

September 10-14, 2024

Endlich wieder!

Neustart der Automechanika in Frankfurt – Restart at Frankfurt fair

BURKHARD RIERING

Die Automechanika in Frankfurt startet 2022 wieder voll durch. Mit bewährtem Messekonzept und einigen Neuerungen erwarten die Veranstalter nach der Pandemie-Flaute, wieder an alte Erfolge anzuknüpfen – und neue zu feiern. „Wie keine andere Fachmesse bildet sie die gesamte Wertschöpfungskette des Automotive-Aftermarket ab“, sagt Automechanika-Direktor Olaf Mußhoff. Die Automechanika sei in Zeiten von Transformation und Krise wichtiger denn je.

Der Fokus liegt 2022 auf Innovationen und Trends. In der Transformation verändern sich die Anforderun-



Foto: Frankfurter Allgemeine

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Publication date: Sept 10-14
Ad close: Aug 16

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Das Original

HIGHLIGHT-TERMINE

September 13, 2022
1:00 – 2:00 PM
Automobilwoche Lunch Talk

THE OFFICIAL AUTOMECHANIKA TRADE FAIR NEWSPAPER

Get trade fair visitors from Germany and all over the world to your booth! The Frankfurt daily is published in German and English and showcases new products and services, innovations and event details, during the entire duration of the trade fair.

11:00 AM – 1:00 PM
Schadentalk
Schadenmarkt in der Krise – wer gewinnt und wer verliert?
Claims market in the crisis – who wins and who loses? **Hall 11.0, D64**

September 16, 2022
2:00 – 2:45 PM
Preisverleihung Wettbewerb Karosserie & Lack
Award ceremony competition Body & Paint **Hall 11.1, D64**

An allen Tagen / All days
Innovation4Mobility **Hall 3.0**
Future Mobility Park **Agora**
Talents4AA **Hall 4.1**
Zukunftswerkstatt 4.0 **Hall 9.0**
Automechanika Academy **several Halls**

und Panels. Die Automobilwoche ist mit einem „Lunch Talk“ zum Thema E-Fuels dabei.

Weiterhin will die Automechanika mehr Networking wie mit dem



Mehr als 2600 Aussteller informieren Besucher aus aller Welt.
More than 2600 exhibitors inform visitors from all over the world.

again in 2022. After the pandemic slump, the organizers expect to pick up where they left off, with a proven trade fair concept and some innovations – and celebrate new successes. „Like no other trade fair, it represents the entire value

present in 2022. With China absent, an important country is missing. It cannot be there because of coronavirus restrictions. Russia is also absent for well-known reasons.

The list of trade show innovations is long. These include the relaunch of the „Innovation Awards“ and the special Innovation4Mobility show with podiums and panels. Automobilwoche will be there with a „Lunch Talk“ on the subject of e-fuels.

Automechanika also wants to offer more networking opportunities like the CEO breakfast or daily Happy Hours. In addition, there will be education and training initiatives spread across the whole site, as well as workshops on many topics. This year, Remanufacturing Day (September 14) will focus on sustainability.

As Detlef Braun, head of the trade show company Messe Frankfurt, says: „Our goal is to cover the transformation of the global automotive industry holistically and fully.“

cars and trucks. Caravans and classic cars are also playing an important role. Both markets are lucrative for workshops and offer additional business. A market volume in the billions beckons here. For this reason, the trade show is expanding the business platform for historic vehicles, and there will be specialist presentations, networking and showcases. In the area of campers and motorhomes, workshops on repair and maintenance will also be offered.



Viele Firmen präsentieren Services, die auch für Oldtimer relevant sind. Many companies are presenting services that are relevant for classic cars as well.

Filetstücke der Automechanika

Automechanika – das bedeutet auch die Ballung Abertausender Produkte an einem Ort. Die vorliegende Ausgabe *Frankfurt daily* gibt einen Ein- und Überblick mit dem Sonderteil „Best of Automechanika“ (ab Seite 10). Es beginnt bei Spachtelmasse und

endet bei komplexen Software-Anwendungen. Vor allem durch die zunehmende Digitalisierung im Aftermarket verändert sich auch das Angebot stark. Einen Ausschnitt aus dem Angebot bekommen Sie mit dieser *Frankfurt daily*.

Prime cuts of Automechanika

Automechanika - that means the concentration of thousands of products in one place. This issue of

„Frankfurt daily“ provides an overview with the special section „Best of Automechanika“ (from page 10). It starts with putty and ends with complex software. Above all, the increasing digitalization in the aftermarket means that the range of products on offer is also changing dramatically.

MAKE THE MOST OF YOUR PRESENCE

at the Automechanika to get visitors to your booth!

**PLACE
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NOW:**

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INTERNATIONAL

All content is bilingual in German and English to reach the international Automechanika audience

GET FULL ATTENTION

Get more attention for your company and your products! Your ad guides potential customers to your booth.

COVER THE WHOLE DURATION OF THE FAIR

By booking an ad in the trade fair newspaper, you make sure to get more traffic to your booth on all five days of the fair

VALUE FOR MONEY

Attractive advertising opportunity – pay once and be present on all five days of the fair

Circulation
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morning of each day
of the fair**

**Additional
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trade fair hotels
in Frankfurt**

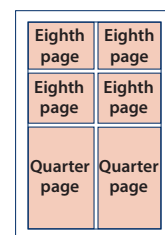
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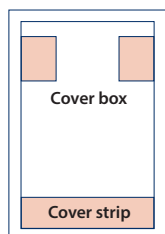
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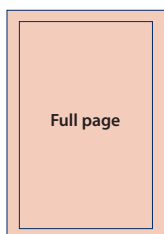
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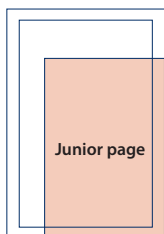
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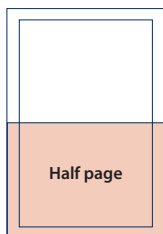
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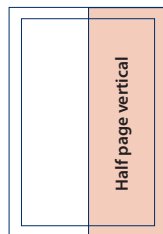
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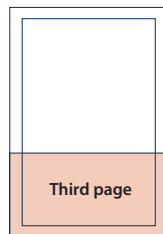
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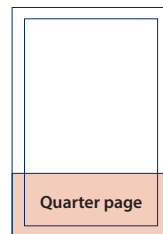
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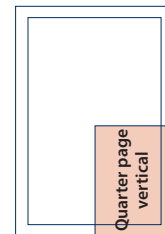
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Third page
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Quarter page
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Quarter page vertical
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Automobilwoche

DIE BRANCHEN-UND WIRTSCHAFTSZEITUNG