

Planning work for Automechanika 2010 in full swing

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90 % of exhibition space already sold

- Comprehensive, high-grade complementary programme: Innovation Award, Green Directory and Automechanika Aftermarket Forum
- New Hall 11 to focus on bodywork and paint

Planning work for Automechanika 2010, which will be held in Frankfurt am Main from 14 to 19 September, has entered the crucial phase and Messe Frankfurt is delighted with the amount of exhibition space sold. To date, 90 percent of the space has been taken compared with the last event. At the record Automechanika in 2008, 4,471 exhibitors presented their products and services on over 305,000 square metres of exhibition space. Over 161,000 visitors, around 50 percent of them from outside Germany, attended the leading international trade fair for the automotive industry. "With its flagship fair, Automechanika, Messe Frankfurt once again demonstrates what it means to be the market leader. Especially in times of crisis, companies rely on the leading trade fair for the sector", says Detlef Braun, General Manager of Messe Frankfurt. "And this means the Automechanika will be the biggest international platform for the automobile sector this year, too."

In addition to its function as a global presentation platform and information hub for the industry – 80 percent of exhibitors come from outside Germany – the Automechanika stands in particular for a high degree of innovativeness and sustainable technologies, which are to be seen at the fair. Thus, component parts of the complementary programme for 2010 will also include the 'Automechanika Innovation Award' and the ecologically-oriented 'Green Directory' for visitors. The internationally recognised innovation award for outstanding new products has been given since 1996. The associated special show also attracts great attention. Visitors will be able to see the winning products and technologies in the foyer of Hall 4 throughout the fair. Introduced in 2008, the 'Green Directory' will once again guide visitors to emissions-cutting and sustainable products and services at the fair.

Another highlight of the complementary programme is the 'Automechanika Aftermarket Forum'. This lecture programme with panel discussions and top keynote speakers from the sector begins with an official opening on the first day of the fair. The new location in the 'Portalhaus' (new visitor entrance) alongside Hall 11 and the extension of the Forum by another day mean it will attract even greater attention. This year, the thematic focus is on the workshop and trade segments.

An absolute novelty at this year's Automechanika will be the new Hall 11 in the western section of the Exhibition Centre. First used during the last Frankfurt Motor Show (IAA 2009), the new exhibition hall brings together the paint and bodywork segments for the first time under the same roof. Moreover, the new 'Portalhaus' entrance building, which is directly linked to Hall 11, will permit an even better flow of visitors. Via Hall 11, visitors coming from the Rebstock car park can use the Via Mobile to go straight to Halls 9 and 10 and, from there, to Hall 8, which has direct access to the new Southwest Outdoor Area where they will once again find 'Car Wash City' with car washes in operation. Thus, the western section of the Exhibition Centre is a complete area of related subjects all perfectly linked with each other. It is supplemented by the product groups in the eastern section of the Exhibition Centre (Halls 1 to 6), namely 'Parts & Systems' and 'Accessories & Tuning'.

Another première is the planned participation of 'West Coast Customs'. Well-known from MTV and D-Max programmes, the car tuning company, whose customers include Arnold Schwarzenegger, Paris Hilton and the Klitschko brothers, will then tune cars live in workshops on the outdoor area adjacent to Hall 4.

A special highlight for visitors, particularly from German workshops and the trade, will be the first rally to the Automechanika on the two last days of the fair (Saturday and Sunday). All German workshops are invited to take part with special vehicles. There are six vehicle classes: 'Before 1945', 'Classic up to 1979', 'Youngtimer up to 1989' and modern cars in accordance with the criteria 'Performance', 'Appearance' and 'Info / Multimedia'.

Background information on Messe Frankfurt

With annual revenues of EUR 424 million* and over 1,500 employees around the world, Messe Frankfurt is Germany's biggest fair and exhibition company. The corporate group has a global network of 28 subsidiaries, five branch offices and 52 international sales partners, which represent Messe Frankfurt in over 150 countries of the world. Events 'made by Messe Frankfurt' are held at over 30 venues worldwide. In 2009*, the Messe Frankfurt group organised over 90 fairs, more than half of them outside Germany.

At present, the Exhibition Centre can boast 578,000 square metres of ground space with ten exhibition halls and a congress centre. The company is publicly owned with 60 percent being held by the City of Frankfurt and 40 by the State of Hesse.

Further information: www.messefrankfurt.com

*Provisional figures for the 2009 business year.

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