

Press

Press Release

PAACE Automechanika Mexico

July 15 – 17, 2015

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17th edition of PAACE Automechanika Mexico City opens to 470 exhibiting companies from more than 20 countries

Impaired driving course, 3D printing display captivates audience

New hall adds energy to the global sourcing segment

Largest and most comprehensive seminar program to date

The 17th edition of PAACE Automechanika Mexico City held at Centro Banamex, July 15 – 17 reaches new heights. Showcasing industry leading products and services in the automotive aftermarket, 470 exhibiting companies represented 21 countries. PAACE Automechanika Mexico City presented an impressive diversity of exhibitors and product groups. A strong foreign representation came from Turkey, Argentina, Taiwan, and the USA, emphasizing the high level of internationality of the event. Exhibitors reported success exceeding expectations. “This is our 1st Automechanika event and we are extremely happy to have made this commitment. The traffic has been excellent and the staff has been helpful as well,” stated Gerry Del Sol, Kinetik Tools.

Numerous special features captured the attention of the attendees including the Impaired Driving Course, produced by CESVI and the 3D printing area. “As always, PAACE Automechanika Mexico City continues to be the best platform for the Mexican automotive aftermarket industry, comments Bridget Ferris, Show Director of PAACE Automechanika. “We are pleased with the new features,

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increased amount of exhibitor booth demonstrations and high level of training that our event brings to the market.”

During the show, CESVI offered visitors the opportunity to examine the effects of alcohol. Attendees attempted to walk a straight line while wearing goggles with varying degrees of sight alterations. A very eye-opening experiment for most who took the test.

The 3D printing area was an extension of the booth by Baumann y Compania. The traffic throughout the show provided evidence that the market is technology focused. “The show has great quality. Our 3D products create unique pieces in a 3D model. PAACE Automechanika Mexico City is an excellent venue to display the machine capabilities,” said Oscar Ocampo, Baumann y Compania.

New for the 2015 edition of PAACE Automechanika Mexico City, a separate hall was incorporated into the show for auto parts manufacturers and original equipment manufacturers to source production of international aftermarket parts and equipment. This change was a great success to assist visitors in reaching the desired companies and planning their time more efficiently.

For the first time, the seminar program included 62 educational sessions sponsored by exhibitors, with a record audience of more than 11,000 attendees. The ever-popular seminar program again proved to be a dynamic attraction for technicians, owners and other automotive professionals. Offering solutions to some of their daily challenges, thousands of visitors participated in a broad range of sessions – some of which were “standing room only”. For the second year, the show also offered seminar participants the opportunity to receive a certificate of attendance for each session attended.

For further information, please visit: www.PAACEAutomechanika.com

Exhibitor Quotes

Blue Sage Software: “We are extremely pleased with the turnout of buyers this year. We are leaving with lots of leads and are already looking forward to next year.”

GMB North America: “This year was amazing. Our brand has grown in recognition and we are happy with the organization of the show.”

Quick Jack by Ranger Products: “QuickJack is your business in a box and PAACE Automechanika Mexico City has provided the perfect opportunity for us to penetrate the Mexican market and reach key buyers from multiple sectors. We can’t wait to exhibit next year!”

Lubegard: “This event has always offered us a great platform to showcase our products. The quality of buyers is excellent. We look forward to exhibiting each year knowing that something new and exciting is always being added to draw greater attendance.”

Background information on Messe Frankfurt

Messe Frankfurt is one of the world's leading trade fair organizers, generating around € 550* million in sales and employing more than 2,200* 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 160 countries. Messe Frankfurt events take place at more than 30 locations around the globe.

In 2014, Messe Frankfurt organized 120* 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

* preliminary figures (2014)

The North American headquarters in Atlanta is currently producing ten trade shows in the USA, Canada and Mexico across various

industries. For more information about Messe Frankfurt, please visit our web site at www.MesseFrankfurt.us.

Automechanika Events Around the Globe

Moscow, August 24 – 27, 2015

Shanghai, December 2 – 5, 2015

Jeddah, January 26 – 28, 2016

St. Petersburg, March 15 – 17, 2016

Istanbul, April 7 – 10, 2016

Dubai, May 8 – 10, 2016

Birmingham, June 7 – 9, 2016

Frankfurt am Main, September 13 – 17, 2016

Buenos Aires, November 9 – 12, 2016

New Delhi, March 21 – 23, 2017

Kuala Lumpur, March 23 – 25, 2017

Madrid, March 2017

Chicago, May 2017

Johannesburg, May 31 – June 2, 2017