

Press release

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Automechanika releases calendar for 2019

Automechanika's new annual companion captures the industry's visions for the future and stages them in the form of spectacular vehicles. The result: complex, futuristic motifs composed solely of car parts from Automechanika exhibitors.

This is the fourth consecutive year in which Automechanika has worked with the artist and photographer Rafael Neff to produce a limited-edition calendar that reflects the variety and creativity of the automotive aftermarket. The focus is on powerful vehicles and striking design – sometimes nostalgic, sometimes futuristic, but always composed of products from key players at Automechanika: from classic cars with flaming tyres and sleek motorcycles to gigantic trucks in front of dramatic skylines. Each motif comprises hundreds of car parts that have been photographed and combined digitally, transforming lifting platforms into bridges, filters into skyscrapers and tyres into rolling hills. Even the clouds, sand and water have been created using paint, car polishing wadding and oil binder.

When selecting the products for the annual calendar, the 23 participating companies focused their attention on aesthetics, functionality and innovation. For example the January motif showcases the Automechanika logo in a 'follow me' style using state-of-the-art high-power LEDs from HELLA KGaA Hueck & Co. In keeping with the company's two-pronged strategy, one of the MAHLE products that has been included comes from the field of e-mobility: professionals will recognise a brushless DC motor on the rear of the avant-garde sports car from the month of March.

"The calendar's modern look offers a good fit for our products in the field of vehicle electronics and e-mobility, which are also playing a growing role in the aftermarket. It is an area in which MAHLE has been increasing its presence for quite some time now through in-house developments and acquisitions," says Olaf Henning, Member of the MAHLE Executive Committee and Head of the Aftermarket Business Unit.

The sports car is also part of the new Automechanika brand world that will be unveiled in early 2019.

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

The Automechanika team would like to invite you to discover the motifs featured in the 2019 calendar: www.automechanika.com/calendar

The 2019 calendar features products from the following companies: Adolf Würth GmbH & Co. KG, BASF Coatings GmbH, BBS GmbH, BPW Bergische Achsen KG, Continental Aftermarket GmbH, Continental Reifen Deutschland GmbH, ElringKlinger AG, Ferdinand Bilstein GmbH + Co. KG, HAZET – WERK, Hermann Zerver GmbH & Co. KG, HELLA KGaA Hueck & Co., LIQUI MOLY GmbH, MAHA Maschinenbau Haldenwang GmbH & Co. KG, MAHLE, MANN-FILTER, MEYLE AG, Otto Christ AG, RECARO Automotive Seating, RUD Ketten Rieger & Dietz GmbH, Schaeffler AG, SEHON Innovative Lackieranlagen GmbH, Tenneco Inc., thyssenkrupp Bilstein GmbH, ZF Friedrichshafen AG.

Further information

www.automechanika.com

Facebook: www.facebook.com/automechanika

Twitter: www.twitter.com/automechanika_

Instagram: www.instagram.com/automechanika_official

Background information on Messe Frankfurt

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With over 2,400 employees at 30 locations, the company generates annual sales of around €669 million. Thanks to its far-reaching ties with the relevant sectors and to its international sales network, the Group looks after the business interests of its customers effectively. A comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. With its headquarters in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent). For more information, please visit the website at:

www.messefrankfurt.com | www.congressfrankfurt.de | www.festhalle.de