

news +++ Automechanika Frankfurt
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Automechanika expands its online programme for an international audience with a new talk series for industry and trade: 'Let's Talk Business'

Frankfurt am Main, 26 October 2020. A new English-language talk series is being launched under the Automechanika brand in late October: 'Let's Talk Business'. In the first talk on 30 October, leading international suppliers will be getting together to discuss the impact of the coronavirus on the automotive aftermarket.

Following the successful launch of the Automechanika Sneak Preview digital offensive, which is aimed primarily at Germany's workshop sector, Automechanika is planning a new digital format for its international audience. With this new offering, Automechanika is bringing together key international players, associations and supporters from the automotive aftermarket to discuss pressing topics as part of a series of talks entitled 'Let's Talk Business'.

It all kicks off on 30 October, and one of the topics covered will be the challenges posed to delivery chains in the time of the coronavirus. The following guests will be taking part in the discussion: Manfred Baden, President Automotive Aftermarket Robert Bosch GmbH, Rolf Sudmann, Executive Vice President ContiTech, Jean-Francois Bouveyron, Vice President Aftermarket EMEA Delphi Technologies Aftermarket, Michael Söding, CEO Automotive Aftermarket Schaeffler AG, and Helmut Ernst, Senior Vice President Aftermarket ZF AG.

"Our series aims to illustrate the international importance of the Automechanika brand and network and to highlight this for all our customers. This format gives us the chance to advance an international exchange of views on key industry topics," explains Olaf Mußhoff, Director Automechanika Frankfurt. The talk will be recorded and then made available in video form on our website at www.automechanika.com.

Automechanika Sneak Preview enters the home stretch

The online workshops and films running through mid-November as part of the sneak preview have been a huge success. We have achieved a potential reach of over 100,000 and the films and workshops have already been viewed more than 25,000 times. And the numbers continue to grow, because anyone who was unable to take part in a live workshop still has an opportunity to watch a video of the event afterwards at sneak-preview.automechanika-frankfurt.com.

Upcoming events:

5 November: Live workshop: 'Exploring hydrogen and fuel cell technology using a Toyota Mirai as an example'

11 November: Live workshop: 'Installing the first LED retrofit lights'

Registration and additional information on the sneak preview is available at sneak-preview.automechanika-frankfurt.com.

Press information and photographic material:

www.automechanika.com/presse

Links to websites:

facebook.com/automechanika | twitter.com/automechanika
linkedin.com/showcase/automechanikafrankfurt | instagram.com/automechanika_official

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Background information on Messe Frankfurt

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With just under 2,600 employees at 29 locations, the company generates annual sales of some €736 million. We have close ties with our industry sectors and serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of the Group's key USPs is its closely knit global sales network, which extends throughout 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. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. Headquartered 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