

# automechanika

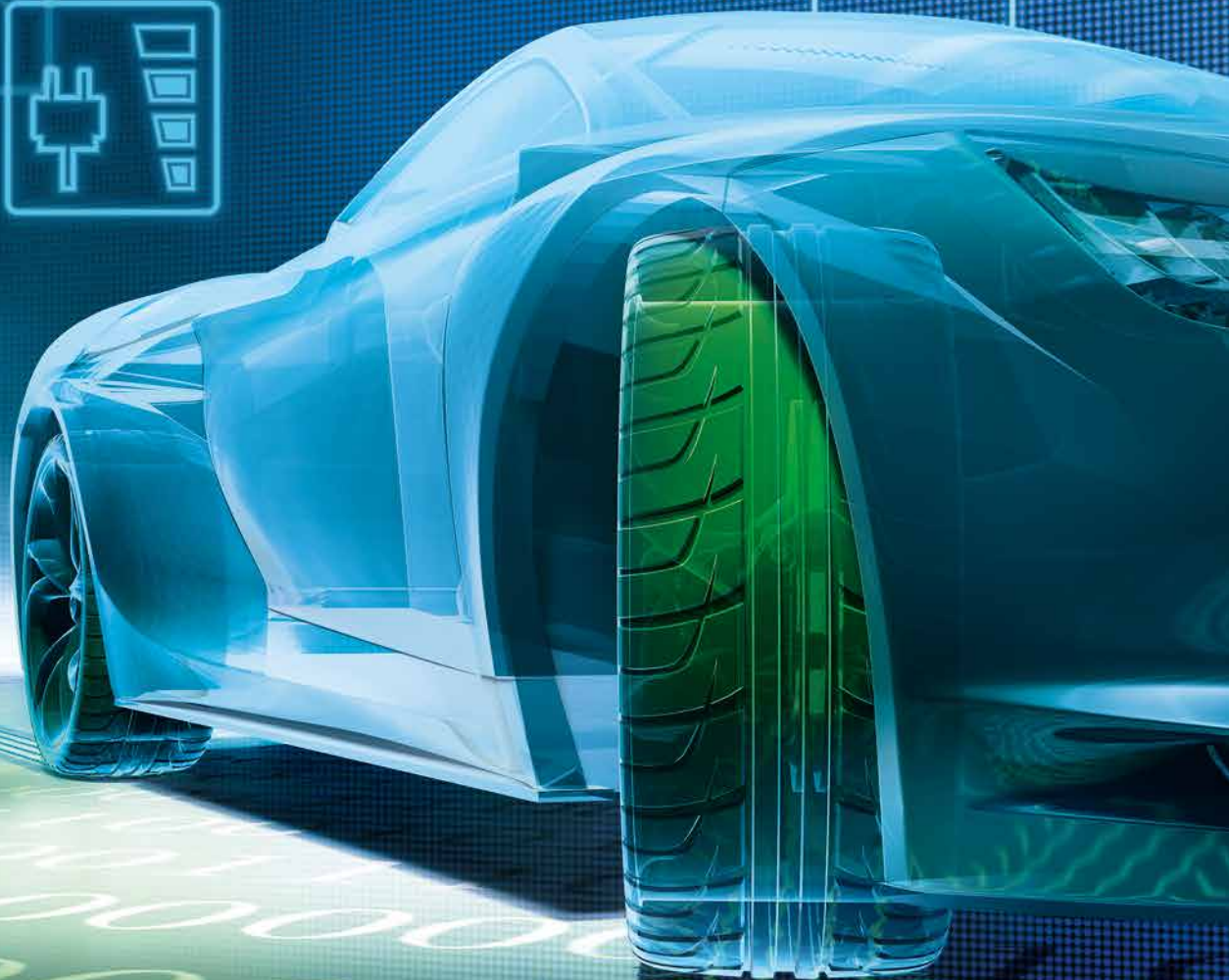
BIRMINGHAM

6-8 June 2017

NEC Birmingham

**New**  
Dedicated  
SUPPLY CHAIN  
ZONE

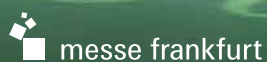
The UK's leading exhibition for the  
automotive aftermarket and supply chain



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# Automechanika Birmingham: Driving the market

Automechanika Birmingham launched in 2016 and has established itself as the leading annual automotive trade event, uniting the UK aftermarket and supply chain. The 2016 event attracted over 12,000 visitors.

In 2017 the show will be 70% bigger, hosting over 750 exhibitors.

- » 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 focussed 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 & Customizing
- » Repair & Maintenance
- » Management & Digital Solutions
- » Car Wash, Care & Reconditioning
- » Wheel Rims, Wheels, Tyres, Tyre Pressure Management Systems (REIFEN)
- » Raw Materials for the Supply Chain

## 2016: Key highlights

- » 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\*
- » 88% of visitors said they would attend in 2017\*
- » Breakdown of visitors from the aftermarket/supply chain: 12,068 visitors

### Breakdown of visitors

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.  
Other figures taken from registration data

# Aftermarket zone

The 2017 event will expand to include 70% more aftermarket exhibitors.

- » 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 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

“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 Birmingham 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**



## To find out more contact our team

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# Supply chain zone

New for 2017, the event will have a dedicated supply chain zone in Hall 6.

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



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.

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 and Schaeffler

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 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**

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