

automechanika

BIRMINGHAM

IN ASSOCIATION WITH



6-8 June 2023

With 400 exhibitors and 12,000 automotive professionals expected. This is an anticipated sell out event, prompt booking is advised!



Enquiries are at a record high of 21% more than ever before.
Contact Grant Elrick at your earliest convenience.
E: Grant.Elrick@uk.messefrankfurt.com T: +44 (0)1483 663823

What can you expect from Automechanika Birmingham 2023

Automechanika Birmingham 2023 will be its biggest and best edition yet

The show has provided unrivalled support for the UK automotive industry for aftermarket and supply chain professionals. Its absence has been keenly felt since 2019, that's why for 2023 this industry's flagship event will be a sell-out, blockbuster event.

Why Automechanika Birmingham will be different

The Automotive industry is experiencing its biggest change in recent history, 1 in 6 cars being registered are now electric and there were more electric cars registered in 2021 than there was in the last five years.

And with everyone being tasked to achieve net zero operations, this rate of change is only going to quicken in pace, so we have re-crystalised our content pillars on the areas that really matter. We will be curating conferences, exhibitor trails and interactive features that will offer essential knowledge to visitors if they are to thrive.

These key focus areas of the event will also help you to choose your location correctly that will ensure your position aligns with your core messages and brand objectives.



Introducing our new re-focussed content pillars for 2023



Parts & Components



Electronics & Connectivity



Repair & Maintenance



Retail & Accessories



EV & Hybrid



Collision Repair



Management & Digital Solutions



Performance & Customisation



Automotive Supply Chain



Training and Skills



Equipment and Tools

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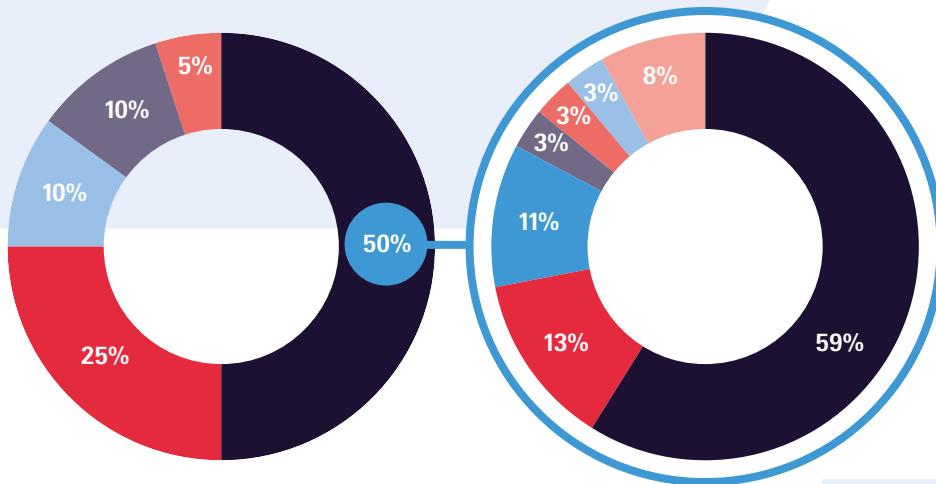
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Who attends Automechanika Birmingham The UK's aftermarket flagship event

With an unprecedented pent up demand for the return of the UK's Automechanika event, it's anticipated that the 2023 event is set to be a sell-out blockbuster and welcome upwards of 12,000 senior visitors across the three days.

A closer look at the visitors you will do business with, in person.

Aftermarket breakdown



- 50% (5,800) End users*
- 25% (3,000) Motor factors, distributors & wholesalers
- 10% (1,100) Dealers & franchises
- 10% (1,100) Retailers
- 5% Other

- 59% Garages / MOT
- 13% Bodyshop
- 11% Mobile recovery Services
- 3% Auto Centres
- 3% Breakdowns
- 3% Tyre Fitters
- 8% Other

Visitors attend the event to:

- Meet existing suppliers
- Connect with new suppliers
- Source innovation
- Upskill from new training

Exhibitor ROI satisfaction

91%

of visitors plan to return

84%

of visitors had purchasing authority

98%

of visitors come to source new products and services

89%

of exhibitors said Automechanika met their ROI objectives

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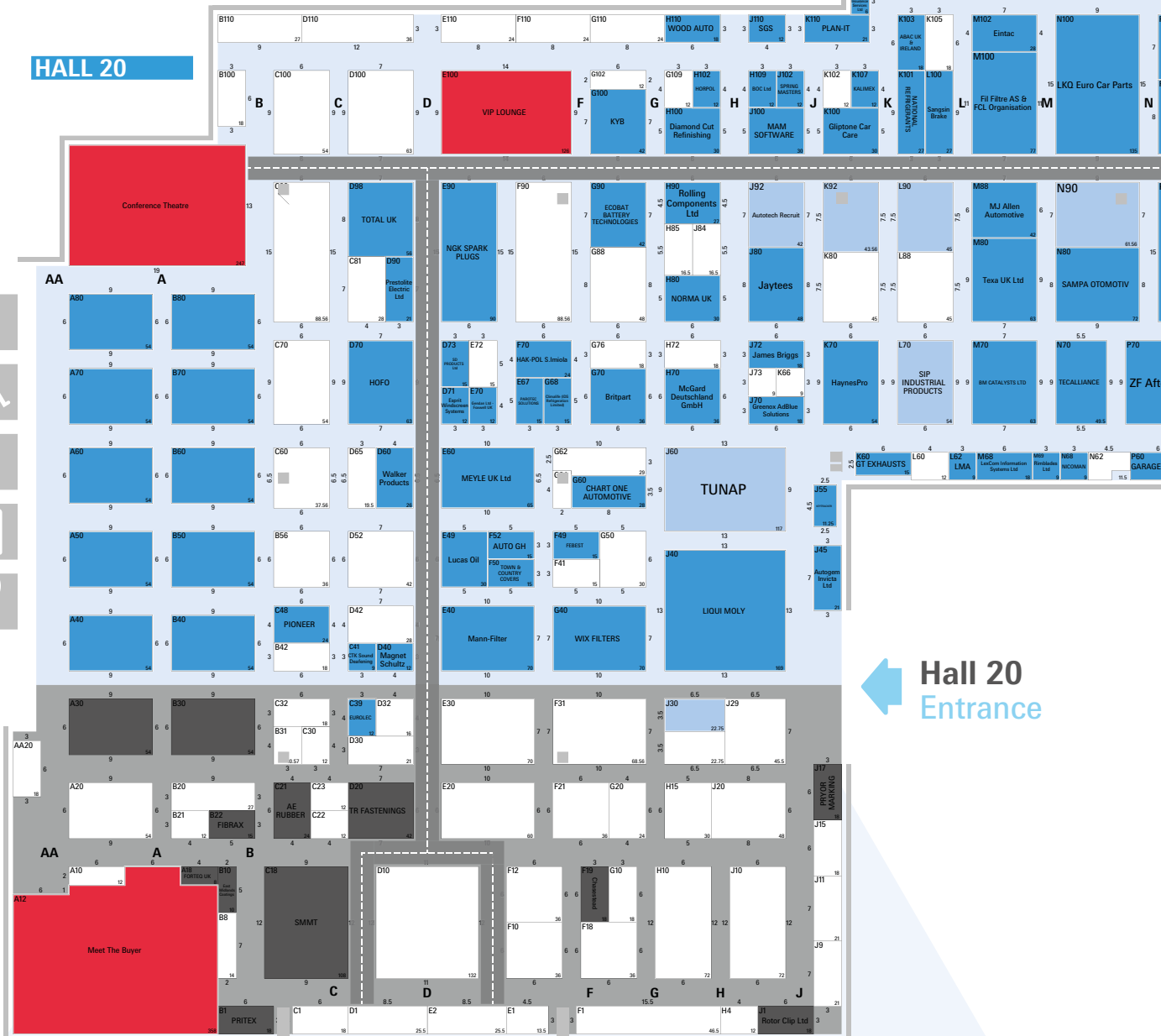
Floorplan

With cutting edge content & features devised with our industry partners, Automechanika Birmingham is uniquely positioned to deliver you thousands of time poor and hard to reach aftermarket professionals.

HALL 19



HALL 20



← Hall 20 Entrance

Save 10% for a limited time only
 SPACE ONLY FROM £381 PER SQM
 SHELL SCHEME FROM £416 PER SQM.



HALL 18

Act now or miss out on the supercharged must-attend event in the Automotive calendar.



Hall 19 Entrance

Hall 18 Entrance

DON'T MISS OUT, SECURE YOUR STAND TODAY

1 Automechanika Birmingham all takes place in one space - no more waiting for attendees to come back to the Expo Hall - they are always in the hall with you.

2 A carefully staggered programme and calibrated layout maximises the time aftermarket attendees are able to speak with you whilst still able to achieve their skills requirements in sessions and workshops.

3 We already have more stands on hold than ever at this stage and enquiries are up an average of 21%. We are fully expecting this UK return of Automechanika to be a sell out event.

4 We have one of the most popular aftermarket digital platforms in auto:resource. Your bespoke Automechanika presence will come with a **marketing package added for £475** that includes a full advertising package and lead generation app worth over £3,000

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A sample of who you will meet at Automechanika Birmingham

Companies represented by visitors in the aftermarket:

Euro Car Parts • Halfords • A1 Motor Services • Allspares • The AA • Kwikfit • Motor Parts Direct • The Parts Alliance • Ebay UK • GSF Car Parts • Top Part • Motor Parts Direct • Wilco Moto Spares • Kwikfit • In and Out Autocentres • Formula 1 autocentres • ATS Euromaster • National Windscreens • HiQ • Autosupplies Chesterfield • Andrew Page • Autoglass • Autoparts UK • FixAuto • FPS Distribution • Machine Mart Ltd • Marshall • Mr Clutch Autocentres • Trupart

2023 exhibitors include:



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