

PAACE automechanika MEXICO

Mexico and Central America's most important international trade show for the automotive aftermarket.

www.PAACEAutomechanika.com

POST SHOW REPORT 2011

Date: July 13 - 15, 2011
Venue: Centro Banamex
Location: Mexico City, Mexico

Exhibitors: 474 Exhibitors
Attendees: 20,611 Attendees

Seminars: 42 Seminars with more than 9,000 attendees

"PAACE Automechanika Mexico continues to be an excellent venue for us to showcase our products within a very large market. PAACE Automechanika Mexico provides it's exhibitors with many opportunities to grow their business within Mexico. Best Brakes will not miss this important "Mid Year" Aftermarket Industry event!"

H. Kevin Wells
VP Sales & Marketing
North America



messe frankfurt



Exhibitors



The 13th edition of PAACE Automechanika Mexico brought together 474 exhibitors from 20 countries in 21,347 gross square meters.

Participating Countries

- Austria
- Brazil
- Canada
- China
- Germany
- Hong Kong
- India
- Italy
- Luxembourg
- Malaysia
- Mexico
- Panama
- Singapore
- South Korea
- Spain
- Sweden
- Taiwan
- Turkey
- United Kingdom
- United States

90%
of all exhibitors
were satisfied with the
overall show

Top 5 Reasons Companies exhibit at PAACE Automechanika Mexico

1. Initiating new business relationships
2. Cultivating existing business relationships
3. Presenting innovations, new developments
4. Obtaining an overall impression of the market situation
5. Showcasing product variants



70%
of all exhibitors
met or exceeded their
objectives

Mahle, Luis Alberto Gutiérrez Piña, Managing Director, Mexico: "It is very important for us to participate because this is an International exhibition. The level of the visitors is excellent; we already received a visit from three of the largest wholesalers in the country, and we are also meeting with regional players. At PAACE Automechanika Mexico I can meet with 30 key buyers in one day, instead of traveling to visit them one by one."

Alto Products Corporation, David Landa, President, USA: "The PAACE Automechanika Mexico show is far and away the best venue for reaching our customers in the Mexican market. This is one of the best shows we do every year and always get a great return in our investment. We are already planning for next year."

Atlantic Pacific Automotive, LLC, J. Hill Ryer, Vice President Business Development, USA: "This was our third year at Automechanika Mexico, and have become big believers in its benefit to our company. The quantity and quality of our contacts and leads seem to get better every year."





Attendees



The 13th edition of PAACE Automechanika Mexico hosted 20,611 attendees from 31 countries.

Top 5 Reasons Attendees visit PAACE Automechanika Mexico

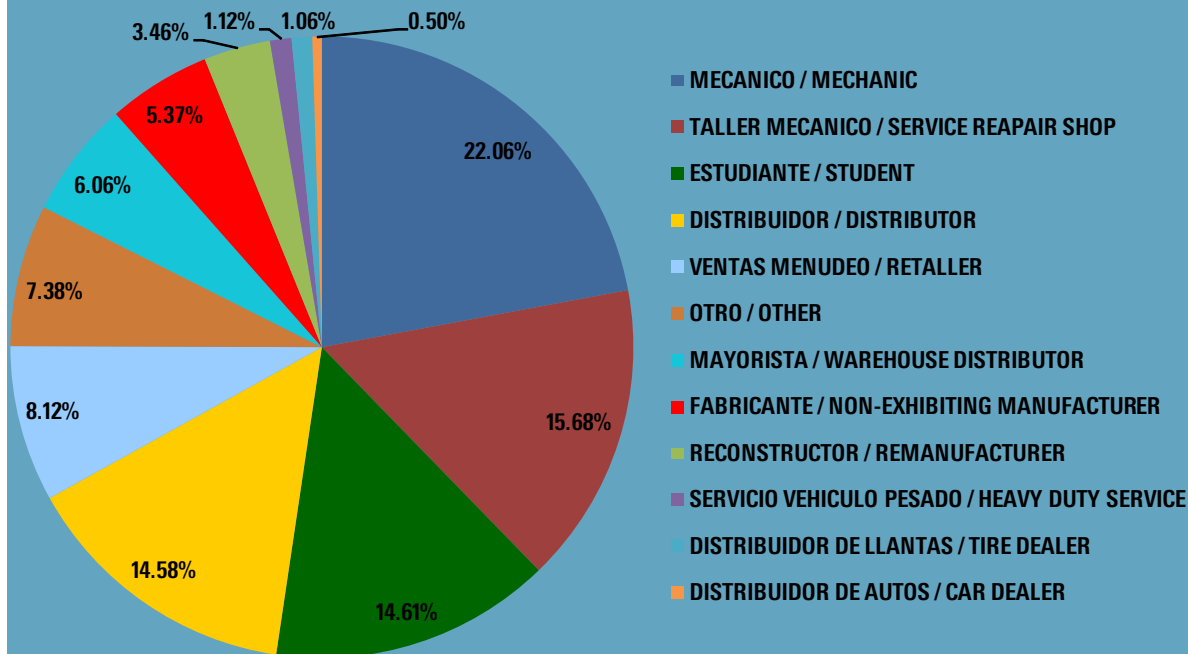
1. Expand knowledge
2. View new developments / innovations
3. Initiate new business relationships
4. View product variants
5. Get an overall impression of the market

92%
of attendees
met or exceeded their
objectives

13% increase in the number of decision making attendees over 2009.



Who Attends PAACE Automechanika Mexico

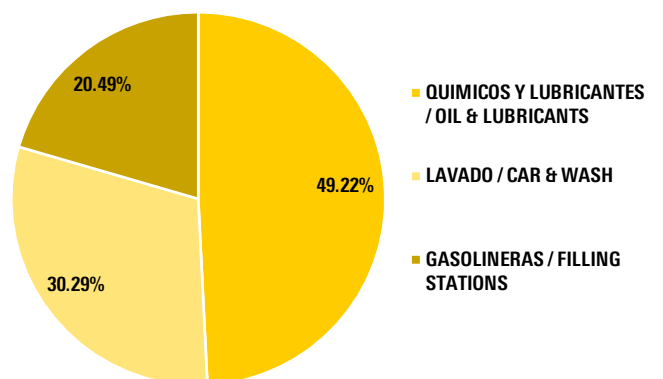
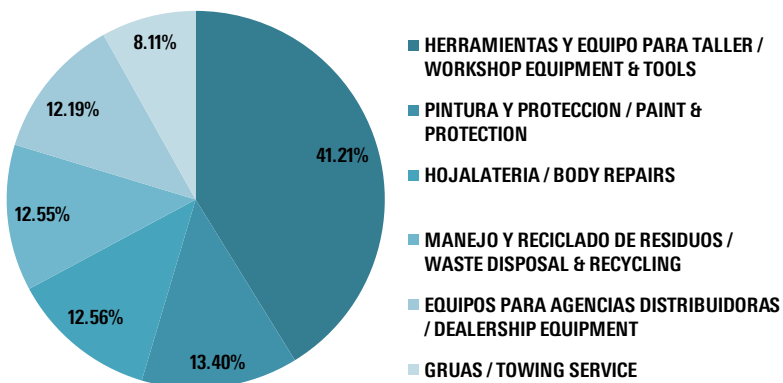
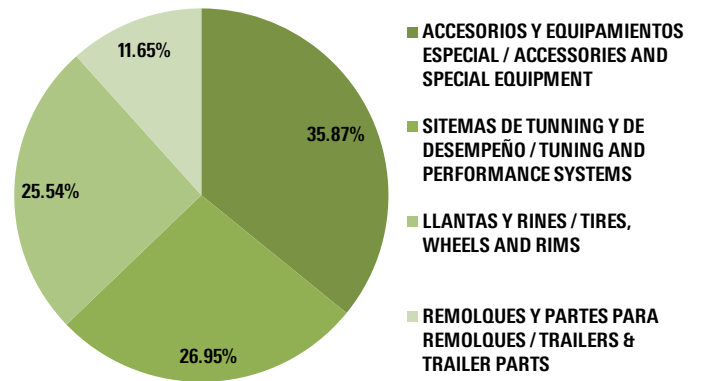
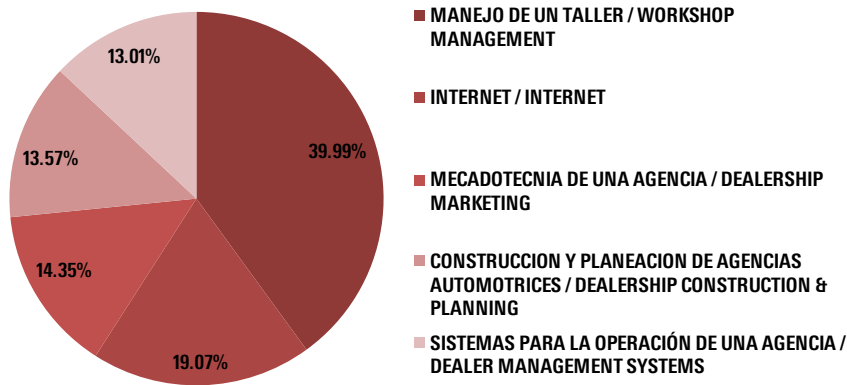
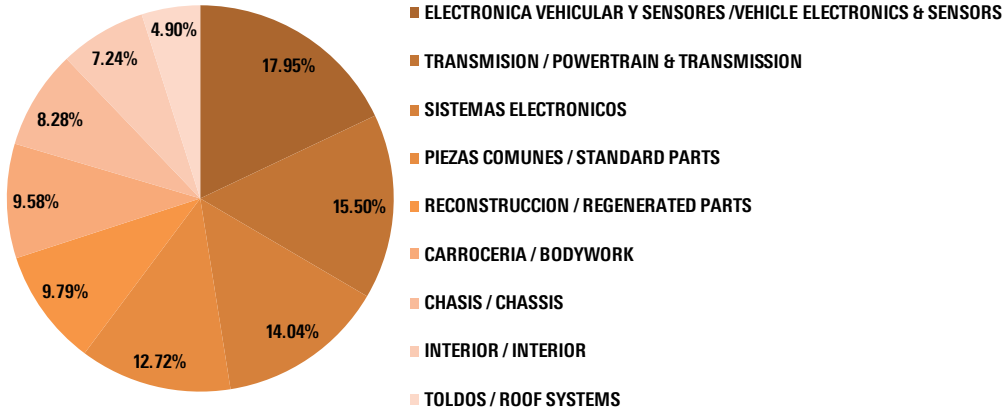


95%
of all attendees
plan to join us in 2012





Attendees - Product Interest





Value Added



Messe Frankfurt, Inc. - The North American headquarters of Messe Frankfurt in Atlanta is currently producing trade shows in the USA, Canada and Mexico across various industries. For more information about Messe Frankfurt, Inc. please visit us at www.usa.messefrankfurt.com.



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Seminar Program

Delivering on its commitment to the industry, PAACE Automechanika Mexico provided participants with excellent training and educational opportunities through its Seminar Program, sponsored by exhibiting companies.

The program featured sessions covering technical topics such as diagnostics and transmission to business solutions and market information. The overall program attendance soared this year to nearly 9,000 attendees over the three days. The seminars and training attracted thousands of mechanics looking to enhance their skills and learn about the latest technology impacting today's market, with some individual seminar sessions drawing more than 900 participants.

New Product Showcase

This exciting feature highlighted more than 35 product innovations from leading exhibiting companies.

Participants

Atlas Automotive Equipment
C.T.I Traffic Industries Co., Ltd.
CEMB S.p.A/ Hockman-Lewis Ltd.
Comercializadora McAllen Plastic Tanks, SA de CV
FIAMM Technologies LLC
Fu Gang Co., Ltd.
Ge Mao Rubber Industrial Co., Ltd.
Grupo Schumex S.A de C.V.
Interfil S.A de C.V.
Laredo Tools
Odel Technology Co., Limited
Presco Radiator Caps Ltd.
Rung Cherng Suspensparts Co., Ltd.
TMD Friction Mexico
View Max Industrial., Ltd.
Win Chance Metal Co., Ltd.

Big Country
Cardone Industries
Chengfeng-Chihhui Co., Ltd.
Disc Brakes Australia
Filtros de Alto Flujo, SA de CV
Futek Alloy Co., Ltd.
GMB North America
Hanatech Co., Ltd.
Knopf Automotive
Lucas Oil Products, Inc.
Power Star de Mexico S. de R.L. de C.V.
Radiadores Frontera SA de CV
Slime
Unipoint Electric Mfg. Co., Ltd.
Vision Wheel
Zerust Corrosion Solutions

Vehicle Display

Again this year, we hosted a vehicle display area. This special feature was added in response to the increased interest in the one of the fastest growing segments of the industry - vehicle customization. It was one of the primary attractions with more than 100 customized vehicles showcased throughout the show floor – an increase of more than 10% from the 2010 event. The display drew thousands of attendees interested in personalization of vehicles, an evolving market in Mexico, PAACE Automechanika Mexico was pleased to showcase this special feature area, sponsored by the National Association of Mexican Auto Clubs (ANACM) and Muscle Cars V8 Magazine.

Media

PAACE Automechanika Mexico continues to be supported by a number of various media outlets. As the most important automotive aftermarket industry event in Mexico, the 2011 event was covered by more than 128 journalists from trade and mass media, both printed and electronic.