

Press release

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On the big stage: The next round of the Automechanika Body & Paint Championships is on tap in Shanghai

Dr. Ann-Katrin Klusak
Tel. +49 69 75 75-5621
ann-katrin.klusak@messefrankfurt.com
www.messefrankfurt.com
www.automechanika.com

Which Chinese painter will take the prize in Shanghai at the Automechanika Body & Paint World Championships?

On 6 December 2019 a panel of experts will choose the next finalist for the grand finale in Frankfurt in 2020. Four candidates have already submitted their design concepts. Now, with the addition of paint manufacturers Yatupaint and BASF China/ R-M, the ranks of the competition's international sponsors have grown to eleven. First time on board: Carbon, specialist in collision repair concepts.

Every year, 1,500 new paint formulas are launched on the market with new car models. At the Body & Paint World Championships at Automechanika Shanghai, however, the design ideas submitted for car hoods are dominated by a single colour: red. As the People's Republic of China celebrates its 70th anniversary, Chinese paint manufacturers like Yatupaint and BASF China are taking advantage of the opportunity to present their products and services to the approx. 160,000 visitors who are expected to attend. More than 6,500 companies have already registered to take part. SATA Holding GmbH, a Baden-Württemberg-based company that is the industry leader in spray guns, has been an event sponsor right from the start, and in Shanghai it is entering two candidates in the competition for the first time. It will be possible to admire each of the car hoods created by the participants at the trade fair from 3 to 6 December 2019 in Hall 6.1/ D109.

Kelly Shi, Marketing Manager for Yatupaint: "Not only have we been developing markets worldwide and staying abreast of the latest technological advances, but we have also proven ourselves as an international brand with a network spanning more than 70 countries. The Automechanika show is a world-class platform for the industry, and the Body & Paint Championships offer us an excellent chance to present our products and technology." The painter Wen Jie Min wants to showcase 'Chinese red culture'. He aims to document each step of the process, so that he can show the community at the trade fair all the paint types he has used.

BASF China's candidate Ian Lai based his creation on the quintessence of Chinese culture, incorporating artistic expressions of martial arts elements and ink brush strokes with elements of the 100th anniversary of the R-M brand.

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

Work in paint shops has become increasingly complex in recent years. This is due not only to the wide range of paints that are now available for customers, but also to price pressures, demanding quality requirements and environmental protection regulations. As a result, the range of training and professional development opportunities for painters has grown. Automechanika Frankfurt is also increasing its offering for the next event in September 2020, with one free workshop focusing on the topic of “Paintwork and finishing for repairs” and another covering “Sanding processes to prepare for painting”. Pre-registration for these courses is now open at www.automechanika.com/workshops

Everyone can cast their vote for the people’s choice award in Shanghai

At the event or at home – every vote counts! Just like in Birmingham and Johannesburg, we will not only be crowning our next finalist in Shanghai, but also selecting the public’s favourite. The competition’s voting page will be open from 3 to 17 December 2019, and trade fair visitors and painting enthusiasts alike are free to view the motifs and vote for their personal favourites right here: www.automechanika.com/wettbewerb.

You will find more information on the Body & Paint competition at:
www.automechanika.com/wettbewerb

Press information and photographic material:
www.automechanika.com/presse

Facebook: www.facebook.com/automechanika
Instagram: www.instagram.com/automechanika_official
Twitter: www.twitter.com/automechanika_

Competition locations and dates:

Automechanika Shanghai	3 - 6 December 2019
Automechanika Dubai	7 - 9 June 2020
INA PAACE Automechanika Mexico City	22 - 24 July 2020
Automechanika Frankfurt (Germany’s national winner and the finals)	8 - 12 September 2020

Background information on Messe Frankfurt

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For more information, please visit our website at: www.messefrankfurt.com

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