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## PAACE Automechanika Mexico Positioned to be the Largest Automotive Trade Show in Mexico in 2009

**Focus on repair and maintenance offers opportunities for exhibitors in a growing market.**

**By aftermarketNews staff**

Friday, April 17, 2009

**MEXICO CITY** -- The eleventh PAACE Automechanika Mexico, Mexico and Central America's most important international trade show for the automotive aftermarket, will be held in conjunction with the International Congress of Automotive Industry in Mexico, July 15-17, at the Centro Banamex in Mexico City, Mexico. With the support of the most important industry associations APRA, MEMA, SEMA and INA, PAACE Automechanika Mexico is positioned to be Mexico's largest and most significant automotive industry event in 2009.

The fact that more people are fixing, repairing and maintaining their vehicles than buying new ones makes PAACE Automechanika Mexico the optimum platform for the marketplace. With the drop in new car sales, open border regulations and population growth, used vehicles are expected to continue to penetrate the Mexican market where the average vehicle life is 14 years compared to 5.7 years in the U.S. These factors are quickly leading to an increased demand for aftermarket products and services in a market that is forecasted for continued growth and opportunity. PAACE Automechanika Mexico will address that increased demand this July 15-17 in Mexico City by offering automotive manufacturers the opportunity to promote their aftermarket lines, reposition products and services, take advantage of new purchasing concerns and most importantly, connect with thousands of buyers over three days of business and networking.

Key exhibitors and manufacturers of aftermarket products confirm their support of the event this July. "During these difficult economic times we need to be very careful and selective on where we allocate our resources to maximize our return. We have found that the PAACE Automechanika Mexico show is by far the most effective means of marketing our products to the Mexican market. The show is the best attended aftermarket venue in Mexico," said David Landa, president of Alto Products Corporation.

Understanding the importance of marketing during a recession, many PAACE Automechanika Mexico exhibitors realize that there is never a more crucial time to maintain a vital presence in the industry than during a financial crisis. "In this current crisis we are suffering on a global level, and it is necessary to confront it directly by taking steps that will drive our sales, generate jobs and bring back the economy. For this reason, we are participating in one of the most important trade shows, PAACE Automechanika Mexico, where our primary goal is to promote our products, brands and the image of our company. Our main objective is for wholesalers and end-users to see the quality of our products and this is how we are positioning our brands in the marketplace," confirmed Heriberto Ramirez, Optimo Autopartes, S.A. de C.V.

More than 500 leading manufacturers from around the world will showcase the latest advancements in the automotive aftermarket this July. Among those companies are a host of international manufacturers in the

following categories: Parts & Systems, Accessories & Tuning, Repair & Maintenance, IT & Management and Service Station & Car Wash. To date, exhibitors from 13 countries will be represented on the show floor including Brazil, Canada, China, Germany, Hong Kong, India, Latvia, Malaysia, Mexico, South Korea, Taiwan, Turkey and the USA.

PAACE Automechanika Mexico is organized by Messe Frankfurt, Inc. in partnership with key industry associations including APRA, MEMA and SEMA and with strong support from INA. The 2009 edition promises innovation, technology and new opportunities for exhibitors and attendees alike in the automotive aftermarket sector.

For further information, please visit: [www.PAACEAutomechanika.com](http://www.PAACEAutomechanika.com)

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