

Press release

June 21, 2023

## INA PAACE Automechanika Mexico prepares for its 25<sup>th</sup> Anniversary edition

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### Exhibitor and visitor participation trending to likely be the largest event post-pandemic

[INA PAACE Automechanika Mexico](#), the largest international Automotive Aftermarket event in Latin America, announces its 25th Anniversary Edition, marking a significant milestone in the history of this respected exhibition. Set to take place in Mexico City, July 12 – 14, 2023 at Centro Citibanamex, this highly anticipated event promises to deliver an extraordinary experience celebrating a quarter-century as the preferred platform highlighting the aftermarket's automotive innovation, industry expertise, and groundbreaking advancements.

"I am thrilled to celebrate the 25th edition of our distinguished tradeshow", stated Bridget Ferris, Show Director, INA PAACE Automechanika Mexico. "This platform has been the heartbeat of our industry in Latin America, fostering growth and nurturing partnerships. We have witnessed the transformative power of this event, connecting the industry on a global scale. I look forward to celebrating the collective achievements of our exhibitors and visitors alike, while reaffirming our unwavering commitment to supporting the automotive aftermarket community."

Over the past two decades, INA PAACE Automechanika Mexico has established itself as a premier platform for automotive aftermarket manufacturers, suppliers and distributors to connect, engage, and showcase their latest products, technologies, and services. This year's

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special edition aims to build upon that legacy and create an even more memorable and impactful experience.

The 25th Anniversary Edition will bring together shop owners, technicians, industry leaders, experts and enthusiasts from across Latin America in an immersive and interactive setting. Attendees can look forward to an expanded exhibition area, featuring custom cars, electric vehicles, parts, tools, equipment and aftermarket innovations, along with breakthrough technologies, that will continue to shape and fuel the future of mobility.

#### Highlights of the 2023 Edition:

**Opening Ceremony:** INA PAACE Automechanika Mexico will kick off with an opening ceremony, featuring key speakers from the organizing committee.

**25<sup>th</sup> Anniversary Party:** Free to all exhibitors and attendees, the industry will come together for a night of filled with music, food, fun and fellowship as we celebrate our journey of a quarter-of-a-century.

**Exclusive Exhibits:** The exhibition floor will be abuzz with an impressive display of custom vehicles, technological innovations, and interactive displays from leading aftermarket manufacturers, suppliers, and emerging startups.

**Expert-led Conferences:** Attendees will have access to a diverse range of conferences and panel discussions featuring industry experts, thought-leaders, and visionaries who will share their knowledge and insights on the future of the industry. In addition to high-level topics found in the Future Forum and the IBIS LATAM Symposium, shop owners and technicians will have the opportunity to hear from trainers in the Automechanika Academy on how to improve efficiencies, diagnose repairs more efficiently and improve operations.

**Educational Premier:** Looking ahead while addressing the current climate of the industry, attendees will have the opportunity to join in the

conversation at the **Last Mile Latin American Summit**. With a focus on the thriving ecommerce business and the impact on the automotive aftermarket, this program will tackle the current challenges, while providing an in-depth look into what is to come.

**Product Launches and Demonstrations:** Several manufacturers and suppliers will leverage this platform to unveil their latest products, conduct live demonstrations, and provide hands-on experiences for attendees. Complementing the exhibits will be special feature areas such as the CEDVA Hands-On Training area, the EV Park and the Scan Tool Diagnostics Zone, each creating an experience to inform and educate.

**Networking Opportunities:** The event will provide ample opportunities for networking and fostering meaningful connections among professionals, fostering collaborations and partnerships that will drive the industry forward.

As INA PAACE Automechanika Mexico celebrates this milestone edition, it remains committed to showcasing the immense strides made by the automotive aftermarket industry and serving as the platform for highlighting its innovation, collaboration, and progress. 2023 will undoubtedly set the stage for a future showcase of transformative technologies, sustainable mobility solutions, and unparalleled automotive experiences.

Registration for [INA PAACE Automechanika](#) is open. The cost of the total event is \$150 pesos. Visitors must register for the event and all are encouraged to do so in advance to minimize wait times on-site for their badge and to avoid the increased onsite price of \$300 pesos.

Additional information on the show and training sessions and other event related activities can be found here.

[www.INAPAACEAutomechanika.com](http://www.INAPAACEAutomechanika.com)

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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 organizers with their own exhibition grounds. With a workforce of some 2,200\* people at its headquarters in Frankfurt am Main and in 28 subsidiaries, it organizes events around the world. Group sales in financial year 2022 were around €450 million\*. We serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of Messe Frankfurt's key 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, organizing 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.

Sustainability is a central pillar of our corporate strategy. Here, we strike a healthy balance between ecological and economic interests, social responsibility and diversity.

For more information, please visit our website at: [www.messefrankfurt.com/sustainability](http://www.messefrankfurt.com/sustainability)

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).

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\* Preliminary figures for 2022

Messe Frankfurt North America is a subsidiary of Messe Frankfurt and is headquartered in Atlanta, GA. Messe Frankfurt North America produces and manages shows within the United States, Canada, and Mexico. In addition to [INA PAACE Automechanika Mexico](#), the North American portfolio of events includes Texworld New York City, Apparel Sourcing New York City, and Home Textiles Sourcing, Texworld Los Angeles, Apparel Sourcing Los Angeles, Techtexil North America, Texprocess Americas, The Clean Show, Formnext USA, SPS Atlanta, Waste & Recycling Expo Canada, and Process Expo.

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