

# automechanika

FRANKFURT

Key facts and  
figures from 2016

Save the date:

REIFEN fair in parallel with  
Automechanika Frankfurt  
11–15.9.2018



messe frankfurt

# Automechanika Frankfurt: Facts and figures 2016 – lots of good reasons to take part in 2018.

Why it pays to exhibit at Frankfurt again in 2018. In this document, we have put together for you some of the most compelling facts and figures.

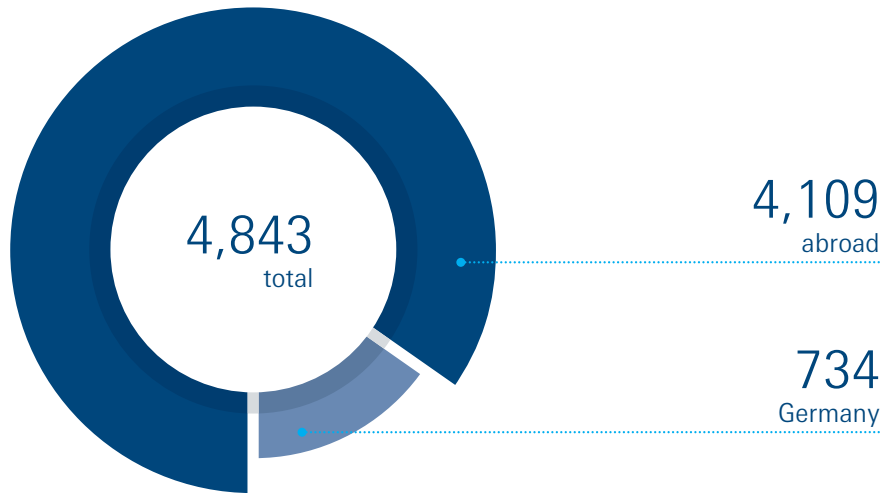
A total of 2,138 interviews with trade visitors from Germany and around the world were carried out at Automechanika 2016. In addition, all Automechanika exhibitors were asked on the last two days of the event to rate their participation in a written questionnaire. A total of 3,397 exhibitors responded.

The survey was conducted in accordance with the standards of FKM (Association for the Voluntary Monitoring of Trade Fair and Exhibition Statistics), an organisation co-founded by Messe Frankfurt.

The entire automotive world under one roof:  
4,843 exhibitors from 76 countries.

Number of exhibitors

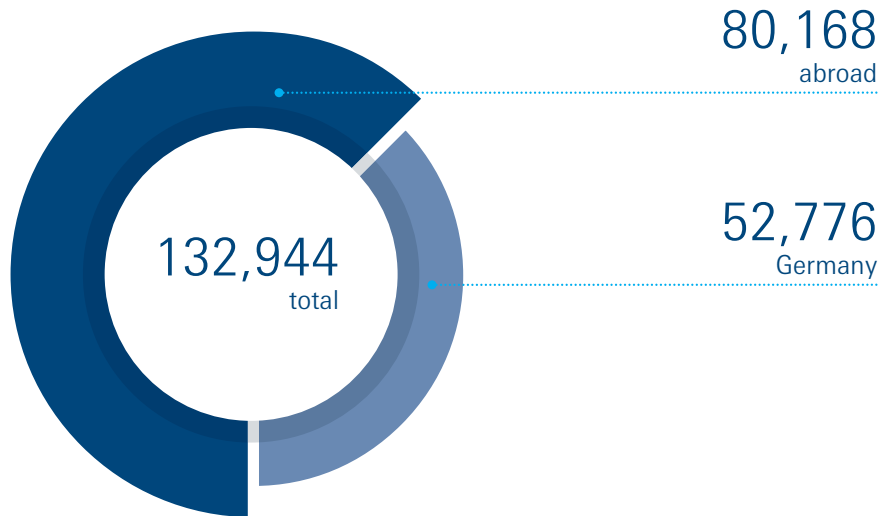
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The industry's most international meeting place:  
132,944 visitors from 170 countries.

Number of visitors

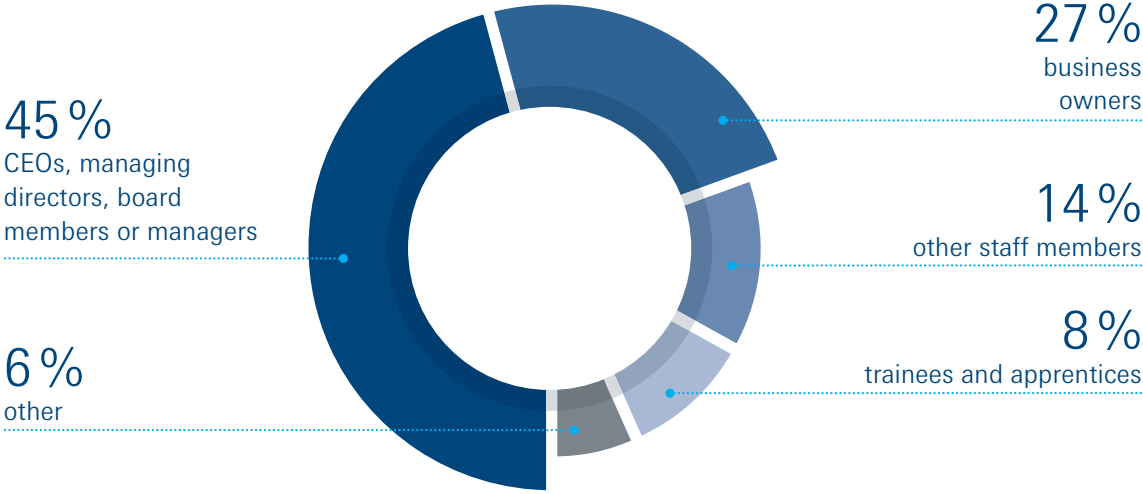
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# Trade audience with high decision-making authority.

Trade visitor profile

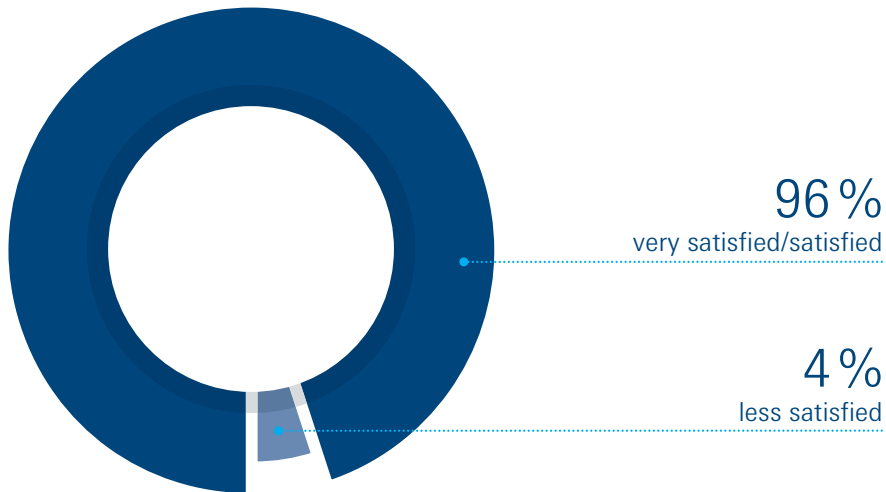
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Objectives achieved? Almost 100%  
of all visitors were satisfied.

Satisfaction rating of trade visitors

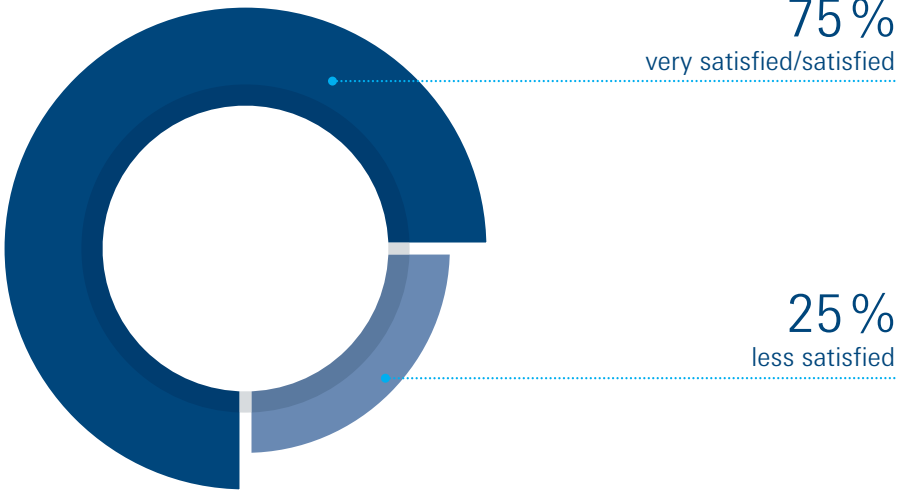
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# Positive feedback from exhibitors too.

Satisfaction rating of exhibitors

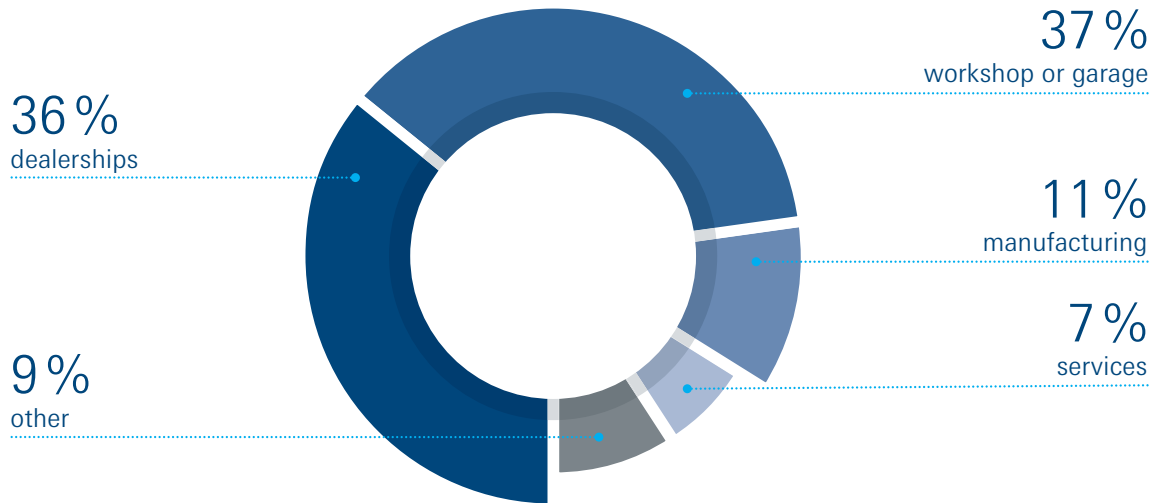
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# The world's leading trade fair for the automotive aftermarket.

Trade visitors by industry sector

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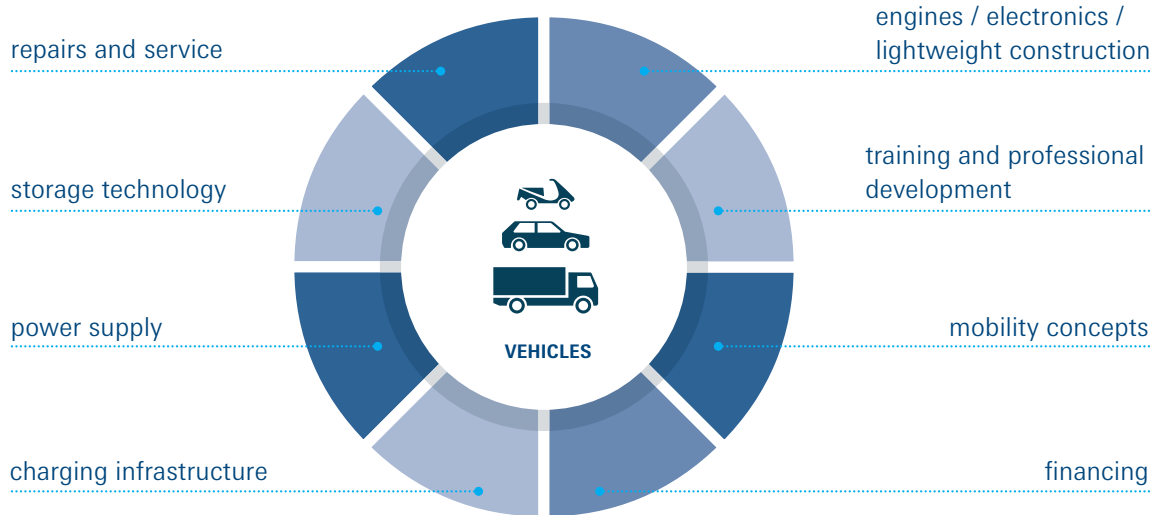




# Tomorrow's mobility – an issue that drives one in ten visitors.

A wide range of solutions around the theme of Tomorrow's Service & Mobility

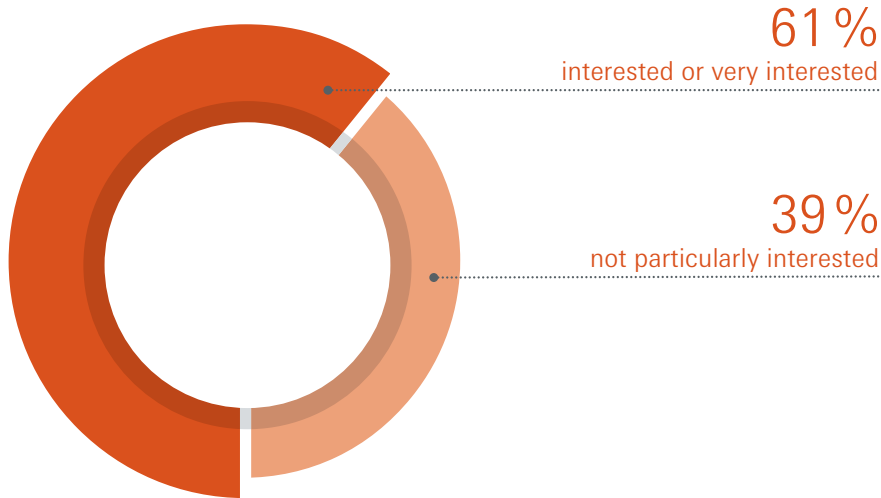
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## A wealth of technology and know-how.

Visitor interest in commercial vehicles

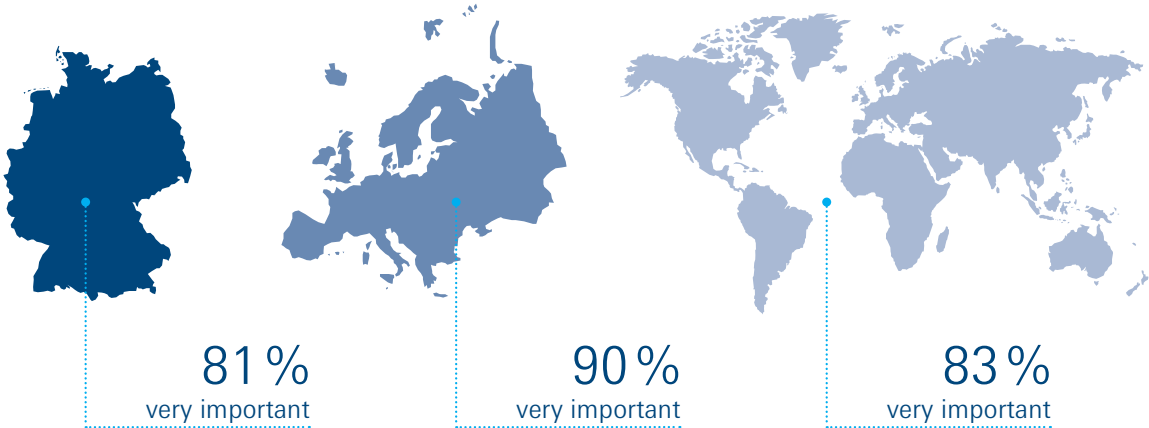
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# Showcase your offer again in 2018 at the most important platform in the world for the automotive aftermarket!

Importance of the event for exhibitors from Germany, Europe and worldwide

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