

news +++ Automechanika Frankfurt
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HighTech4Mobility puts tomorrow's mobility technologies centre stage

Frankfurt am Main, 30 July 2026. Software is increasingly the difference-maker in vehicles. The development of software-defined vehicles, connected vehicle systems and artificial intelligence is presenting workshops, parts retailers and service providers with new challenges – as well as business opportunities. With its new “HighTech4Mobility” format, this September’s Automechanika Frankfurt offers an important platform for sharing ideas about future technologies and their impact on the industry.

HighTech4Mobility focuses on the latest developments in software-defined vehicles and connected cars and highlights the market potential on offer. Topics range from software-defined vehicles (SDV), advanced driver assistance systems (ADAS) and autonomous driving to cybersecurity, data and energy management, digital services and in-car entertainment. Discussions will explore the key issues of software-powered mobility: How are new vehicle architectures transforming maintenance and repairs? How important are vehicle data becoming for aftersales? What role will artificial intelligence, over-the-air updates and digital services play for future business models? The format has been designed especially for OEMs, Tier-1 suppliers, software firms, start-ups, investors and representatives of workshops, retailers and industry.

Olaf Mußhoff, Director Automechanika Frankfurt: “The pace of technological development in the mobility sector is breathtaking. This means it is more important than ever that developments are quickly recognised and understood, so that people can share their experiences and assess the opportunities presented by new technologies. HighTech4Mobility addresses this need by providing a forum for exchange between key industry players.”

It's all happening in the Festhalle: with its central location and one-of-a-kind atmosphere, the Festhalle is the perfect venue for encounters and cross-industry dialogue, and a place for entering into new partnerships. It also offers a lounge that is ideal for further discussions, networking and establishing valuable contacts. Visitors can also look forward to specialist presentations, practical use cases and captivating panel discussions.

Multifaceted programme of events: new ideas from industry, technology and research

The wide-ranging stage programme offers numerous highlights, including an in-depth look at the topic of artificial intelligence. Together with the IBM Institute for Business Value, Automechanika is presenting the findings of the “AI in Motion – Reinventing Automotive Aftersales” study. Google Cloud and the Boston Consulting Group will also be talking about how AI can be used to unlock value in the aftermarket. Other items on the

programme are devoted to the technological transformation currently underway in vehicles. Benteler Mobility is sharing insights into the latest developments in robotics and autonomous driving. Bitkom, Germany's digital association, will be joining forces with partners in industry to illuminate the challenges posed by software-defined vehicles, with a particular focus on cybersecurity. HighTech4Mobility is also addressing the EU Data Act, a highly relevant topic that has been occupying the industry for a number of years now. There is also a keynote speaker and panel discussion planned for the first day of the trade fair. The Technical University of Braunschweig is taking a hands-on approach by giving visitors the chance to put new vehicle monitoring software to the test in two demo vehicles throughout the trade fair.

Year-round dialogue on future technologies

HighTech4Mobility builds on multiple formats with which Automechanika Frankfurt has been promoting dialogue in the run-up to the trade fair. These include the international HEY/PIONEER receptions in Berlin and Las Vegas, as well as the Innovation4Mobility Talk in Munich and the "Beyond Parts: How AI is reshaping the automotive aftermarket" webinar organised in partnership with Google Cloud and the Boston Consulting Group. Thanks to events like these, HighTech4Mobility is able to build on a year-round industry dialogue and deliver new ideas from international events and specialist formats for the trade fair this September.

Note for journalists:

News, trends and further expert knowledge can be found online all year round on "Gateway to Automotive" at automotive.messefrankfurt.com.

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