

Press release

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## The knowledge advantage: experimenting and learning for the future in the Future Mobility Workshop 4.0

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

**Innovation showcase, training centre and test lab for car dealers and workshops: the Future Mobility Workshop 4.0 at Automechanika Frankfurt – organised in cooperation with the Institute for the Automotive Industry (IfA) – showcases the technologies, processes and business models of the future, offering automotive professionals valuable expertise and new ideas for their own work in future.**

The automotive industry is undergoing a profound transformation. Workshops and car dealerships in particular are being confronted with a great deal of uncertainty, as opportunities to test or try out new technologies and services in advance are frequently very limited.

The Future Mobility Workshop 4.0 at Automechanika Frankfurt, which is being organised in cooperation with the Institute for the Automotive Industry (IfA), makes it possible to experience and try out tomorrow's solutions live and in person. It is an innovation showcase, training centre and test lab for the technologies, processes and business models of tomorrow, serving as a practical port of call for SMEs in the automotive industry. A total of twelve learning stations invite visitors to try out new technologies and systems and come to grips with the technological transformation within the automotive industry. The goal is to provide employees and automotive professionals from workshops and car dealers with valuable know-how and new ideas for shaping their own work in future.

### **Twelve learning stations focused on aftersales in the Festhalle**

The focus here is on aftersales, and the following learning stations mapping the customer journey will be set up in the Festhalle: identifying technical problems, scheduling appointments, getting to the workshop, alternative mobility, vehicle acceptance, diagnostics & troubleshooting, ordering parts, provision of services/repairs, vehicle acceptance, getting to the workshop, vehicle handover / invoicing and follow-up activities.

Each station details the impacts of technical trends on this particular step of the process in a way that combines a conceptual approach with practical solutions.

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



### Multi-touch tables

Concepts communicated using versatile multi-touch tables



### Practical applications

Conceptual content supplemented with practical examples

Individual stations combine a conceptual approach with practical solutions.

There will also be lectures and panel discussions on the topic within the framework of the Automechanika Academy in which representatives of the Institute for the Automotive Industry (IfA) will be taking part.

Find out more about the Future Mobility Workshop 4.0 project being organised by the Institute for the Automotive Industry on the [IfA website](#).

### Workshops at Automechanika Frankfurt

Practical workshops have been a regular feature of Automechanika Frankfurt for many years now. Increasing digitalisation and new technological developments are presenting automotive workshops with major challenges, and regular training is essential to stay up to date. In cooperation with prominent partners, Automechanika Frankfurt is organising a series of practical workshops in German and English to provide automotive and commercial vehicle professionals with the expertise they need.



Augmented reality workshop at Automechanika Frankfurt

Automechanika  
Internationale Leitmesse der  
Automobilbranche für Ausrüstung, Teile,  
Zubehör, Management & Services - The  
World's Leading Trade Fair for the  
Automotive Service Industry

Frankfurt am Main,  
8 to 12 September 2020

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

**Press information and photographic material:**

[www.automechanika.com/presse](http://www.automechanika.com/presse)

**Automechanika @ social media:**

[facebook.com/automechanika](https://facebook.com/automechanika)

[twitter.com/automechanika\\_](https://twitter.com/automechanika_)

[instagram.com/automechanika\\_official](https://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](http://www.messefrankfurt.com)

\* preliminary figures 2019

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