

news +++ Automechanika Frankfurt  
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**automechanika**  
FRANKFURT

## Start signal for Automechanika Frankfurt 2024: secure early-booking discount now

**Frankfurt am Main, 17th March 2023. Automechanika Frankfurt is already in the starting blocks for the next edition in September 2024: companies can register now; the early-booking price applies until 3 July. The fair organisers are starting with new key topics and have restructured the range of products and services to highlight current developments and trends.**

Automechanika Frankfurt, which will take place again from 10 to 14 September 2024, is already casting its shadow: from 16 March, companies can register for the most important international industry event for the automotive aftermarket. Exhibitors who register online non-binding by 3 July 2023 will receive the more favourable early-booking price.

Olaf Mußhoff, Director of Automechanika Frankfurt, explains: "After the successful restart last year, we are expecting even more international exhibitors at the next Automechanika Frankfurt. Numerous well-known companies, which were unable to take part in 2022, have already announced that they will be back in 2024. Automechanika is thus maintaining its position as the leading international meeting place for the sector."

In order to take account of current developments and the needs of companies and the trade public, the Automechanika team has fine-tuned the strategic orientation of the fair. The focus topics, which are reflected both in the complementary programme and in the exhibition halls, include innovations, sustainability, digitalisation and AI and supply chain. Further key points are the topics of education and training and recruiting young talent.

There are also numerous innovations in the halls and in the product areas. In halls 8 and 9, the focus is increasingly on digital solutions in addition to the traditional workshop business. The topics range from calibration, air-conditioning service, battery management, safety, ergonomics and e-mobility in the workshop to workshop management, waste disposal and recycling and much more.

The former workshop and dealer management product group is merging into digital solutions and services that can be found everywhere on site, especially to address the issues of data collection, analysis and use in workshops. Connectivity & autonomous driving will be highlighted as a product group for the first time.

In halls 11 and 12 there will be the following new developments: Oil, lubricants and fuels will be shown as a separate product area for the first time and will move to hall 12.0 to join the range of products for car wash, care and detailing. The trade audience has only a few steps to hall 11, where everything traditionally revolves around body & paint. What is new

is that the popular workshops on the topics of accident damage management and accident repair will move to the centre of the action there. The fringe programme in hall 11 will be more strongly geared to the needs of body and paint shops - with a central stage, a programme of lectures, panel discussions, live painting and a networking lounge. The classic cars theme will also be presented in hall 11.

The World of Asia is coming back: Asian exhibitors, who will once again be represented in large numbers, will be presenting themselves in hall 10 and, for the first time, in hall 12.1. The new hall 5 is coming online with the Parts & Components product area, which will also be prominently represented in halls 1, 3.0, 4.0 and 6, as well as in the Forum.

In hall 3.1, trade visitors will find a wide range of products for vehicle accessories, ex- and interiors, transport systems, infotainment and lifestyle. For the first time, organiser systems and accessories for pets will be presented. In hall 8 and hall 3.1, more attention will be paid to the tyre and wheel business: the range of workshop solutions and accessories will continue to grow in this area.

Additional orientation will be provided by the Special Interest Programme, which has been expanded to include the themes of electric vehicles and classic cars. This means that exhibitors with products and solutions in the field of e-mobility or classic cars will be marked with their own icon so that interested trade visitors are made aware of the range of products and solutions on offer - at the exhibition, in the fair catalogue, in the online exhibitor search on the Automechanika website and in the Navigator app for the fair. The Special Interest Programme will again be available for products and solutions for commercial vehicles, caravans, motorbikes, tyres and remanufacturing.

### **Current Automechanika fairs internationally on schedule**

Eleven Automechanika fairs will be held around the globe in the current year 2023. In February, 106,000 visitors came to Automechanika Shanghai, which was exceptionally held in Shenzhen. Visitors came from 89 countries and regions to see the innovations of the 3,300 exhibitors. Not only the good atmosphere on site, but also the strong increase in the number of visitors by 33 percent show how much the industry has missed personal exchange. There will be another opportunity for this this year, because Automechanika Shanghai will be held again in Shanghai in December 2023.

Great interest in personal exchange is also emerging in Kuala Lumpur, Malaysia. The next Automechanika will be held there from 16-18 March. At this regional Automechanika, 300 exhibitors will present themselves. The focus will be on new developments for e-mobility. Malaysian companies are currently investing heavily in the country's first assembly plant for electric vehicles and in their own production of battery cells.

Automechanika Istanbul is already fully booked. From 8-11 June, the fair aims to set a record with 1,000 exhibitors and over 50,000 visitors. And not only that: the theme of sustainability will play a major role throughout the fairgrounds. In this context, Automechanika Istanbul will also contribute to the development of the region, which is still strongly affected by the consequences of the earthquake on 6 February.

For the first time, the influencer duo "Schrauberblog" will accompany four of the trade fairs live on the Automechanika social media channels. As mechatronics engineers, the two share an authentic insight into the industry's innovations as well as country-specific features.

**Press information and photographic material:**

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