

news +++ Automechanika Frankfurt
10-14 September 2024

automechanika
FRANKFURT

Automechanika Frankfurt receives positive feedback on focus topics transformation and sustainability

Frankfurt am Main, 13 November 2023. Registrations for Automechanika Frankfurt 2024 are already around 20 per cent above the level of the previous event one year before the start of the trade fair. The focus topics of transformation and sustainability have also been very well received by the industry: Leading players have already announced that they will be presenting corresponding products and solutions for the aftermarket and original equipment from 10 to 14 September 2024. New event formats will foster discussions and networking on important topics such as circular economy, electromobility, alternative fuels, sustainability, connectivity, AI in cars and for service.

The transformation of the automotive industry will be omnipresent throughout the fringe programme of Automechanika Frankfurt. Exhibitors can choose from a range of different event formats. A brand new addition is the Sustainability Court in Hall 5, where car manufacturers, suppliers and players from the automotive aftermarket can present their sustainable solutions and discuss them on stage as well as in the nearby networking area. At the Future Mobility Park, trade visitors can live experience and test vehicles with alternative drive systems and innovative future solutions. The top-class expert forum 'Innovation4Mobility' will take place in Hall 3 for the second time. Lectures and discussion panels will cover the entire cosmos of topics related to the fundamental changes in the mobility industry.

The fact that the industry is currently joining forces will also be demonstrated by the first Sustainability Day in Bologna on 17 November 2023, initiated by the Forum on Automotive Aftermarket Sustainability (FAAS). Frank Schlehner, Senior Consultant Market Affairs, CLEPA - European Association of Automotive Suppliers, comments: "With FAAS, we are now reaching an important milestone. Launched as an initiative at Automechanika Frankfurt 2022, suppliers and the parts trade are bundling their activities in a newly founded non-profit international association that represents and supports the automotive aftermarket on the path to sustainable business processes. The Sustainability Day offers the opportunity to learn from experts and build long-term networks that will drive the industry forward in terms of sustainability in the coming years."

Philippe Colpron, Head of ZF Aftermarket, also emphasises the importance of international partnerships: "We must strike a balance between being locally rooted and globally connected. At the same time, we need to foster innovative partnerships to address the evolving landscape of Next Generation Mobility, characterized by CASES megatrends (Connected, Autonomous, Shared, Electrified, Sustainable). The aftermarket sector demands fresh business models, enhanced service concepts, and a deeper understanding of customer expectations. Our pursuit of Zero Emissions, Zero Accidents, and Zero Downtime for every kilometer driven, while also creating sustainable growth opportunities for the aftermarket, can only be realized through collaborative efforts with our partners, for today and tomorrow."

Numerous companies return to Frankfurt after many years

Olaf Mußhoff, Show Director Automechanika Frankfurt, about the current planning status: "We are experiencing a lot of demand for stand enlargements and are especially pleased that some renowned companies are back on board after a longer break." This includes Borsehung, Exedy, Marelli Aftermarket, Niterra, SKF, Sogefi and Trucktec in the parts and components product area, 3M, Axalta, PPG and Spanesi for body and paint, Sonax for the trend topic of detailing and Airbest Industry, Cormach, OMCN, Rabotti, Rotar Machinery Industrial for workshop equipment.

The response to Automechanika Shanghai, which will take place from 29 November to 2 December 2023 at the National Exhibition and Convention Center, is also almost at pre-corona levels with 5,600 registered exhibitors. Michael Johannes, Vice President Mobility & Logistics at Messe Frankfurt: "All ten Automechanika trade fairs in 2023 far exceeded our expectations. Automechanika Shanghai will soon be the grand finale. China plays a pioneering role in the automotive industry as a centre for research, development and production. This becomes clear just by looking at the topics of around 60 events that will take place during the four days of the trade fair."

Exhibitor statements on the upcoming Automechanika Frankfurt 2024

"We see us as a driving force in the challenge of making the aftermarket fit for e-mobility. In doing so, we focus on our customers' need for economical and future-proof repair solutions."

Jens Schüler, CEO Schaeffler Automotive Aftermarket

"Together with our customers, we want to shape the sustainable transport of the future and continue to be a strong innovator in the commercial vehicle industry in the original equipment and aftermarket. At Automechanika, we will showcase our vision of a holistic aftermarket ecosystem for the first time with Cojali by our side." *Andreas Wimmer, Member of the Management Board of Knorr-Bremse Systeme für Nutzfahrzeuge GmbH*

"We are incorporating the technological changes, e.g. the electrification of automobiles, into our software solutions and offer real added value through telematics data, for example. For us, the essential innovation lies in connecting all technologies and using artificial intelligence to simplify and accelerate processes."

Helmut Eifert, DAT Managing Director Innovations and International

"In general, we believe that companies are increasingly better positioned as part of the transformation process. The extraordinary and volatile market situation in recent years has led to a rethink in the industry. With a new sustainability concept, we are helping repair businesses to operate profitably in the long term: with efficient processes, energy-saving products and digital tools, they can significantly increase their profitability and at the same time make a contribution to greater sustainability."

Jochen Kleemann, Director PPG Germany, Sales & Services GmbH

"At Bosch, sustainability is deeply rooted in our corporate values and has not just recently become part of our day-to-day business. For more than 50 years, Bosch Automotive Aftermarket has been offering circular products. By 2030, we will more than double our circular business in the aftermarket with remanufacturing, reuse, repair and recycling."

Peter Lukassen, Head of Operational Sustainability at Bosch

“Our customers are the centre of our focus and are also the drivers of our innovation process, which is based on the pillars of sustainability, design, functionality and user-friendliness. Together with them, we have implemented a unique product DNA in the wash industry that fulfils the needs of the operator and end user.”

Marko Maricic, Head of International Sales, Otto Christ AG

“The automotive industry has never stood still, but is changing at a rapid pace every year and we are keeping up with this change. Our tools are becoming lighter and we also offer innovative software solutions. We also aim not only to adapt to the latest materials and repair processes, but also to inspire and motivate the new generation of technicians.”

Jürgen Braun, Sales/Technical Manager DACH Celette

Information on presentation opportunities on transformation and sustainability:

<http://automechanika-frankfurt.com/topthemes>

Press releases & images

www.automechanika.com/press

Information and Agenda Sustainability Day 2023

<https://www.faasforum.eu/2023-sustainability-day2023/>

Automechanika @Social Media #AMF24

www.facebook.com/automechanika | www.twitter.com/automechanika

www.instagram.com/automechanika_official | youtube.com/@automechanikafrankfurt

www.linkedin.com/showcase/automechanikafrankfurt



Your contact:

Marlene Döring

Tel: +49 69 75 75-5514

marlene.doering@messefrankfurt.com

Messe Frankfurt Exhibition GmbH

Ludwig-Erhard-Anlage 1

60327 Frankfurt am Main

www.messefrankfurt.com

automechanika.messefrankfurt.com

Background information on Messe Frankfurt

www.messefrankfurt.com/background-information

Sustainability at Messe Frankfurt

www.messefrankfurt.com/sustainability-information