

news +++ Automechanika Frankfurt
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automechanika
FRANKFURT

High demand: Automechanika Frankfurt opens additional halls and receives positive feedback on focus topics transformation and sustainability

Frankfurt am Main/ New Delhi, 1 February 2024. Due to the great demand, the organisers are opening up additional halls to give all interested companies the opportunity to present themselves at the leading international 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.

Olaf Mußhoff, Director Automechanika Frankfurt: "After the successful restart in 2022, we are expecting even more international exhibitors at this year's Automechanika Frankfurt. I am delighted that we already have over 4,000 registrations from over 80 countries as of the beginning of February, including many returning exhibitors who are back after a long break." These include manufacturers from the coatings sector such as Axalta, PPG, 3M and Sonax, as well as companies such as Exedy, Marelli Aftermarket, Niterra, SKF, Sogefi and Trucktec, Spanesi, Airbest Industry, Cormach, OMCN, Rabotti and Rotar Machinery Industrial and many more.

Due to the high demand, the trade fair management has decided to open up additional halls. From 10 to 14 September, companies will also be showcasing their innovations in the areas of spare parts and components in Hall 2 (Festhalle) and in hall 4.2. Halls 10.3 and 9.1 will also be home to the World of Asia, which will mainly present innovations from the fields of spare parts and components and diagnostics and repair.

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.

That companies are working intensively on the topics of transformation and sustainability is impressively demonstrated by the voices of some of the exhibitors of Automechanika Frankfurt 2024. Philippe Colpron, Head of ZF Aftermarket, explains: "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."

Exhibitor statements on the upcoming Automechanika Frankfurt 2024

„MAHLE is fully committed to the goals of the Paris Climate Agreement. We offer sustainable and innovative products in the three strategic future fields of electrification, thermal management, and efficient internal combustion engines to accelerate decarbonization. MAHLE Aftermarket consistently contributes to achieving the sustainability goals of the MAHLE Group and reduces the carbon footprint of commercial vehicle fleets through its portfolio.”

Philipp Grosse Kleimann, Member of the MAHLE Management Board, Head of the Aftermarket business unit

“The future is characterised by artificial intelligence, which we cannot ignore. We are therefore focusing on digitalisation as a driving force to simplify internal processes and make our structures leaner and more efficient. We rely on biodegradable esters in our lubricants, which are both sustainable and powerful.”

Konstantin Gaab, Managing Director Sudheimer Car Technik-Vertriebs GmbH (MANNOL)

“As all newly registered vehicles will be equipped with advanced driver assistance systems (ADAS) from April 2024, workshops will increasingly have to calibrate ADAS systems. Together with our partner AUTEL, we offer the expertise as well as online and offline diagnostics and corresponding calibration systems. This enables workshops to carry out the calibration themselves and eliminates the need for transport to other companies, which contributes to more sustainable work in the workshops.”

Holger Drewing, Managing Partner Herth+Buss Fahrzeugteile GmbH & Co. KG

„In the collision repair industry, innovation is the driving force of transformation. At Axalta we always strive to help our customers to work smarter and more efficiently, paving the road to a more profitable and sustainable future. For example, we recently introduced a fully automated and hands-free mixing machine for the automotive refinish industry.”

Bart de Groof, Segment Marketing Sr. Director, Global Refinish Axalta Coating Systems

“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 options relating to transformation and sustainability:

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

Press information and photographic material:

www.automechanika.com/press

Automechanika @Social Media #AMF24:

www.facebook.com/automechanika | [www.twitter.com/automechanika](https://twitter.com/automechanika)

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Background information on Messe Frankfurt

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