

Press

Press Release

PAACE Automechanika Mexico

July 15 – 17, 2015

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PAACE Automechanika Mexico City highlights the industry's latest innovations

Exhibitors from 21 countries presenting new innovations for the 17th edition

Mexico's leading industry associations support 2015 event

The 17th edition of PAACE Automechanika Mexico City, Mexico and Central America's most important international trade show for the automotive aftermarket, will return to the Centro Banamex in Mexico City, Mexico, July 15 – 17, 2015.

Key automotive industry players including LUBEGARD, Mann Hummel, GMB North America, Karcher, Lubegard, Snap-On Sun de Mexico and hundreds of other brands have signed up to participate this July in Mexico's leading event.

Among those companies are a host of international manufacturers. With more than 20 countries from around the world exhibiting at PAACE Automechanika Mexico City, the range of product offerings available to the buyers is substantial. Attendees will be able to view innovations from Italy, Germany, the United Kingdom, Turkey, Argentina, Spain, France, the United States and many others.

As exhibitor interest increases, the show continues to focus on delivering the highest quality of buyers and networking opportunities. PAACE Automechanika Mexico City will be working with key

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organizations to recruit delegations of the largest volume buyers across the country. The U.S. Commercial Service has already committed to recruiting delegations of key buyers from several of their offices across the country. Cooperation with other organizations have also been formed to recruit buyers from Central and South America and other areas of Mexico. PAACE Automechanika Mexico City is committed to its position as the most important automotive aftermarket event in Mexico and the leading event to source aftermarket products and conduct business.

PAACE Automechanika Mexico City is organized by Messe Frankfurt, Inc. in partnership with key industry associations APRA, MEMA and SEMA. Pleased with the commitment from sponsors ANDELLAC, ARIDRA, and the US Commercial Service, among other groups, PAACE Automechanika Mexico promises continued innovation, products and opportunities for exhibitors and attendees in the automotive aftermarket sector.

For further information, please visit: www.PAACEAutomechanika.com

Background information on Messe Frankfurt

Messe Frankfurt is one of the world's leading trade fair organizers, generating around € 550* million in sales and employing more than 2,200* people worldwide. The Messe Frankfurt Group has a global network of 28 subsidiaries and around 50 international Sales Partners, allowing it to serve its customers on location in more than 160 countries. Messe Frankfurt events take place at more than 30 locations around the globe.

In 2014, Messe Frankfurt organized 120* trade fairs, of which more than half took place outside Germany. Comprising an area of 578,000 square metres, Messe Frankfurt's exhibition grounds are home to ten exhibition halls. The company also operates two congress centres. The company 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 figures (2014)

The North American headquarters in Atlanta is currently producing ten trade shows in the USA, Canada and Mexico across various industries. For more information about Messe Frankfurt, please visit our web site at www.MesseFrankfurt.us.

Automechanika Events Around the Globe

New Delhi, February 26 – March 1, 2015

Madrid, March 11 – 14, 2015

Kuala Lumpur, March 19 – 21, 2015

St. Petersburg, March 24 – 26, 2015

Istanbul, April 9 – 12, 2015

Chicago, April 24 – 26, 2015

Johannesburg, May 6 – 9, 2015

Dubai, June 2 – 4, 2015

Mexico City, July 15 – 17, 2015

Moscow, August 24 – 27, 2015

Shanghai, December 2 – 5, 2015

Frankfurt am Main, September 13 – 17, 2016