showcasing expanded array of innovations catering to all sectors and lifestyles

Kuala Lumpur, 6 May 2025. The 14th edition of Automechanika Kuala Lumpur will open next week from 15 to 17 May 2025, occupying an expanded area across Halls 1 to 6, encompassing 12,538 sqm of the Kuala Lumpur Convention Centre. As the world shifts towards trends that embrace environmental protection, the fair offers a comprehensive platform that reflects the characteristics of the global automotive supply chain, while simultaneously celebrating automotive culture and lifestyle. It is set to showcase an estimated 320 exhibitors from 20 countries and regions presenting the latest technologies and solutions tailored to the dynamic automotive industry.

Ms Fiona Chiew, General Manager of Messe Frankfurt (HK) Ltd, commented: "Automechanika Kuala Lumpur is a well-established event in the trade fair calendar. Originally servicing the aftermarket, the show now takes on a holistic view of industry changes, making it essential for all stakeholders in the mobility & logistics value chain. This expansion symbolises Malaysia's regional influence, driven by infrastructure investment, economic growth, and its strategic location. This year's show draws upon a number of related opportunities, serving as an ideal access point to the Malaysian and global automotive industry."

Building on progress in mobility solutions and more

The **Automotive Mobility Solutions Zone** returns to support business growth, presenting the latest technologies in electrification, digitalisation, AI, and cloud computing. The breakthroughs on show aim for more efficient supply chains, higher customer satisfaction, and a sustainable future. Highlighted exhibitors include:

- **EV Connection** – portfolio of EV charger products and services covering supply, installation, operation, maintenance, and R&D.
- **Sime Darby** – solutions to address industrial needs, featuring factory spaces for car showrooms and 3S service centres, automation equipment, and more.

Elsewhere, the diverse product showcases across specialised zones create an all-encompassing experience. These zones include **Passenger, Commercial Vehicles & Fleets, Automotive Repair & Maintenance / Body & Paint / Care & Detailing / Oils, Lubricants & Fuels / Accessories & Customising, Outdoor, Camping, Campervan & Caravan, and Motorsport & Classic Cars**. Visitors can interact with cutting-edge exhibitors from the entire value chain, such as:

Parts & Components

- **King Hup Motors and Rimbunan Kuasa** – automotive spare parts from authorised MINI and BMW distributors
- **Schmaco** – absorber dust covers, absorber mounts, CV boots, engine mounts, lower arms, steering boots, suspension arms, upper arms, and more

- **Vanli** – spare parts from renowned OEM brands including APM, Bosch, Continental, Delphi, Denso, Hitachi, Pierburg, Valeo, and ZF

Diagnostics & Repair

- **Alienworld** – comprehensive automotive solutions to enhance vehicle performance, offering remapping tools and software, diagnostic tools, and car tuning services.
- **Launch** – diagnostic tools with enhanced scanning speeds for passenger, commercial, and new energy vehicles
- **Hans Tools** – industrial hand tools, including a socket wrench set, screwdriver and plier sets, and socket T-wrench sets for repair and maintenance

Accessories & Customising

- **Areon** – stylish car accessories such as air fresheners, in-car cleansing wipes, and more

Digital Solutions & Services

- **TecAlliance** – data solutions for workshops, fleets, manufacturers and e-commerce businesses in the automotive aftermarket.

Additional prominent exhibitors at the fair include Auto Data Technology, Balev, BASSO, Emerald, Hardex, Lucas, Mega Champion, OBD, SWJ, and YonMing Group.

With a week to go, the pre-registered attendees from 47 countries and regions indicate that the breadth of the fair is drawing professional buyers from around the world. Notable countries and regions represented include Australia, China, Germany, Hong Kong, Indonesia, Italy, Korea, Japan, Kazakhstan, Malaysia, Saudi Arabia, Singapore, South Africa, Spain, Taiwan, Thailand, Türkiye, the UAE, the UK, the US, Vietnam, and more.

Training, culture, and entertainment

The show also features an extensive fringe programme with conferences, panel discussions, and workshops for knowledge exchange and talent development. A highlight is the **Automotive Mobility Solutions Conference** (15 to 16 May), with over 29 speakers exploring innovations relating to energy transition, manufacturing, logistics, and supply chains. Some of the global market players speaking include:

- **Mr Adrian Hong, Deputy General Manager, Stellantis:** NEV trends, policies and infrastructure in ASEAN, best case study in China for adoption of NEVs
- **Mr Anuj Jain, Strategy & Business Development Leader, AWS Automotive & Manufacturing, Amazon Web Services (AWS):** Autonomous vehicles: the role of AI in enhancing safety and efficiency
- **Mr Jitin Girdhar, Group Executive Director, Auto Data Technology:** Solving operational chaos: centralised dealer management system for streamlined automotive operations
- **Mr Johan Larsson, Managing Director, Volvo Malaysia:** Digitalisation and connectivity for commercial vehicle fleets
- **Mr Ryan Ooi, Senior Business Manager, ASEAN, Thunder Software Technology:** Smart mobility in Industry 5.0: middleware empowering autonomous robotics
- **Mr Umar Zakir Abdul Hamid, Head of International Business Strategy, Global Product & Market Expansion (International Division), Proton:** Accelerating ASEAN mobility: NEV solutions for sustainable urban growth

Other speakers include representatives from industry leaders such as Bosch Rexroth, EV Connection, and Vietsol.

The show will also see the return of the **Collision Repair Training Workshop**, blending theory with hands-on demonstrations, with a new focus on body and paint, including live demonstrations for spray painting and green solutions. Also reflecting the concept of modern workshop and further global trends, the workshop will feature the likes of Launch, Esnet Academy, Alienworld, Autonest, Sagola, and more.

To complement the education and business opportunities at the show, **autoFEST@KL** provides participants a chance to unwind and connect with automotive lifestyle and culture. This segment of the show allows industry players and end-users to engage in enjoyable activities, fostering networking and inviting newcomers to explore their automotive interests.

This year's event includes the EMMA Malaysia audio modifications showcase, and esports exhibits. Guests can also admire a curated selection of classic and Japanese Domestic Market (JDM) cars, and enjoy the **autoFEST@KL Music Party** (19:00 – 21:00, 16 May) with performances by local bands, musicians and DJs.

For more information about Automechanika Kuala Lumpur 2025 and the fringe events, please visit www.automechanika-kl.com or email the organiser at autoasia@hongkong.messefrankfurt.com.

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

- Automechanika Ho Chi Minh City: 19 to 21 June 2025
www.automechanika-hcmc.com
- Automechanika Shanghai: 26 to 29 November 2025
www.automechanika-shanghai.com

Co-located event:

- Intelligent Manufacturing Kuala Lumpur: 14 to 16 May 2025 in Hall 7 of the Kuala Lumpur Convention Centre.
www.myintelligentmanufacturing.com

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Press information and photographic material

www.automechanika-kl.com/press

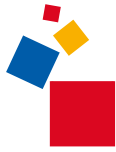
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Background information on Messe Frankfurt

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 2,500* people at its headquarters in Frankfurt am Main and in 28 subsidiaries, it organises events around the world. Group sales in financial year 2024 were around € 780* 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). For more information, please visit our website at: www.messefrankfurt.com

*Preliminary figures 2024