

Press release

15 May 2019

Automechanika launches Body & Paint World Championships

Aylin Özülker
Tel. +49 69 75 75-5514
aylin.oezuelker@messefrankfurt.com
www.messefrankfurt.com
www.automechanika.com

Automechanika is holding the first international Body & Paint competition in the exhibition's history in association with DeBeer Refinish, Octoral and SATA. Bodyshop professionals will be competing against one another at six Automechanika shows worldwide, from England to China. The national event winners will then travel to Frankfurt for the grand finale at Automechanika from 8 to 12 September 2020.

Automechanika Frankfurt will be the first Automechanika event to feature Body & Paint as an independent product category in 2020.

The organisers celebrate the occasion by launching an international competition – with events taking place in six countries. Body & Paint professionals will go head to head and compete with other national bodyshops by designing the bonnet of a car, using the country in which the Automechanika fair is being held as their inspiration. The event series will be launched for the first time at Automechanika Birmingham from 4 to 6 June 2019, and will be followed by competitions in Johannesburg, Shanghai, Dubai and Mexico City. In each location, a panel of experts will pick a national winner who will then get to go to Frankfurt for the finals. In addition, trade visitors will be able to help select the people's choice winner by voting for their personal favourites at the event and online.

The competition criteria include uniqueness of design, a link between the design and the country in which the Automechanika event is taking place, the use of various techniques (effects, matt/glossy finish), a harmonious colour palette and the type of spray guns used, as well as workshop safety considerations and the use of environmentally friendly products. Work that rely solely on transfers or airbrushing are not the focal point of this contest.

Kick-off in Birmingham

The first stage of this contest is taking place at Automechanika Birmingham from 4 to 6 June 2019. With the support of DeBeer Refinish and Octoral as headline sponsors, as well as SATA and the UK's NBRA (National Body and Repair Association) various workshop teams will be presenting their designs at the event while offering visitors insight into the creation of their artwork with photos and videos. Wineth Malvar, Global Marketing Director - Brand, Channel & Segment, Automotive Finishes Division for Sherwin-Williams: "It is great to be able to see the

Messe Frankfurt Exhibition GmbH
Ludwig-Erhard-Anlage 1
60327 Frankfurt am Main

creativity and artistry with which the painters approach their task. We are proud to be a part of this industry, and are looking forward to seeing what the first round of the competition has to offer at Automechanika Birmingham.”

You can take part: Design or vote

Does your team belong on the Mount Olympus for paintwork? Then submit your application now at www.automechanika.com/competition for the event venue of your choice. The sponsors will select the participants and – with a bit of skill and creativity (because luck has nothing to do with it) – you can earn an invitation to the finals in Frankfurt.

All Automechanika visitors are welcome to visit the special event showcase on location and help select the people’s choice winner – or you can vote online at www.automechanika.com/competition. Voting opens on the first day of the respective trade fair and continues for 14 days.

Competition locations and dates:

Automechanika Birmingham	4-6 June 2019
Automechanika Johannesburg	18-21 September 2019
Automechanika Shanghai	3-6 December 2019
Automechanika Dubai	7-9 June 2020
INA PAACE Automechanika Mexico City	22-24 July 2020
Automechanika Frankfurt	8-12 September 2020

Press information and photographic material:

www.automechanika.com/press

Facebook: www.facebook.com/automechanika

Instagram: www.instagram.com/automechanika_official

Twitter: www.twitter.com/automechanika_

Background information on Messe Frankfurt

Messe Frankfurt is the world’s largest trade fair, congress and event organiser with its own exhibition grounds. With more than 2,500* employees at 30 locations, the company generates annual sales of around €715* million. Thanks to its far-reaching ties with the relevant sectors and to its international sales network, the Group looks after the business interests of its customers effectively. A 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. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. 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 for 2018

Automechanika
The World’s Leading Trade Fair Brand for
the Automotive Service Industry