

news +++ Automechanika  
10 – 14 September 2024

**automechanika**  
FRANKFURT

## Five stages at the Automechanika Academy

**Frankfurt am Main, 11.06.2024. The broad range of topics at Automechanika Frankfurt is also reflected in the Academy programme. The international trade fair offers exciting presentations, talks and panel discussions on pressing issues and the latest developments in the automotive aftermarket on a total of five podiums.**

Due to the rapid pace of change in the automotive industry, the need for further training and the desire to discuss new developments and technologies has continued to grow in recent years. Olaf Mußhoff, Director Automechanika Frankfurt, explains: "This is why we have significantly expanded the Automechanika training and lecture programme and developed new networking formats. We are offering all participants the opportunity to update their knowledge, discuss with experts and network with automotive professionals from all over the world on a total of five stages, each located in the thematically related halls."

### **Sustainability Court**

For the first time, there will be a podium dedicated to the topic of sustainability in all its facets. The new format with an exhibition area, stage and networking lounge aims to promote dialogue between the various players on the topic of sustainability at the trade fair. The first day will focus on the topic of production: from extended producer responsibility to synergies to decarbonise the aftermarket value chain through to the digital product passport. On Wednesday, the third Remanufacturing Day will take place in cooperation with the internationally renowned Automotive Parts Remanufacturers Association (APRA). Here, experts will present current topics and developments in the field of the circular economy and remanufacturing. On Thursday, the focus will be on supply chains - from the last mile in logistics and materiality assessment to the Act on Corporate Due Diligence Obligations in Supply Chains and the Corporate Sustainability Reporting Directive (CSRD). Friday, 13 September, will focus on the circular economy. Experts will talk about take-back systems and remanufacturing, solutions and best practices from the circular economy and buying vs. repairing.

### **Innovation4Mobility**

The high-class expert forum Innovation4Mobility in Hall 3.0 with stage and networking lounge is the central point of contact for innovative topics and technologies for future mobility at Automechanika. On Tuesday, renowned experts will talk about vehicle-integrated photovoltaics, experiences and possible applications, including for commercial vehicles. The topic of bidirectional charging and the electric vehicle as an electricity storage system is on the programme on Wednesday morning. The topic of sustainable fuels will follow in the afternoon. Thursday starts with hydrogen in automotive applications, looking at both the use of fuel cells and hydrogen-powered combustion engines. Software-defined vehicles, data management, vehicle communication, connectivity and in-car

entertainment will be on the agenda on Thursday afternoon. Friday will be dedicated to other forward-looking technologies and will provide exciting insights into current mobility strategies and the latest developments in Korea. On Saturday, everything will revolve around the topic of the supply chain, and one of the highlights will be the so-called Fight Clubs, in which a human competes against a machine (AI with voice recognition).

### **Diagnosis & repair**

For the first time, there will also be a stage programme in Hall 8, starting on 10 September with current market developments - from projects at German and international level to the new emissions test and particle counting. On Wednesday, the programme will focus on aspects of electromobility such as trading in used vehicle batteries, battery checks and battery innovations. On the Thursday of the trade fair, the programme will include topics on exhaust emissions, sensors and technologies, as well as the important topic of recruiting young talent and recruiting strategies. On Friday, 13 September, the focus will be on retail and sales, including the use of AI, as well as the maintenance and repair of electric vehicles and the impact on aftersales.

Another programme highlight is the Discover3Dprinting seminar on 11 and 12 September, which is aimed at companies that are considering using additive manufacturing processes for their production and need support with the first steps. Pre-registration is required for participation online at [formnext.de/discover](https://formnext.de/discover).

### **Body & Paint**

The stage in Hall 11.1 is the central point of contact for those who want to find out about future topics in collision management. In addition to a presentation on the repair of electric vehicles on Wednesday, expert panels will discuss sustainability, the legal framework and success factors for body and paint companies at the so-called 'Schadentalk'. On Tuesday and Wednesday noon, international representatives from leading paint manufacturers will discuss current market challenges and possible solutions. The classic car business will also have a permanent place at the trade fair. The presentations and panels will cover topics such as digital parts procurement, tokenisation of classic cars, recruiting new talent for classic car companies and historic motorbikes. Presenter, actress and racing driver Eve Scheer will lead through the entire stage programme in the hall.

Automotive professionals who would like to gain further practical training can take part in free workshops organised by renowned body and paint companies in Hall 11.0. Topics include working on high-voltage and fuel cell vehicles, repair cost calculation with AI, painting & digitalisation, finishing & polishing technology, ADAS calibration, on-board electronics diagnostics, headlight adjustment and smart repair.

### **Car wash, care & detailing and oil, lubricants and fuels**

In Hall 12.0, everything revolves around the topics of car wash, care and detailing as well as oil, lubricants and fuels. On 10 and 11 September, the focus of the stage presentations will be on car care and the trend topic of detailing, such as efficient work according to standard operating procedures (SOPs) in detailing, more turnover through leather repair, innovative fabric cleaners, repair of leather and artificial leather, various ceramic coatings and sealing products. Those who want to delve deeper into the subject can take part in the International Detailing Association (IDA) certification course for detailers on both days. There will also be a get-together in the Academy area on the first day of the trade fair from 5 pm. The morning of 12 September will be dedicated to current topics and trends in the oil, lubricants and fuels sector. The CEO talk with leading players also promises interesting insights.

The topic of vehicle washing is on the agenda for the afternoon of 12 September. Experts will talk about how to clean different types of dirt most effectively, the chemical properties of cleaning products and car wash in Germany. On Friday, 13 September, the stage in Hall 12.0 will be all about oil, lubricants and fuels.

### **A dedicated area for Gen Z: AMBITION**

With games, sports and lifestyle areas, food zones and its own Club Stage, Automechanika is creating an interactive space for the young Generation Z audience in Hall 3.1 for the first time. The industry is shaping up and showing the next generation just how exciting and diverse the automotive aftermarket and its professions can be.

### **Press information & image material Automechanika Frankfurt:**

[automechanika.com/press](https://automechanika.com/press)

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### **Your contact:**

Claudia Cermak

Tel: +49 69 75 75-5255

[claudia.cermak@messefrankfurt.com](mailto:claudia.cermak@messefrankfurt.com)

Messe Frankfurt Exhibition GmbH

Ludwig-Erhard-Anlage 1

60327 Frankfurt am Main

[www.messefrankfurt.com](https://www.messefrankfurt.com)

### **Background information Messe Frankfurt**

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### **Sustainability at Messe Frankfurt**

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