

Press release

12 February 2020

A strong team: Automechanika Frankfurt and RETRO Messen continue their successful partnership

Claudia Cermak
Tel. +49 69 75 75-5255
Claudia.Cermak@messefrankfurt.com
messefrankfurt.com
automechanika.messefrankfurt.com

Automechanika Frankfurt and RETRO Messen have decided to continue their partnership this year, and the Classic Cars area – a lucrative aftermarket sector – will be expanded further at Automechanika Frankfurt 2020.

Automechanika Frankfurt, the leading international trade fair for the automotive aftermarket, and RETRO Messen have decided to continue their successful collaboration in the classic cars segment that began at Automechanika Frankfurt 2018. The decision was announced by Olaf Mußhoff, Director of Automechanika Frankfurt and Karl Ulrich Herrmann, Managing Director of RETRO Messen GmbH, at the press conference on the occasion of RETRO Classics in Stuttgart.

RETRO Messen organise various high-calibre events in the fields of mobility, lifestyle and driving culture, most prominently RETRO CLASSICS, the world's largest trade fair for classic cars. Every spring, this event brings more than 90,000 fans and collectors of classic cars from Germany and around the world to Stuttgart.

According to Olaf Mußhoff, Director of Automechanika Frankfurt: "The RETRO Messen team knows what makes classic and collectible car enthusiasts tick, while those of us at Automechanika have our fingers on the pulse of industry, workshops and retail. Our partnership allows us to extend our programme to include the full scope of the classic and collectible car business for consumers and professionals – to the benefit of both."

"For exhibitors from the field of classic cars who have primarily been exhibiting at conventional B2C classic car fairs, our collaboration with Automechanika Frankfurt opens up new possibilities for reaching untapped target groups," explains Karl Ulrich Herrmann from RETRO Messen GmbH. "This partnership allows us to offer our exhibitors a wide range of attractive opportunities for taking part, something that enables even smaller companies to have an independent presence at Automechanika."

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

Automechanika Frankfurt has been an effective B2B platform for the automotive industry since 1971. At the most recent event in 2018, the trade fair added the business of classic and collectible cars to its programme, and it will be expanding these areas even further at the next event, which is being held from 8 to 12 September 2020. After all, the classic car business is also lucrative for the aftermarket – and for workshops in particular.

Automechanika Frankfurt is the only B2B platform that covers the entire value chain of the classic car business: bodywork, automotive engineering, maintenance, repairs, restoration, basic and advanced training, professional development, financing and insurance solutions.

In addition to the Classic Cars exhibition area in Hall 12, in which event partner RETRO CLASSICS will also have a stand, a series of workshops, activities and special events pertaining to the classic car business are also planned.

The next Automechanika Frankfurt will take place from 8 to 12 September 2020.

Presseinformationen & Bildmaterial:

www.automechanika.com/presse

Automechanika @Social Media #amf20:

facebook.com/automechanika

twitter.com/automechanika_

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 more than 2,600* employees at 30 locations, the company generates annual sales of around €733* million. We have close ties with our industry sectors and serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of the Group's key USPs is its closely knit global sales network, which extends throughout the world. Our 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. Headquartered 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 our website at: www.messefrankfurt.com

* preliminary figures 2019

Automechanika
The World's Leading Trade Fair for the
Automotive Service Industry

Frankfurt am Main,
8 to 12 September 2020