

Media Release

Automechanika Leading International Trade Fair for
the Automotive Sector
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NEW INTERNET WEBSITE FOR AUTOMECHANIKA FRANKFURT

Automechanika, the global trade fairs for the automotive aftermarket, has launched a new website, almost a year before the start of its flagship fair in Frankfurt from September 14-19, 2010.

There are “fireworks for the eyes and ears” for visitors to:
<http://automechanika.messefrankfurt.com/frankfurt/en>

The site will take the viewer on an interactive road show through a metropolis of mobility – the new key visual for Automechanika – to the accompaniment of rock music. The stylised city – known as the Metropolis of Mobility – has been built from various motor vehicle components and items of workshop equipment which all “come alive.”

Swirling brushes from the car wash, firing spark plugs and moving car lift takes the visitor directly to the individual product groups: Parts & Systems, Accessories & Tuning, Repair & Maintenance, IT & Management and Service Station & Car Wash.

Other new features include:

- Target-group specific navigation for visitors, exhibitors and journalists.
- More information for visitors to the trade fair in Frankfurt with an interactive plan of the halls, with exhibitor and product searches when the site has been populated.
- The site offers exhibitors an overview of the whole range of services available to help them plan and organise their trade fair participation.
- Extended search facility covering the entire event with more search options and detailed information on individual exhibitors and products.
- Interactive plan of the halls, with a view of the complete Exhibition Centre, with the ability to zoom in to individual halls.
- A new Press Centre for journalists.

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