

automechanika

The World's Leading Trade Fair for the Automotive Industry

Frankfurt am Main, 11 – 16. 9. 2012



Metropolis of Mobility



messe frankfurt

Don't miss Automechanika 2012. Find out why.

"Automechanika is an **ideal interface** in international communication activities involving our focus groups – dealers and workshops. Plus it **attracts a large audience with excellent credentials** and offers outstanding networking opportunities in an international environment."

Michael Söding, President, Schaeffler Automotive Aftermarket

"Our stand in the new Hall 11 enthralled our customers. What makes Automechanika so important to us? The **particularly high level of decision-making competence among the visitors.**"

Ralf Blättner, District Manager and Stand Manager, Adolf Würth GmbH & Co KG

"I've known Automechanika for 20 years. For me each event **is like a family get-together:** you meet lots of old acquaintances from the car industry. I'm now Managing Director of a consultancy firm in Neu-Isenburg that advises companies on environmental issues such as energy, waste and packaging."

Wolfgang Steube, Managing Director, Partslife

"Automechanika is the **number one** in terms of size and the internationality of the exhibitors and visitors. We think the event is something very special, and we use it as a **platform for showcasing** our key product developments."

Thorsten Krüger, CEO, WashTec



“Automechanika is probably the **most international trade fair** for the accessories and tuning market segment. The **fair is an indispensable event** for components manufacturers among the VDAT membership.”

Harald Schmidtke, Managing Director, Association of German Automobile Tuners (VDAT e. V.)

“We invited six and a half thousand workshops to Automechanika! For us, the fair is a **unique international platform** for presenting our products. We want to expand into Asia and North America in the near future and, with respect to this objective, will pursue the Automechanika brand and its global events.”

Ralf Wuehrl, Board of Management and CEO, AuDaCon AG

Driving your success: the Automechanika concept

“With a high percentage of visitors from outside Germany, Automechanika is a key trade fair for us. We’ve been using it since 1982 to conduct our sales activities and showcase our **innovations**. Our exhibits such as the low-CO₂ drive belt have been included time and again among the 25 most environmentally friendly products in the **Green Directory** visitor guide.”

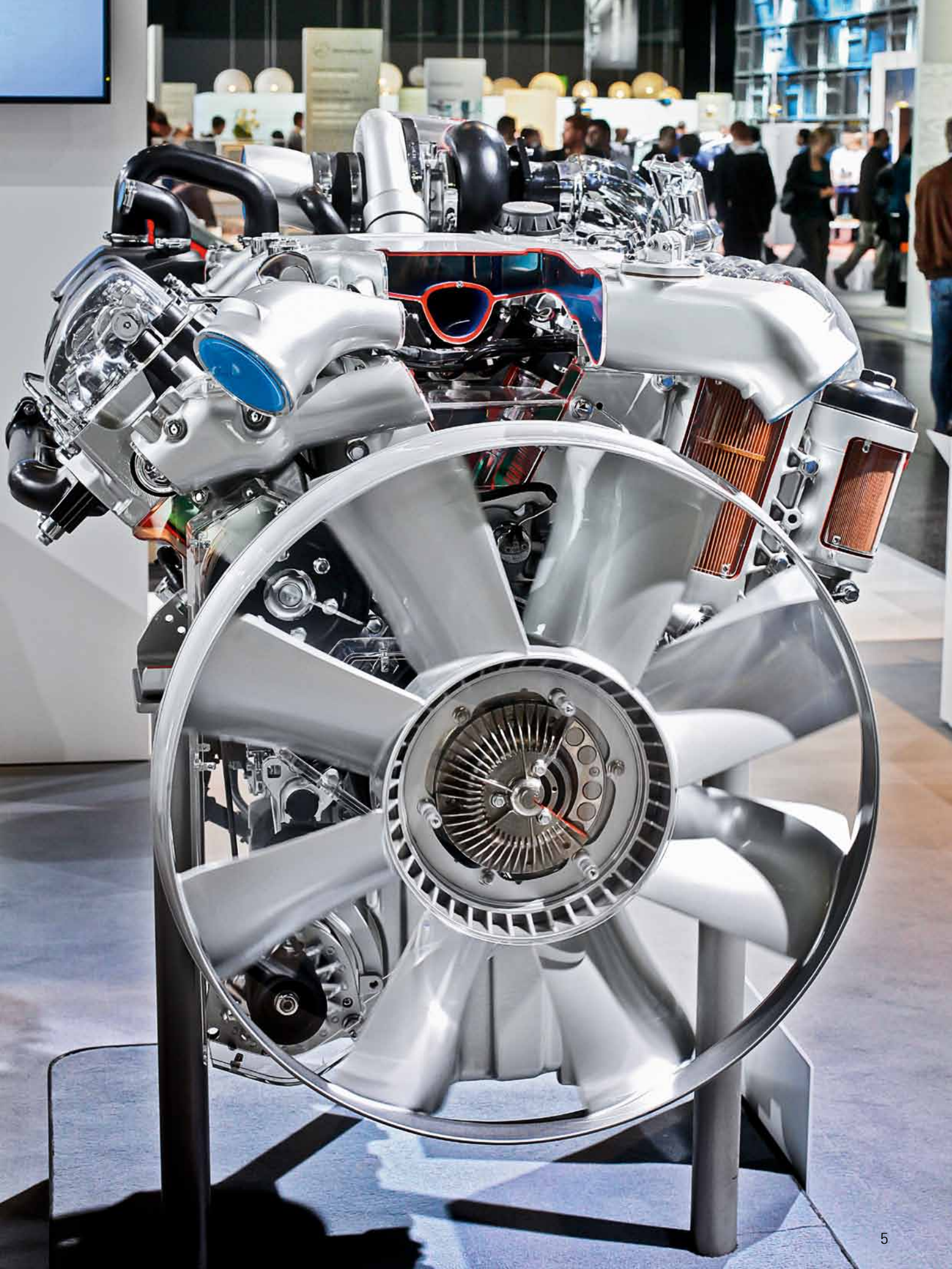
Helmut Engel, Segment Manager, Automotive Aftermarket, ContiTech Power Transmission Group

“The Automechanika Frankfurt event provides the South African automotive industry with an excellent platform to showcase its **world-class capabilities in this major global event**. Many opportunities of mutual benefit exist in South Africa via the free trade agreement with the EU. Our industry has participated in the Frankfurt event over many years with national pavilions and will continue to do so.”

Dr Norman Lamprecht, Executive Manager, NAAMSA (National Association of Automobile Manufacturers of South Africa)

“Automechanika offers Tokheim an invaluable opportunity to present our **latest products and solutions for service stations**. It also gives us the chance to meet and interact with existing and new customers from all round the world.”

Bill Arundel, Sales & Marketing Director, Tokheim



Straight to your objective:
valuable contacts, lasting success



“Automechanika is for us an exceptional platform for showcasing new products and services, and in particular for maintaining and expanding our business contacts. That’s because it gives us direct access to our customers from workshops and dealerships. As a globally operating company, what’s also very important to us is the **international structure of the trade visitors**. Bosch has been represented at Automechanika as an exhibitor from the very beginning, and the event has become the **world’s most important fair** for us.”

Robert Hanser, President, Bosch Automotive Aftermarket

Take advantage of Automechanika to boost your success: it is the largest and most international business platform for OEMs and the automotive aftermarket. This is where you will meet an exceptionally high number of visitors with decision-making competence and forge valuable relationships with national and international buyers and potential partners for your company.

You can count on us. We’ll assist you with your presentation at the fair, from planning through to execution on-site. You will benefit from our experience and a raft of measures designed to ensure the success of your presentation – including extensive marketing and press activities.

Extend your network and tap into new potential for your business. No other event offers as many efficient opportunities for doing this.

Visitors at Automechanika: international, interested, interdisciplinary.

In 2010, some 155,000 visitors came to Frankfurt. Around 55 % were from outside Germany.

Overview of visitor groups:

- Affiliated, independent and franchised workshops
- Distribution networks and workshop systems
- Vehicle manufacturers
- Original equipment manufacturers (OEMs)
- Vehicle components and accessories wholesalers
- Workshop tools and equipment dealers
- Fleet operators
- Paint shops
- Breakdown recovery services
- Filling station sales networks
- Warehousing facilities
- Public authorities, vocational schools, universities
- Dealerships
- Vehicle cleaning operations
- and many more

An unsurpassed diversity: the Automechanika product categories



Automechanika unites the entire product spectrum of the automotive industry. In other words: there's nothing out there that's not on show here!

Car Wash City: refuelling and washing from A – Z

The South-West outdoor area is the world's largest exhibition space for the areas of refuelling and washing, making Automechanika the international flagship fair for the car wash sector. This is where industry leaders showcase car washes and roll-over gantry systems in operation and present their latest developments in the field of vehicle care. Meanwhile, in neighbouring Hall 10, visitors can view a wealth of innovations from the areas of refuelling, monitoring and shop-in-shop systems for fuel stations.

Everything to do with body and paint

State-of-the-art equipment is becoming increasingly important for the repair segment. The entire product range for paint shops and body shops has been exhibited in the new Hall 11 since 2010. This is where exhibitors at Automechanika will host compelling presentations and special shows to present innovations in paintwork refinishing, accident repair, damage repair and claim management.

Parts, accessories and tuning

One of the largest topic areas at Automechanika and a real crowd-puller: components, spare parts and car accessories. This extensive product range is complemented by the area of tuning, which attracts ever-growing visitor numbers to Frankfurt. A must for vehicle tuners/customizers, repair workshops and dealers.

IT solutions and management services

This is the third time that this area is represented at Automechanika, and it is now an integral part of the event. Here suppliers can find out about increasingly important hardware and software solutions, dealer management systems, solutions for workshop management and concepts for dealership marketing.

“Automechanika Frankfurt is truly one of the world’s finest automotive aftermarket shows. It is a **“must-attend” event for aftermarket executives** from around the globe. Nowhere else can all of the **various segments within the global aftermarket** be accessed simultaneously by both seller and buyer.”

Steve Handschuh, President/Chief Operating Officer, Automotive Aftermarket Suppliers Association



Extras as standard: the comprehensive programme of accompanying events





Innovation Award

Innovations are a key facet of Automechanika. And the Innovation Award is a very special prize. Indeed, it is one of the most renowned international accolades. Apply with your new developments and benefit from an outstanding level of attention, thanks to the fact that the Innovation Award is presented during the high-profile Automechanika opening ceremony. What's more, the prize-winners' innovations are all on display in the highly popular special show in the foyer of Hall 4.

Green Directory

Protection of the environment and the sustainable use of resources are becoming ever more important. The car industry is no exception, with these topics increasingly in the spotlight. The Green Directory is a response to this trend. It is the "green visitor guide" to Automechanika, and lists only those exhibitors who make a particularly "green" contribution via their innovations and services. Don't miss out on this opportunity to include your company in this highly regarded directory – thereby benefiting the environment and boosting your success.

Aftermarket Forum

Prepared for the future: the Automechanika Aftermarket Forum is where new developments and trends influencing the entire industry are analysed and discussed. With its programme of talks and discussions, the Aftermarket Forum is an important industry information platform and makes a key contribution to shaping the future. Come along, find out new information and exchange know-how with experts, specialists and colleagues.

Automechanika Rally


The inaugural Automechanika Rally in 2010 saw car fans from all over Germany make the journey to Frankfurt in their treasured vehicles, before showing them off during a stunning parade onto the exhibition grounds. Rare vintage cars, lovingly maintained modern classics and outstanding classic cars: don't miss this unique tribute at Automechanika 2012. Make sure you're there when the most attractive models from every era of automotive history enjoy their moment in the limelight during the official prize ceremony.

Automechanika: a global model of success

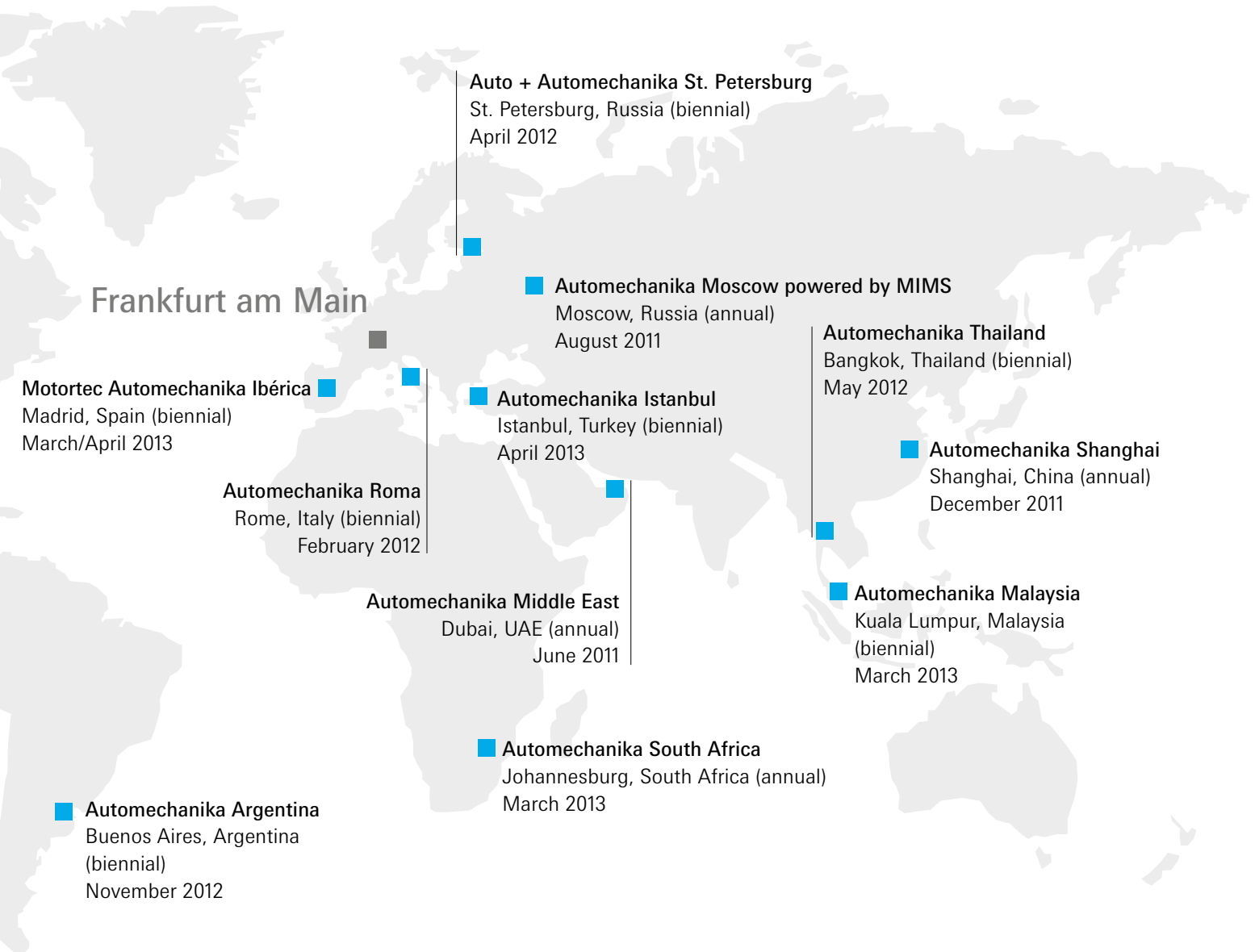
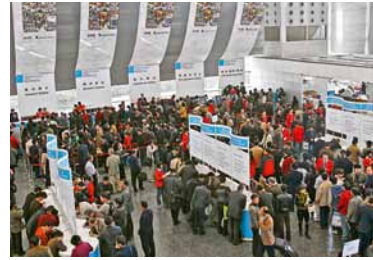
Thanks to Automechanika, Germany is not the only country that highlights the car industry every two years. For all market participants, Automechanika is a must in 12 other countries around the planet, making it an export hit in the truest sense of the word.

**With 13 events around the planet,
Automechanika is the world's leading trade
fair for the automotive industry.**

Frankfurt benefits in particular from this global presence, as all Automechanika events from Mexico to Shanghai increase awareness of the trade fair brand. And, each year, that attracts even more visitors to Frankfurt. Take advantage of this brand's strength – and the opportunity to tap into new customer groups and markets. In Frankfurt and around the globe.



PAACE Automechanika Mexico ■
Mexico City, Mexico (annual)
July 2011



Driving into the future: travel and services

No matter whether you're coming by plane, train or car, we aim to make your stay as pleasant as possible – with special services for all exhibitors and fair visitors.

Online ticketing – just a couple of clicks away

Visitors can register online in advance and print out their own ticket with a minimum of fuss. This also applies for ticket vouchers, which you can use as invitations to Automechanika for your customers. To send your vouchers, simply use the materials in our promotional folder.

Free travel in Frankfurt

The admission and exhibitor tickets (excluding vouchers and complimentary tickets) entitle you to travel on public transport within Frankfurt to and from the exhibition centre free of charge on all days of the show. One-day tickets bought at the exhibition centre entitle you to a free return journey from the show.

The best thing after a tiring day at Automechanika – a good hotel

From a modest guesthouse to a suite in a luxury hotel, there's a wide range of accommodation options in Frankfurt and the surrounding area. In all, 5,000 beds are located no more than 15 minutes' walk away from the exhibition centre. Our tip: make sure you book early! Use the "HotelGuide Rhein-Main" hotel guide at www.hotelguide-rheinmain.de or book your accommodation with ease at www.automechanika.com/frankfurt (For visitors – Arrival and stay – Accommodation) or via Tourismus + Congress GmbH, www.frankfurt-tourismus.de.

At the fair – and always up to date, thanks to WLAN

The Frankfurt hotspot ensures complete mobile communication throughout the entire exhibition centre – without restrictions or delays. Use of the Automechanika website

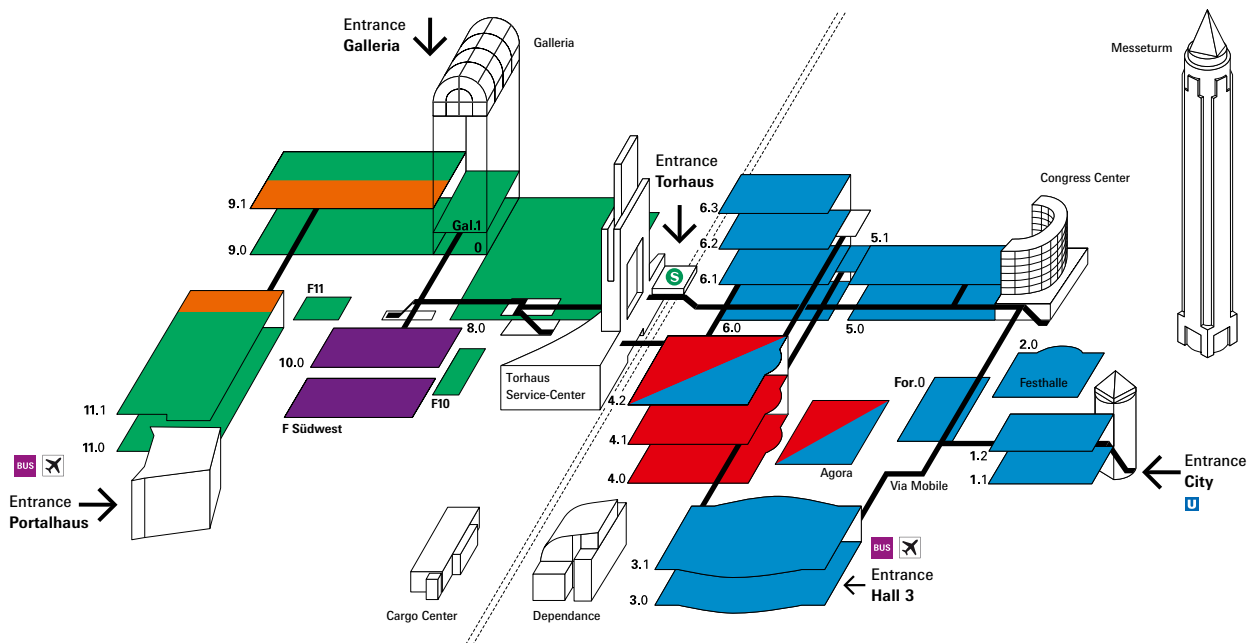
and the Automechanika app (which includes an exhibitor and product search, ground plan, news and buddy finder) offers valuable guidance free of charge for your fair visit. A voucher for using WLAN can be purchased with a credit card via the Messe Frankfurt website or in the multimedia shop in Torhaus, level 3.



Don't forget the date of Automechanika 2012: simply scan this code with your mobile phone and add it to your schedule. All Automechanika dates can also be found at www.automechanika.com



The navigation system for your success: the ground plan



Repair & Maintenance

Workshop equipment and tools, Lifting gears, Testing and measuring equipment, Tyre installation, Body repairs, Paintwork and corrosion protection, Towing service, Trailers, Accident assistance, Mobile services, Waste disposal and recycling, Dealership equipment, Training, Restoration and maintenance of vintage vehicles

IT & Management

Dealership planning and construction, Finance & franchise concepts, Claims management and controlling, Dealer management systems, Garage management, Dealership marketing, Internet

Service Station & Car Wash

Filling station equipment, Car wash & care, Oil and lubricants

Parts & Systems

Powertrain, Chassis, Body, Standard parts, Interior, Infotainment, Engine electronics, Vehicle lighting, Electrical system, Driver assistance systems, Vehicle safety, E-Mobility: accumulator, Alternative drive units, Regenerated parts for cars and commercial vehicles, Parts and services for vintage vehicles

Accessories & Tuning

General accessories for motor vehicles, Tuning, Customizing, Special equipment and modifications, Rims, Wheels, Tyres, Spare and accessory parts for trailers for cars and small commercials, E-Mobility for vehicle and charging accessories/accumulator (Conversion, Recycling)



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