

# automechanika

BIRMINGHAM

**New**  
Dedicated  
SUPPLY CHAIN  
ZONE

6-8 June 2017

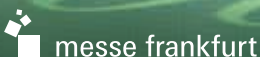
NEC Birmingham

The United Kingdom's leading international trade fair for the automotive service, supply chain and tyre industry targeting trade visitors from the UK

In association with



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[www.automechanika-birmingham.com](http://www.automechanika-birmingham.com)

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# Aftermarket exhibitors 2016 facts and figures

The event in 2016 attracted over 9,000 visitors from the aftermarket, including:

- » Motor factors, distributors, independent workshops, workshop tool and equipment dealers, dealerships, retailers, fleet managers, breakdown and body shop repair
- » Buyers included Halfords, Kwik Fit, Groupauto, Motaquip, Andrew Page, UAN, GSF Car Parts, The Parts Alliance and Euro Car Parts

| Breakdown of visitors from the aftermarket |     |
|--|-----|
| Motor factors & distributors               | 45% |
| Workshops & MOT centres                    | 25% |
| Retailers                                  | 12% |
| Workshop tool & equipment dealers          | 6%  |
| Other*                                     | 12% |

| Purchasing authority |     |
|----------------------|-----|
| Full                 | 59% |
| Partial              | 24% |
| None                 | 17% |

\* Other includes dealerships, vehicle manufacturers, vehicle restoration companies & fleet

## Automechanika Birmingham 2017

The event will expand significantly, with aftermarket suppliers focused into a dedicated zone across three halls.

- » Specific marketing campaign for the aftermarket across trade media, partnerships, social media and PR
- » Dedicated seminars and educational content to attract even more workshops
- » Specific seminars and networking opportunities for buyers from across the aftermarket



"The fact MANN + HUMMEL has already rebooked for 2017's event is a real testament to the show. The combination of the organisation and promotion of the show, the quantity and quality of the visitors during the show and the variety of the exhibitors ensured that Automechanika Birmingham was a resounding success."

**MANN + HUMMEL, Helen Nixon, Marketing and Media Coordinator / Automotive Aftermarket**

"Automechanika 2016 was a great success for both the organisers and for us Schaeffler. It took an awful lot of planning and hard work. Our aim was to engage with distributors and workshops to deliver a message about future O.E. Technology and the need to prepare at all levels of the market. I am confident that we achieved this."

**Schaeffler (UK), Nigel Morgan, Managing Director Automotive Aftermarket**



# Supply chain exhibitors 2016 facts and figures

The event in 2016 attracted almost 5,000 visitors from the supply chain, including:

- » Every major UK based vehicle manufacturer as well as tier 1, tier 2 and upstream manufacturers
- » Buyers included Aston Martin, Jaguar Land Rover, Ford Europe, General Motors, Rolls Royce, Nissan, McLaren, Toyota, Honda, BMW, Calsonic Kansei, Delphi, Denso, Faurecia, Gestamp, Bosch, Schaeffler and Lear

| Breakdown of visitors from the supply chain |     |
|---|-----|
| Tier 1 manufacturer                         | 33% |
| Vehicle manufacturer                        | 28% |
| Tier 2 manufacturer                         | 23% |
| Upstream manufacturer                       | 16% |

| Purchasing authority |     |
|----------------------|-----|
| Full                 | 42% |
| Partial              | 33% |
| None                 | 25% |

## Automechanika Birmingham 2017

The show is organised in association with SMMT, bringing their flagship Meet the Buyer event, enabling buyers to meet new suppliers and attracting a wealth of senior purchasing professionals.

New for this year, the event will have a dedicated Supply Chain Zone in Hall 6.

- » Increased number of tier 1 exhibitors
- » Supply chain specific seminars and networking opportunities including SMMT's Open Forum event



"Automechanika Birmingham has proven to be an amazing opportunity for gaining exposure and access to both OEMs and the supply chain. The event has allowed us to be introduced to potentially new and existing customers and the show overall has been really beneficial to us. We have rebooked a stand for 2017 and we look forward to seeing you next year!"

**Voith, Andrew Thomas, Sales and Marketing**

"The event organisers need to be congratulated on this inaugural event for the UK. The key objectives of a high quality joint Aftersales and Original Equipment Supplier International event with c.10,000 visitors celebrating the best of UK automotive manufacturing was achieved. Thank you!"

**Jaguar Land Rover, Michael Mychajluk, Supply Chain and External Engagement Manager**

# 2016 facts and figures

Automechanika Birmingham launched in 2016, to overwhelming approval from the market, exceeding all expectations. The show has established itself as the annual automotive trade event, uniting the UK automotive aftermarket and supply chain.

Automechanika Birmingham 2016 hosted over 600 exhibitors and attracted over 12,000 visitors.

- » 76% of visitors had purchasing authority
- » 97% of visitors were satisfied/very satisfied with the show\*
- » 72% came to see new products/technology/innovations\*
- » A survey of visitors' spend at, or as a result of, visiting reveals the value of the event to the market at an estimated £595 million\*
- » Average visit time was just under six hours, indicating a high level of engagement and interest\*
- » 88% of visitors said they would attend in 2017\*

| Breakdown of visitors from the supply chain |     |
|---|-----|
| Aftermarket                                 | 60% |
| Supply chain                                | 25% |
| Aftermarket/supply chain                    | 15% |

| Purchasing authority |     |
|----------------------|-----|
| Full                 | 48% |
| Partial              | 28% |
| None                 | 24% |

\* Result of independent post show online visitor survey by Explori



## Automechanika around the world

Automechanika Birmingham is part of a series of regional Automechanika events around the world, with the largest event taking place in Frankfurt. The events are used by numerous companies to make personal contacts and to expand their sales network.

[www.automechanika.messefrankfurt.com](http://www.automechanika.messefrankfurt.com)

# Automechanika Birmingham 2017

## In 2017, the event will expand significantly across Halls 6 and 17-20

- » Brand awareness will grow significantly via our multi-channel, far reaching marketing campaign
- » Partnerships will be forged with over 40 media and trade associations
- » Sector focused seminars, training and networking opportunities

## Who should exhibit?

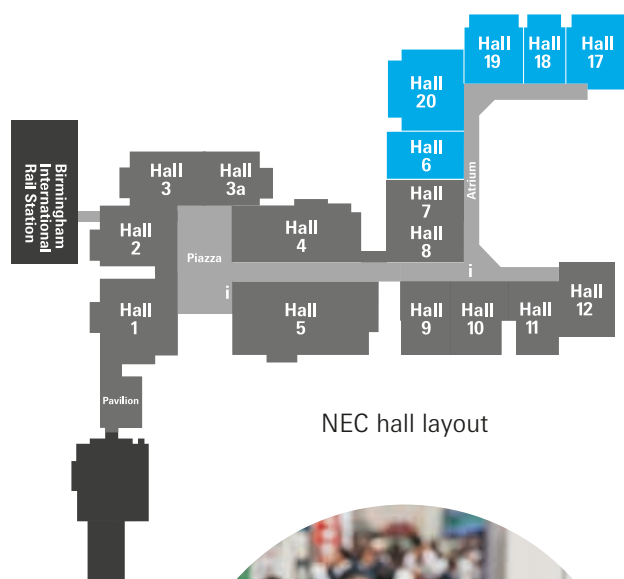
If your products fall into these categories, this is the right place to be!

- » Parts & Components
- » Electronics & Systems
- » Accessories & Customising
- » Repair & Maintenance
- » Management & Digital Solutions
- » Car Wash, Care & Reconditioning
- » Wheel rims, wheels, tyres, tyre pressure management systems (REIFEN)
- » Raw materials for the supply chain

## Book exhibition space now

At the time of going to press, less than half the space available remains. We recommend immediate booking to secure the best location and space for your company, before the show sells out.

Check out the latest floorplan and exhibitor list at [www.automechanika-birmingham.com](http://www.automechanika-birmingham.com)



NEC hall layout



## Contact our sales team

Call **+44 (0)1483 483984** or email [info@automechanika-birmingham.com](mailto:info@automechanika-birmingham.com)

Automechanika Birmingham is organised in association with the SMMT.