

news +++ Automechanika Frankfurt
10 - 14 September 2024



Lots of action for the body & paint industry

Frankfurt am Main, 26 June 2024. From 10 to 14 September 2024, Automechanika in Frankfurt has a lot to offer for professionals in the body & paint sector: Lectures on repairing electric vehicles, practical workshops and live painting, a lounge for expert meetings, an after-work event on Friday, many presentations on the topic of classic cars, including selected show cars. Automechanika fans can now choose one of the vehicles themselves in an online vote. The choice is between four models.

"Training and further education, the transformation of the industry and emotionalisation are core themes that we have defined for the entire Automechanika brand with 14 trade fairs worldwide. In Frankfurt, this concept is clearly reflected in Hall 11. Over the past few months, the team has worked with industry insiders from the sector and the media to create a diverse and varied programme on highly topical themes," says Michael Johannes, Vice President Mobility & Logistics, Messe Frankfurt.

Central stage in Hall 11.1

The body and paint industry is particularly interested in the topic of electromobility. In this context, two experts will give presentations on the technical challenges and additional costs of repairing high-voltage drives. Furthermore, two panels with international representatives from leading paint manufacturers and key players from the bodywork industry will discuss the global development of the collision repair business. At 'Schadentalk', decision-makers from the collision repair market will once again discuss changes in the industry. The traditional talk on Friday will be extended this year by so-called 'Schadensspots'. Finally, the paint manufacturers, who are back at Automechanika after a 20-year break, will be exhibiting right next to the stage.

The business of classic and collectible cars also has a definite place in the stage programme. In a panel discussion, for example, young entrepreneurs will talk about visions, new business models and their passion for historic vehicles. Professor Wolfgang Henseler, Managing Creative Director at the Sensory Minds agency, will explain how classic cars can become an investment through tokens and Andy Schwietzer from PS.Speicher will talk about historic motorbikes as an investment. Finally, Tobias Reichle and Florian Urbitsch, Managing Directors of 'Nationales Automuseum The Loh Collection', will explain how they made Friedhelm Loh's world-class collection accessible to the public. Eve Scheer, presenter, actress and racing driver, will lead through the entire stage programme in the hall.

Live presentations on bodywork, paint and classic cars

In addition to the stage programme, the focus will also be on the live experience. A high-class selection of classic and collectible cars will be on display, including a vehicle from 'Nationales Automuseum The Loh Collection'. The general public will decide which car from the museum will be on display. Votes can be cast until 1 August 2024 on the following page: classic-voting.automechanika.com

The cars up for election are one of the 19 Aston Martin DB4 GT Zagato cars built, a Bugatti Type 57C Aravis, Michael Schumacher's Ferrari F1-2000 and a brand-new Mercedes AMG One.

The award-winning Alfa Romeo Giulietta SZ from Italian collector Corrado Lopresto and two selected classic motorbikes can also be admired at the trade fair. On Friday and Saturday, a further 100 historic vehicles will make a stop at the exhibition centre as part of the first 'Rhein-Main-Klassik' rally.

In a paint booth from Saicozero, the painting craft can put its skills to proof. "We are happy to be represented at Automechanika 2024 with a fully functional, state-of-the-art paint booth in the outdoor area of Hall 11. This will make live painting possible for the first time during the trade fair," says Zoe Ghilardi, Marketing Communication Manager, Saicozero. Body and paint professionals looking for practical training can also take part in free, certified workshops in Hall 11.0. Topics include working on high-voltage and fuel cell vehicles, repair cost calculation with artificial intelligence, painting and digitalisation, finishing and polishing techniques, ADAS calibration and diagnosis of on-board electronics. New topics include smart repair, sustainable plastic repair of bumpers and headlight housings (thermal), bonding as well as bodywork workstations for repairing electric and multi-material mix vehicles. Finally, the highlight of the week is the Afterwork Friday, to which the entire industry is invited. Live music and a spectacular evening programme are waiting.

The classic car podcast now with English episodes

Some of the speakers who will be talking about classic cars on stage at the trade fair have been featured in the new Automechanika Classic Car Podcast 'Passion meets Business' since March. In a total of six episodes, they talk to paint expert and presenter Jürgen Book about their business and also share very personal anecdotes. From June, international listeners can look forward to episodes in English. The new Automechanika format is supported by the trade magazine FML and its editor-in-chief Wolfgang Auer.

All of the podcast episodes are available on the Automechanika Classic Car website (automechanika-classics.com), as well as on [Spotify](https://open.spotify.com/show/automechanika-classics), [Amazon Music](https://www.amazon.com/Automechanika-Classics-Car-Podcast/dp/B09Y8Y8Y8Y) and [Castbox](https://www.castbox.fm/show/automechanika-classics).

Online vote: Which car would you like to see at Automechanika?

www.classic-voting.automechanika.com

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