

Press

20 September 2014

Final Report

Automechanika Frankfurt

The World's Leading Trade Fair for the Automotive Industry
Frankfurt am Main, 16 to 20 September 2014

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New exhibitor record and 140,000 visitors at Automechanika

Around a quarter of exhibitors with products and solutions for commercial vehicles

Great interest in tomorrow's technologies, e.g., alternative power chains, lightweight construction and energy efficiency

The 23rd Automechanika from 16 to 20 September 2014 was once again an outstanding showcase for innovations from the international aftermarket. This year, around 140,000 trade visitors from 173 countries, one in four of them from the workshop sector, took advantage of this opportunity to find out about the latest automotive products and technologies during the five-day fair¹. On the exhibitor side, the fair set a new record with 4,631 companies from 71 countries. Detlef Braun, Member of the Board of Management of Messe Frankfurt: "The ratings given by exhibitors have been outstanding with a significant impetus coming from outside Germany. However, German companies also see the current economic situation in a more positive light than in 2012."

The number of international visitors rose by five percentage points to 60 percent. Particular interest was shown by visitors in subjects such as alternative power trains, fully automatic digital reception processes, energy efficiency, lightweight construction solutions with previously impossible loading capacities, accessories, customizing, car media and 3D printing. Detlef Braun: "More than ever before, Automechanika in Frankfurt has shown itself to be a platform for the presentation of important, future-oriented technologies as the key to

¹ In 2012, 147,715 trade visitors came on the six days of the fair (FKM figures).

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tomorrow's developments throughout the entire automotive aftermarket."

The fair also presented the latest products and developments from the world market in the commercial-vehicle field. In this connection, Detlef Braun says, "sustainability and environmental compatibility also play an extremely important role in the commercial-vehicle segment. For example, vans with previously unheard of loading capacities and weight-optimised electric refrigerated vehicles were to be seen here for the first time." Visitors were delighted by the great potential of exhibitors in the commercial-vehicle sector, which was to be seen under the 'Truck Competence' label on over 1,000 exhibition stands, and by the associated special shows revolving around 'Truck Competence'. About this, Alexandra Sommer, Specialist Aftermarket Marketing, Knorr-Bremse Systeme für Nutzfahrzeuge GmbH, said, "Our concept for the fair was given a very warm reception and resulted in a significant increase in the number of visitors to our stand compared to the previous fair. Our simulator fits perfectly in the 'Truck Competence' segment at Automechanika Frankfurt. We are already looking forward to the next edition of the fair in 2016."

Particularly popular was the 'Collision Damage Talk', the best attended event in the Automechanika Academy programme with 600 participants. Key players from the insurance business, including HUK Coburg and the newly founded German Partner Workshop Association (*Bundesverband der Partnerwerkstätten – BVdP*) and Deutsche Automobil Treuhand GmbH (DAT) also made presentations. The event was sponsored by paint manufacturers who returned to Automechanika after an absence of 12 years. "We have regained our confidence in fairs as a marketing tool and meet the world in Frankfurt am Main", said Cromax Sales Manager Frank Forst.

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More than 50 alternative-drive-chain pioneers from 12 countries presented their mobility concepts in Hall 10. Together with Prins Autogassystemen and Neste Oil, the German Liquid Gas Association (*Deutscher Verband Flüssiggas e. V.*) presented a bio version of LPG in a press conference on 16 September. Thus, 'biopropane' – LPG made of biomass feedstock – will be available from 2016 and help further reduce CO₂ emissions.

Another magnet for visitors was the Galleria with a wide-ranging choice of basic and advanced training choices. For example, over 650 trade visitors from 36 countries attended the practice-oriented workshops on collision-damage management. As a participant reported, "The workshops exceeded my expectations! Messe Frankfurt has created a platform that not only provides specific information on topical issue but also enables visitors interested in these subjects to familiarise themselves with practical aspects of new technologies in a very short time."

That social commitment can also be demonstrated at a trade fair was shown by an initiative of the 'TEILEn e.V.' (parts / share) association. Over 50 renowned companies from the independent spare-parts market have joined forces for a good cause and donated € 250,000 to the Peter Maffay Stiftung, a charity for deprived children. The popular German rock musician accepted the donation personally at the fair and proved to be another magnet for visitors from German workshops.

On the Friday and Saturday of the fair, visitors from the workshop sector made good use of the 'Automechanika Workshop Days' programme, which included a variety of technological presentations, workshop exhibitions and competitions organised, inter alia, by members of the Independent After Market Association (*Verein Freier Ersatzteilemarkt e.V. – VREI*), e.g., Schaeffler, ZF and Valeo.

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Discussing the programme, VREI Chairman Thomas Fischer said, "Together with our members, we succeeded in arousing particular interest on the part of workshop visitors."

The next Automechanika Frankfurt will be held from 13 to 17 September 2016.

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Exhibitor statements:

“At Automechanika Frankfurt, we can reach almost all our customers at the same place. We are very pleased with this year’s show and welcome the decision to change the timing of the fair from Tuesday to Saturday.” (*José Guilherme Ferreira, Marketing Manager, Indústrias Metálicas VENEPORTE S.A.*)

“This was our first time as exhibitors at Automechanika Frankfurt and it has been a complete success. The fair is the perfect platform for presenting our company and reaching both existing and new customers. We will certainly be back again for the 2016 edition of the fair and are already looking forward to it.” (*Armin Bolch, CEO, PETRONAS LUBRICANTS DEUTSCHLAND GmbH*)

“For us, Automechanika Frankfurt was very successful. We were able to reach our customers and noted a very high level of interest among potential customers. For the whole team, this visit to Frankfurt was an extremely pleasant experience. The overall package is simply spot on.” (*Wolf-Erik Schmitt, Mead of Marketing & IT, BlitzRotary GmbH*)

“Making a presentation at the fair is very important for us because this is where we meet existing and potential customers from all over the world. We are very pleased with the quality and the degree of visitor internationality.” (*Susana Oliveira Basílio, Sales Assistant, João de Deus & Filhos, S.A.*)

“As in the past, we are highly satisfied with the results of our presentation at Automechanika Frankfurt. The reaction of visitors was very good and the decision makers of the sector were in attendance over the last five days.” (*Dr Uwe Hartmann, VP Marketing Automotive Aftermarket, MANN+HUMMEL GmbH*)

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“The Workshop Days on Friday and Saturday are ideal for us because we also want to reach this target group. We stand for high quality, durable products and want to show visitors from the workshop segment that our products are really worth buying.”
(Chutima Schwarzwälder, Marketing & CRM Management, Otto Nussbaum GmbH & Co. KG)

“Expect more” was our motto this year and our customers say “delivered more”. Therefore, we are very pleased with our successful presentation. In particular, the integration of our four product worlds – LuK, INA, FAG and Ruville – on the same exhibition stand proved very popular among both our customers and staff.” *(Rouven Daniel, Director Marketing & Communications, Business Division Automotive Aftermarket, Schaeffler Automotive Aftermarket GmbH & Co. KG)*

“This year BIZOL has participated in seven editions of Automechanika in important automotive global markets. As of next week, we will start preparing Automechanika Shanghai. We are also making plans for the first edition of Automechanika Chicago. The number and quality of participants and visitors in this edition of Automechanika Frankfurt, we believe, to better and higher than the 2012 edition. This year we tested a new advertising service from Automechanika and two new press services. We are very pleased with both of them. We therefore thank the excellent service and support received from the Automechanika 2014 team.” *(Marcello Assandri, Chief Marketing Officer (CMO), BIZOL)*

“From our point of view, this was our best exhibition stand. Automechanika Frankfurt 2014 has been very successful for us. Thanks to our past experience, we were able to prepare optimally for the visitor target groups here and have made and cultivated important contacts. During the Workshop Days, we offered a special

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programme for independent garages, which also proved very popular.” (*Hans-Peter Gorbach, Marketing Manager, MAHA Maschinenbau Haldenwang GmbH & Co. KG*)

“The primary goal of our presentation as a university was to inform the industry about our research projects. And we succeeded in this. Automechanika Frankfurt is the ideal platform for us in our capacity as the Chair for the Production Engineering of E-Mobility Components. For a relatively new subject such as e-mobility, RWTH Aachen and its pioneering projects have a key role to play.” (*Ruben Förstmann, Scientific Employee, RWTH Aachen University – Chair of Production Engineering of E-Mobility Components*)

“People felt very much at home on our exhibition stand and we enjoyed a lively and constant stream of visitors. We were able to reach exactly those visitors who were especially interested in our products and are planning to exhibit again for Automechanika Frankfurt 2016.” (*Karl-Walter Eberlein, CEO, GESPA GmbH*)

“Automechanika Frankfurt 2014 is the most important fair for us and was once again a complete success. We met many existing and new customers from fields relevant to us and received many positive comments about our presentation. Naturally, we hope to be able to continue in this successful direction at Automechanika Frankfurt 2016.” (*Pernille D. Lund, Export Assistant, JP Group a/s*)

“For us, Automechanika Frankfurt is the core fair in the automotive sector and we are delighted to have been able to celebrate our 100th anniversary at the fair. We are very pleased with the customers we were able to reach here and have achieved our target.” (*Matthias Hagedorn, Senior Manager Global Marketing Communication, Philips GmbH BC Automotive Aachen*)

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“We have been very pleased with the large variety of international visitors. The chance to meet both new and existing customers personally during Automechanika Frankfurt is very important.” (*Liao Wang, Marketing Specialist Europe, Exide Technologies SAS*)

“For us, Automechanika Frankfurt is the most important trade fair for the sector. As a global player in the carwash business, we also benefit from the positive image of Automechanika Frankfurt as the world’s leading trade fair for the automotive industry. We are very pleased with the standard of visitors, which we felt to be very high. Naturally, this is vital because the fair is an important meeting place for the sector.” (*Sonia Mañas, Corporate Marketing, ISTOBAL, S.A.*)

“Automechanika Frankfurt 2014 has been a complete success for us. Our products have attracted lots of attention and we were even chosen for the Automechanika Innovation Award. Our aim was to make contact with the sector’s decision makers and this we did.” (*Björn Strid, Event- & Sponsorship Manager, Thule Sweden AB*)

“Automechanika Frankfurt has always been an important event for us. The number of visitors to our exhibition stand was relatively constant throughout the fair. All were very professional. We are also very pleased that Messe Frankfurt not only provided a high standard of service but also ensured brilliant sunshine at the outdoor Car Wash City.” (*Otto Christ, CEO, Otto Christ AG Wash Systems*)

Background information on Messe Frankfurt

Messe Frankfurt is one of the world's leading trade fair organisers, generating around €545 million in sales and employing some 2,000 people worldwide. The Messe Frankfurt Group has a global network of 28 subsidiaries and around 50 international Sales Partners, allowing it to serve its customers on location in more than 150 countries. Messe Frankfurt events take place at more than 30 locations around the globe. In 2013,

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Messe Frankfurt organised 113 trade fairs, of which more than half took place outside Germany. Comprising an area of 578,000 square metres, Messe Frankfurt's exhibition grounds are home to ten exhibition halls. The company also operates two congress centres. The company is publicly owned, with the City of Frankfurt holding 60 percent and the State of Hesse 40 percent.

For more information, please visit our website at: www.messefrankfurt.com