

Press

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Automechanika
The World's Leading Trade Fair for the Automotive Service Industry
Frankfurt am Main, 13 to 17 September 2016

Claudia Cermak
Tel. +49 69 7575-5255
Claudia.Cermak@messefrankfurt.com
www.messefrankfurt.com
www.automechanika.com
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Automechanika Frankfurt with 'Tomorrow's Service & Mobility' in the 'Festhalle' for the first time

Automobile manufacturers, suppliers and start-ups present future-oriented products and solutions from the fields of connectivity, alternative power trains, autonomous cars, mobility services and smart data analytics

The 'Festhalle' of Frankfurt Fair and Exhibition Centre will be the hotspot for innovations at this year's Automechanika Frankfurt with the subject of 'Tomorrow's Service & Mobility'. One of the highlights will be the world's first fully electric ORTEN E 75 AT, a truck with a lightweight box body that, despite a 100-percent electrical powertrain, has a payload over 30 percent greater than the standard, diesel-powered box-bodied vehicle. The new ORTEN ELECTRIC TRUCKS Business Unit is one of the start-ups that make a presentation in the 'Festhalle'. In this connection, the company, which has its roots in traditional vehicle manufacturing, is cooperating with EFA-S Elektrofahrzeuge Stuttgart.

Other future-oriented products and solutions on show will include ZF Friedrichshafen with the Advanced Urban Vehicle, a concept car that demonstrates the potential inherent in intelligently linking individual chassis, drive and driver-assistance systems and represents an exemplary solution for individual urban transport in the small and compact segment. The Advanced Urban Vehicle is an example of the innovative potential of the joint ZF TRW company: electric steering – the steering wheel, sensors and rear camera come from the development department of the world's leading safety specialists.

The market leader for spare-parts information and data-based services, Eucon, is taking part in Automechanika for the first time and presenting its Aftermarket Intelligence Suite, a fully-integrated analysis tool for spare-parts prices. As an acknowledged industry expert, Eucon has been supporting its customers since 1997 with the digitization and automation of their business processes and revealing the huge potential of key technologies, such as Big Data and Business Analytics, for improved competitiveness and profitability.

Messe Frankfurt Exhibition GmbH
Ludwig-Erhard-Anlage 1
60327 Frankfurt am Main

Visitors can also look forward to new products from a variety of companies including Autop Maschinenbau, AVL DiTest, Bosch Car Multimedia Hildesheim, Conceito, Continental / ContiTech, Huf Hülbeck & Fürst, Jaguar & Land Rover (Car to Car Communication) and Schaeffler Automotive Aftermarket from Germany, as well as Brembo, Texa and Star Gas from Italy, IDLP Groupe, Lumileds France SAS (Philips) and OOCAR Sas from France, BVBA Federal Mogul from Belgium, Elci Elektronik Kima San. Tic. Ltd from Turkey, OOO Pandora Trade from Russia, Hanyang Information & Communication from South Korea and Reduce Carbon Energy from Taiwan. Additionally, visitors will have the chance to take a look at the Workshop of the Future.

For the first time, innovative products from all segments that have been selected for the Automechanika Innovation Award will be on show at a special exhibition in the 'Festhalle'. The Automechanika Innovation Award is given in eight categories by an independent jury of experts and is a coveted distinction that has been presented at Automechanika Frankfurt since 1996. Exhibitors still have until the end of May to enter at innovation-award.automechanika.com.

The 'Festhalle' is also a presentation platform for young trailblazers and pioneers where creative start-ups and young innovative companies from Germany can show their promising ideas, products and solutions in a pavilion sponsored by the Federal Ministry of Economics and Energy (*Bundesministerium für Wirtschaft und Energie – BMWi*). Applications can be made at <http://goo.gl/iCfqrO> until 8 July.

For high potentials and young professionals looking for new challenges, Job & Career is the ideal platform for contacting and getting to know prospective employers.

Visitors wanting to experience the tomorrow's mobility will have the opportunity to test drive a variety of electric vehicles on a special track on the adjoining outdoor area.

Further information can be found at www.automechanika.com, in our blog at www.driving-news.com and at www.facebook.com/automechanika, www.twitter.com/automechanika and [gplus.to/automechanika](https://plus.to/automechanika).

Background information on Messe Frankfurt

Messe Frankfurt is one of the world's leading trade fair organisers, generating around €645* million in sales and employing 2,297* people. The Messe Frankfurt Group has a global network of 29 subsidiaries and 57 international Sales Partners, allowing it to serve its customers on location in more than 160 countries. Messe Frankfurt events take place at more than 40 locations around the globe. In 2015, Messe Frankfurt organised a total of 132* trade fairs, of which more than half took place outside Germany. Comprising an area of 592,127 square metres, Messe Frankfurt's exhibition grounds are home to ten exhibition halls. The company also operates two congress centres. The historic Festhalle, one of the most popular venues in Germany, plays host to events of all kinds. Messe Frankfurt is publicly owned, with the City of Frankfurt holding 60 percent and the State of Hesse 40 percent.

For more information, please visit our website at: www.messefrankfurt.com

* preliminary numbers (2015)

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