

news +++ Automechanika Frankfurt
13 to 17 September 2022

automechanika
FRANKFURT

From A like assistance systems to Z like zero emissions: extensive event programme offers everyone the chance to discover, experience, learn and share ideas

Frankfurt am Main, 29 August 2022. In less than three weeks, the leading international event for the automotive industry will be taking place once again on the Frankfurt exhibition grounds. This year, Automechanika Frankfurt's supporting programme offers more than ever before. That is because staying on top of the latest developments like electromobility, alternative drive systems, digitalisation, connectivity and automotive logistics is absolutely essential. Also on the agenda: recruiting the next generation of professionals.

At Automechanika Frankfurt from 13 to 17 September 2022, trade visitors can not only look forward to a wide range of new products and innovations from more than 2,800 exhibiting companies from some 70 countries, but also a supporting programme covering a wide variety of fields. Olaf Mußhoff, Director of Automechanika Frankfurt, explained: "Knowledge transfer and dialogue are extremely important in times of radical change. That is why we have decided to make this a focal point of this year's trade fair with a whole series of presentations, panel discussions, trainings, live demonstrations and other events. From A like assistance systems to Z like zero emissions, Automechanika offers something for everyone."

Everything for workshop professionals

The customising trend shows no signs of slowing down, and trade visitors can enjoy a multifaceted experience of this field in Hall 12.1. This also includes the topic of **car media**. What system offers the best sound? Who can impress the panel with the most professional installation of a car audio system? At the EMMA German Sound Quality Finals on 16 and 17 September, which are being held in the outdoor exhibition area in front of Hall 12, everyone is invited to immerse themselves in the world of automotive sound. So be sure to take a seat, listen up, and find out who will win the award for the best car audio system.

Sidney Hoffmann @Automechanika. When it comes to cars, he is one of Germany's best-known faces. Sidney Hoffmann made his name with shows like "PS-Profis" (Horsepower professionals) and "Sidneys Welt" (Sidney's world). Now on 14 September he's coming to Automechanika in Frankfurt, where fans can meet him for happy hour. Other influencers and bloggers – including KLE, the gang from the Schrauberblog technicians blog, the 'car paint monkeys' from Autolackaffen, the 'car doctors' from Autodoktoren, Mike Püllen, and GlossBoss will also be playing an active role at the trade fair in Frankfurt. The Blogger Lounge in Hall 12.1 is the meeting place where everyone can meet influencers and bloggers at a meet & greet.

Another new feature: a programme devoted to the trending topic of **detailing** on two days of the trade fair. The International Detailing Association (IDA) is inviting its members from around the globe to come to Frankfurt. On 15 September it will be organising a panel discussion, and for the first time the association is holding an IDA certification event – including testing – at the trade fair. Autolackaffen is holding practical workshops on such topics as paint sealing, the opportunities and risks of long-term paint sealing, and efficient polishing processes on all five days of the trade fair. Also at the event: ‘GlossBoss’, otherwise known as Marvin Mieth and a familiar face on YouTube and Instagram, will be making a live podcast on the topic of ‘Alternatives to costly and complicated paint coats’.

Fans of classic and collectible cars will be getting together in the **Classic Car area** in Hall 12. On 13 September there will be a captivating event programme featuring panel discussions, live podcasts and workshops. The challenges facing the classic car scene in Germany, opportunities for the classic car business, and the topic of ‘Electronics in classic and collectible cars’ will all be addressed in various talks and discussions. The show highlight at the German Federation for Motor Trades and Repairs (ZKF) stand is a Porsche chassis featuring different painting technologies that the federation is presenting in collaboration with Glasurit.

On 14 September, the stage in Hall 12 will be showcasing the **Car Wash & Care** business. A new presentation series delves into the latest trends and developments in car wash and care and explores what the mobility transition means for the car wash sector.

Hall 11 is once again the meeting place for the **body and paintwork sector**. This year will be the first time that there is a networking area and live stage right inside Hall 11.1. This is where **Collision talk** will be taking place on 15. September. The topic: “The repair market in a time of crisis – who are the winners and losers?”. The moderators Christian Simmert, Editor-in-Chief of schadennews.de, and Konrad Wenz, Editor-in-Chief of Fahrzeug & Karosserie, will be talking with leading automotive insurers, claims managers, workshop groups, operations and associations about fundamental shifts in the market. At issue is what companies have to prepare themselves for – and who will survive as the market consolidates.

The **International Bodyshop Industry Symposium (IBIS)** is appearing in a new networking area in Hall 11. On 13 September, CEO Jason Moseley will be talking with leading industry players on the topic of ‘A global perspective on the ever changing body & paint landscape’. On 15 September, Moseley will also be reporting on his international experiences – including at Automechanika trade fairs in Shanghai, Mexico, Birmingham and Istanbul.

On 14 September, Michel Malik, CEO of Bodyshop News International, is getting together with international guests as part of **Collision talk** to discuss how body and paintwork shops can maintain profitability during an economic crisis. Two days later, on 16 September, Malik will be talking with international manufacturers and suppliers about ways in which innovations in body repair technology can be used to improve both the performance and profitability of body shops.

Another highlight: the second **Body & Paint Championships**, in which five painters from Germany face off against one another. Both creativity and technical expertise will be required as they try to impress the international panel of experts with the car hood designs they have created on the theme of ‘Mobility in transition’. The awards ceremony takes place on 16 September on the stage in Hall 11.1.

The new meeting place for workshop professionals in Hall 9.0 is the networking lounge and stage devoted to the topic of the **Future Workshop**. The programme includes current workshop topics such as accessing connected vehicles, electromobility, fire protection in the workshop for electric vehicles, troubleshooting with artificial intelligence, and social media communications for automotive companies. On 13 September, Frank Schlehuber from CLEPA (European Association of Automotive Suppliers) and Hasmeet Kaur and Maximilian Wegner from Roland Berger will be discussing the impact of electrification on the aftermarket, ADAS, and other challenges facing the automotive aftermarket. Another highlight: brief presentations on the Future Workshop 4.0 in which some 30 partners offer fascinating insights into the workshop of the future. This innovation showcase will be presenting tomorrow's technologies, processes and business models.

Everything having to do with **training and professional development** can be found in the Galleria. Here, students and young people can get an introduction to the many different careers on offer in the automotive industry and find out more about training opportunities from respected German associations. Joblinge, a national youth employment initiative, will have its own stand at the trade fair for the first time this year. The stand provides trainees and young people with advice and support for deciding on training and education options. The recently established 'Talents4AA' association provides information on job and career opportunities in the industry and has set out to bring talented young people into the automotive aftermarket. For fun and a change of pace, there will be a tyre-change challenge in which the gang from the Schrauberblog technicians blog puts trainees from the automotive sector and other people looking for a challenge to the test.

The trade fair also offers free **training courses** for automotive professionals. In addition to practical workshops on the topic of accident damage and caravan repairs, there will be training sessions especially for commercial vehicle professionals. The focus is on radar and camera-based driver assistance systems in everyday practice in the workshop.

New solutions and technologies for the transition

The '**Innovation4Mobility**' showcase in Hall 3.0 presents pioneering solutions for connected vehicles and climate-neutral mobility. Olaf Mußhoff explained: "As a neutral innovation platform, our mission is to shine a spotlight on new trends and talk about these. That is why I am particularly delighted about the many well-known experts who will be sharing their ideas on the topics of electromobility, alternative drive systems, digitalisation, connectivity and sustainability and engaging in informative talks with automotive professionals." There will be informative keynote talks from some 30 companies in all, including ABB, ADOBE, Audi, BASF, Bosch, Google Cloud, Fraunhofer ISE, NOW, Keyou, Schaeffler, Skoda and the Toyota Mobility Foundation. One of the programme's highlights is a presentation entitled 'Commercial vehicles with H2 fuel cell drive systems' being given by ENGINIUS and the FAUN Group; the latter company recently received the first official approval for a hydrogen-powered truck, and this will soon enter full-scale production. 'Vehicle-integrated photovoltaics – their potential and implementation' is the topic of a presentation being given by Fraunhofer ISE and OPES Solutions on 13 September.

The **Future Mobility Park** in the Agora is dedicated to e-mobility. Škoda is offering test drives with its 295 hp (299 PS) ENYAQ COUPÉ RS IV in road traffic and will be at the event with a roadshow stage. me energy is presenting 'Rapid Charger 150', a bioethanol-powered rapid charging station, and there will be a test circuit on which a range of e-scooters and e-bikes can be taken for a spin.

The subject of **E-Commerce** has also been given a place on the Automechanika programme. Not only will eBay have a stand for the first time, but they will also be hosting the E-Commerce Networking Lounge in Hall 4 and are planning a presentation programme. In collaboration with their partners Bosch Cognitive Services, UnaiCe, canis lupus, Asellerate, Speed4Trade, TecAlliance and eBay Logistics Solutions, eBay will show how to successfully enter the online retail market and how to optimise existing online operations. On 16 September, the amz Talk explores the question: 'Digitalisation and ecosystems in the automotive parts aftermarket – can e-commerce and online marketplaces improve the procurement process?'

On 15 September, the **Supply Chain Management Day** presented by Alibaba will be looking into how supply chains can be made more resilient in future. One of the key areas of focus is battery logistics. The move from low-voltage to high-voltage batteries is not just a new step – it marks an entirely new approach. The increasing importance of alternative drive systems being driven by the mobility transition and the resulting demand for new batteries pose immense challenges for logistics and for the entire supply chain. This is true for procurement and transport, as well as for production, installation and maintenance, and is also the case for processing the batteries. The demand for supply chain management and logistics and associated requirements, today and in future, will be presented and discussed from the standpoint of the battery industry by Dennis Gallus from Roland Berger, and from the standpoint of a logistics services providers by Marc Oedekoven, SCAN Global Logistics. 'Supply chain made by Alibaba' is the title of a presentation in which the eponymous Chinese online giant offers fascinating insights into supply chain management.

In a time where climate change, an energy crisis, unstable supply chains and resource scarcity are of such concern, the focus is turning towards the circular economy and remanufacturing. That is why, on 14 September, **Remanufacturing Day** is being organised in conjunction with the Automotive Parts Remanufacturing Association (APRA). Participants can look forward to inspiring presentations on such topics as 'Ready for an electric future – from remanufacturing conventional powertrains to EV batteries' and 'Doing well while doing good – creating value for everyone involved and for our planet with sustainable, low CO₂ remanufacturing'.

The full programme is available online at: www.automechanika.com/programm.

Important dates:

13 September at 5:00 p.m. Awards ceremony for the Automechanika Innovation Awards

16 September at 2:00 p.m. Awards ceremony for the Body & Paint Championships

Press information and photographic material:

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Background information on Messe Frankfurt

The Messe Frankfurt Group is one of the world's leading trade fair, congress and event organisers with their own exhibition grounds. With a workforce of 2,200 people at its headquarters in Frankfurt am Main and in 28 subsidiaries, it organises events around the world. As in the previous year, annual sales for 2021 were significantly lower owing to the COVID-19 pandemic: approximately €154 million compared with Group sales as high as €736 million in pre-pandemic 2019. We serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. Sustainable business practices are a central pillar in our corporate strategy and strike a healthy balance between ecological and economic interests, social responsibility and diversity. Another of Messe Frankfurt's strengths is its powerful and closely knit global sales network, which covers around 180 countries in all regions of the world. Our comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. We are using our digital expertise to develop new business models. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services.

With its headquarters in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent).

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