

Follow the construction of the new home of  
REIFEN at [www.automechanika.com/halle12](http://www.automechanika.com/halle12)

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# automechanika FRANKFURT

Driving Synergies

11 – 15. 9. 2018

[reifen-messe.de](http://reifen-messe.de)



 messe frankfurt





# Automotive aftermarket meets tyre industry

REIFEN fair in parallel with Automechanika Frankfurt from 2018

[www.reifen-messe.de](http://www.reifen-messe.de)

In the same way that tyres are an integral part of every car, REIFEN, the world's leading trade fair for the tyre sector, now has a fixed place alongside Automechanika Frankfurt.

Benefit from the synergies of two leading international trade fairs at a single location. The automotive aftermarket and the tyre industry are joining forces for the first time. On the occasion of its 25th anniversary, Automechanika Frankfurt is expanding its wide-ranging spectrum.

Take advantage of the benefits offered by the city of Frankfurt. Centrally located with excellent international transport links, it acts as a magnet for the global automotive industry. As an exhibitor here, you can reach top international decision makers from manufacturing industry, repair shops and the automotive trade from 170 countries. This is the ideal place to make contacts, to gain a foothold in new markets and to expand your target groups. Automechanika and REIFEN are a perfect match – tyre dealers are offering more automotive services while car dealers are expanding their range of tyres.

Welcome to the largest industry meeting place in the history of Automechanika!

Trade audience with high decision-making authority.



High levels of satisfaction in achieving trade fair objectives.

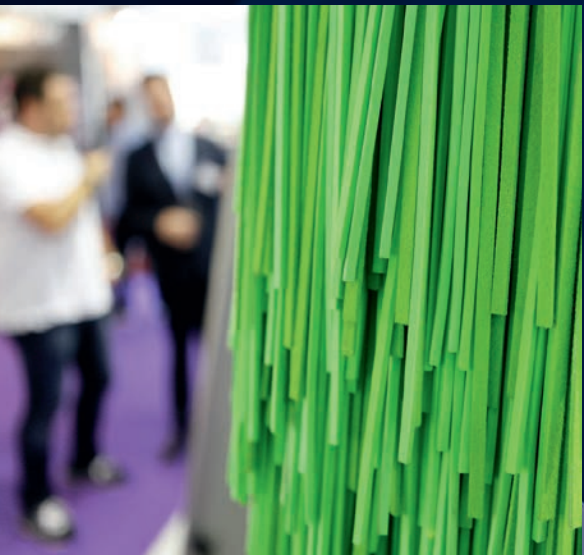
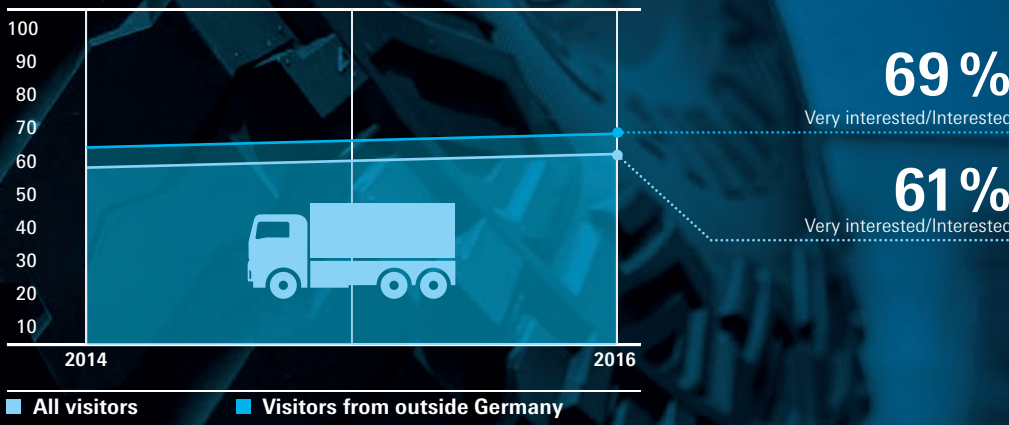
Visitors



Exhibitors



Interest in commercial vehicles is growing.



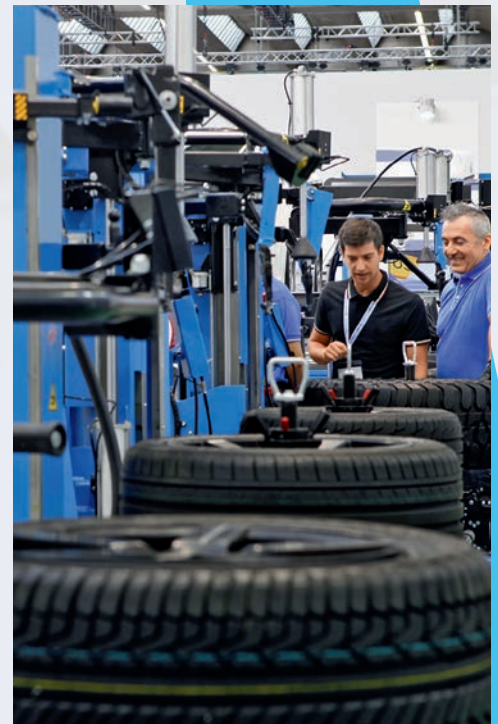


# 90 %



*“A good 90 % of visitors are already planning to attend REIFEN 2018, which will take place in parallel to Automechanika in Frankfurt for the first time. And over 90 % said that the workshop and car servicing areas were becoming increasingly important to their businesses.”*

*Extract from the Final Report on REIFEN 2016 in Essen*





# Leading the way over five decades

From the early days to now



**1971**

IAA is cancelled, Automechanika celebrates its debut with over 400 exhibitors.



**1980**

International proportion of the approx. 100,000 visitors rises to 40%.



**1988**

Over 2,000 exhibitors, more than half from outside Germany.



**1997**

First Automechanika fairs outside Germany, now at 16 locations worldwide.



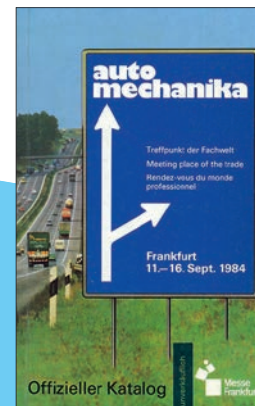
**2018**

Automechanika Frankfurt expands site to accommodate around 4,800 exhibitors. The world's leading tyre trade fair REIFEN comes to Frankfurt.

The first Automechanika took place in 1971 as a replacement for the 45th IAA, which had to be cancelled as a result of the oil crisis at the time.

The fair soon established itself as a "trade fair of distinction for parts, accessories, repair shop and the automotive trade" (Frankfurter Neue Presse, 17.8.1972) and continually increased its exhibitor and visitor numbers during the course of the 1970s and 80s. In 1980, the exhibition area exceeded the 100,000 square metre mark and for the first time the majority of exhibitors came from outside Germany.

Internationalisation is a trend that advanced rapidly at Automechanika during the course of the 1990s and continues to this day. And not just in Frankfurt. In 1997, the first two foreign Automechanika fairs were launched in China and Russia. Automechanika is now present at 16 locations in 15 countries. Behind our internationally successful trade fair brand there are now around 20,000 exhibitors and 600,000 visitors as well as 45 years of experience.





# A window on the future

Innovation themes for tomorrow's mobility



1.

## Alternative drives

Sales of electric vehicles will grow strongly over the coming years. This will therefore lead to increasing demand for an effective and convenient recharging infrastructure.

Solutions will be on display at Automechanika Frankfurt – from cable-connected charging stations and inductive charging systems to charging stations in streetlights for tomorrow's intelligently networked "smart cities".

2.

## Networked vehicles

The market for networked vehicles is expanding enormously and has been driven forward since 2015 by Apple and Google. At Automechanika Frankfurt the theme of connectivity includes autonomous driving, safety functions, entertainment programmes, security management and in-car well-being.



Pioneering ideas and products have been celebrated at Automechanika Frankfurt since 1996 with the Automechanika Innovation Award. Lectures and discussion panels at the Automechanika Academy provide answers to the question of what mobility will look like in the future. Four areas of focus are at the forefront of Automechanika Frankfurt 2018:



3.

## New mobility services

The car of the future looks set to be a sort of data device on four wheels. Numerous IT-based applications will therefore be presented at Automechanika

Frankfurt. These cover everything from digital support for car sharing and fleet management through permanent vehicle management and preventive maintenance to automated claims management.



4.

## New workshop technologies

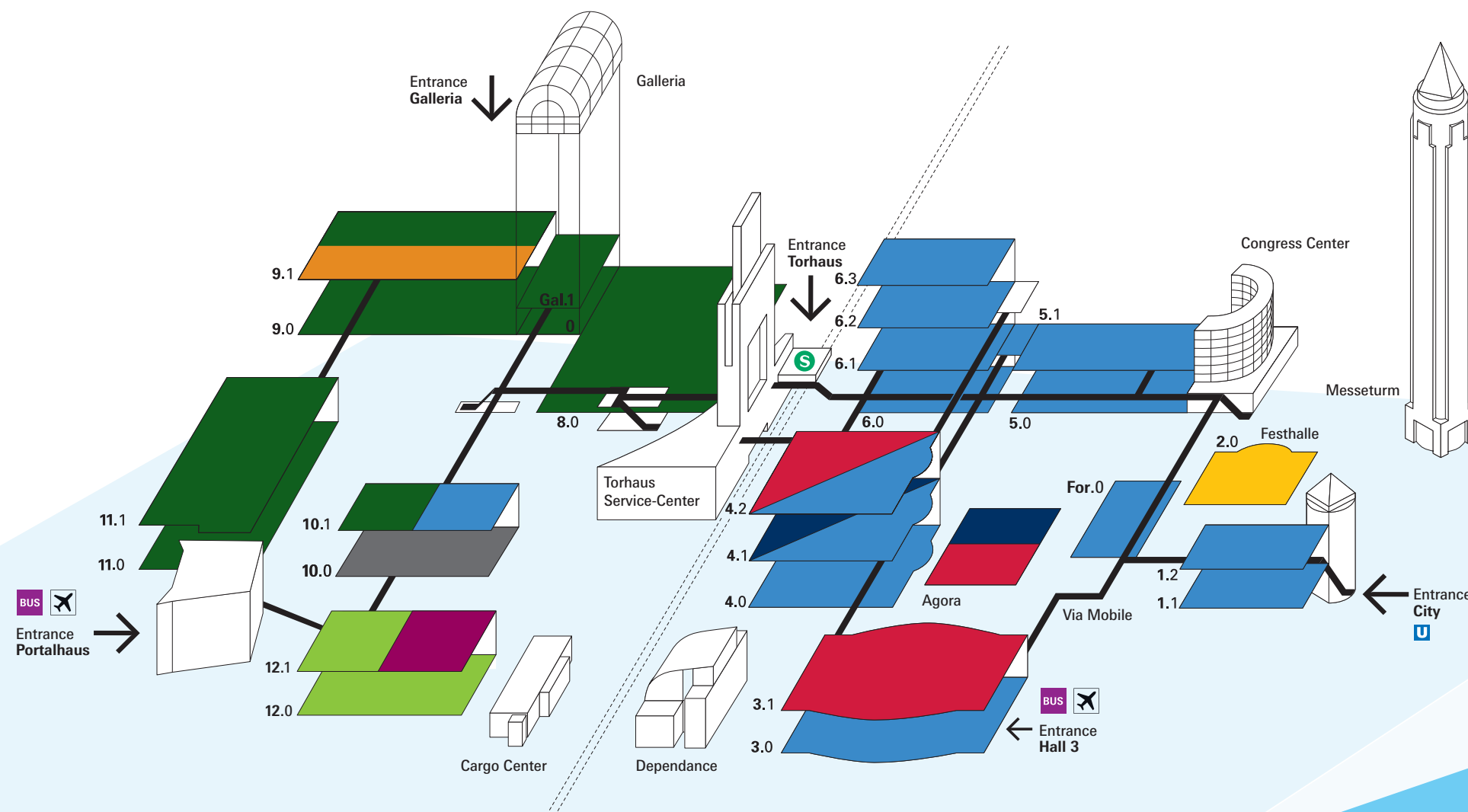
Digital technology is also revolutionising diagnostic and repair processes. Tablet applications and data glasses were already a common sight at the last

Automechanika Frankfurt and will increase in importance. Automotive professionals from all over the world come to Frankfurt to discover the latest technologies and their applications.



# Even more space for new themes

Hall 12 gives an additional  
33,600 square metres of exhibition area



## REIFEN – co-located Show **NEW**

REIFEN, the world's leading trade fair for the tyre sector, now has a fixed place next to Automechanika Frankfurt as a co-located show. In the new Hall 12 of Frankfurt Exhibition Centre, the automotive aftermarket and the tyre industry are joining forces for the first time at the same place.

## Classic Cars **NEW**

Classic and Modern Classic Cars have now been given their own exhibition area at the fair, complete with parts, repair workshops, financing, insurance, events and much more.

## TOMORROW'S SERVICE & MOBILITY:

### Alternative Drive Systems & Digital Solutions

Workshop equipment, spare parts storage, remote maintenance, remote diagnostics, fleet management, alternative drive systems, electric mobility, battery technology, autonomous driving

## Parts & Components

Powertrain, chassis, bodywork, standard parts, interior, charging accessories, regenerated, reconditioned and restored parts for passenger vehicles and utility vehicles, industry institutions and specialist publishers

## Repair & Maintenance

Workshop equipment and tools, bodywork repair, painting and corrosion protection, towing service technology/maintenance and repair of vehicles and vehicle bodies, workshop safety and ergonomic workshops, disposal and recycling, workshop and car dealer equipment, oils and lubricants, industry institutions and specialist publishers

## Electronics & Systems

Engine electronics, vehicle illumination, on-board power supply system, comfort electronics, industry institutions and specialist publishers

## Accessories & Customizing

Accessories for motor vehicles in general, technical customizing, visual customizing, infotainment, special vehicles, equipment and retrofits, car trailers and small utility vehicle trailers, spare parts and accessory parts for trailers, industry institutions and specialist publishers

## Dealer & Workshop Management

Workshop/car dealer/filling station design and construction, financing, claims management, dealer management systems, workshop management, vocational training and advanced training, workshop and car dealer marketing, internet service providers and vehicle marketplaces, promotion of trade and industry, cluster initiatives, mobility concepts, industry institutions and specialist publishers

## Car Wash, Care & Reconditioning

Washing, vehicle care, vehicle reconditioning, filling station equipment, industry institutions and specialist publishers

# Compelling facts and figures

## Why it pays to exhibit at Frankfurt in 2018

Messe Frankfurt conducts surveys at its events. A total of 2,200 interviews with trade visitors from Germany and around the world were carried out at Automechanika 2016. In addition, all exhibitors were asked at the end of the event to rate their participation in a written questionnaire. A total of 3,500 exhibitors responded. Below are some of the most interesting facts and figures:

### The most international meeting place of the industry.



**4,843**  
exhibitors from  
**76**  
countries

**133,000**  
visitors from  
**170**  
countries

### Visitors from relevant sectors.

