

# Press

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Automechanika Chicago

July 26 - 29, 2017

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## **Automechanika Chicago, NACE sign letter of intent to combine forces in 2017**

### **Co-production answers the needs of collision and service repair shops**

Automechanika Chicago, the largest U.S. trade show dedicated to high-end technical and management-related training for automotive collision and service repair shops, along with NACE (the International Autobody Congress & Exposition), the premiere event for the U.S. collision repair industry, have signed a letter of intent to combine forces starting in 2017.

The co-production between Automechanika Chicago and NACE will create a unified stage using NACE's strong relationships within the collision and OE community combined with Automechanika Chicago's global strength throughout the automotive aftermarket. Working in collaboration, the two entities will create an unprecedented partnership focused on training and product discovery for the automotive technicians, shop owners and parts distributors. A combined Automechanika Chicago and NACE show will take place July 26-29, 2017 in Chicago.

"We are extremely pleased with this alliance. The industry has been asking for this and we listened. By combining the expertise of two undisputed market leaders, Automechanika Chicago and NACE, we are confident of our ability to offer a comprehensive platform for companies interested in reaching collision and mechanical repair shops en masse," stated Dennis Smith, President and CEO, Messe Frankfurt North America.

Automechanika Chicago produced its inaugural show in April of 2015 in partnership with UBM, formerly Advanstar Communications, training more than 2,000 technicians and shop owners. NACE has served the automotive repair and collision market for more than 30 years. The strong commitment to the automotive industry by each of these groups solidifies the combined position to exceed the demands of the market.

**Messe Frankfurt, Inc.**  
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“By combining resources, this collaboration will provide the market with a unique opportunity to connect each segment of the industry thus serving the entire automotive collision and service repair audience,” said Dan Risley, President and Executive Director of the Automotive Service Association (ASA).”

“This partnership is a real opportunity for shop owners, managers and technicians to connect at an event tailored to them by groups that understand their training needs and the real-world repair issues they face,” said UBM Automotive VP & GM Jim Savas.

For more information, visit: [www.AutomechanikaChicago.com](http://www.AutomechanikaChicago.com) or [www.ASAshop.org](http://www.ASAshop.org).

#### **About Automotive Service Association**

The Automotive Service Association is the largest not-for-profit trade association of its kind dedicated to and governed by independent automotive service and repair professionals. Headquartered in North Richland Hills, TX, ASA serves an international membership base that includes numerous affiliate, state and chapter groups from both the mechanical and collision repair segments of the automotive service industry. ASA advances professionalism and excellence in the automotive repair industry through education, representation and member services.

#### **About UBM Americas**

UBM Americas, a part of UBM plc, is the largest business-to-business events and trade show organizer in the U.S. Through a range of aligned interactive physical and digital environments, UBM Americas increases business effectiveness for both customers and audiences by cultivating meaningful experiences, knowledge and connections. UBM Americas has offices spanning North and South America, and serves a variety of specialist industries with dedicated events and marketing services covering everything from fashion, tech and life sciences to advanced manufacturing, cruise shipping, specialty chemicals, powersports and automotive, concrete, hospitality, cargo transportation and more. For more information, visit: [www.ubmamericas.com](http://www.ubmamericas.com).

#### **About Automechanika Chicago**

Held every other year, Automechanika Chicago, is the 14th installation into Automechanika worldwide. With more than 450 exhibiting companies and 6,000 attendees, Automechanika Chicago is set to lead the industry in a showcase of the latest technology covering the entire spectrum of the automotive aftermarket industry. Messe Frankfurt, producer of Automechanika, the leading international brand of automotive trade shows has joined forces with UBM Americas, the largest U.S. tradeshow organizer, to create this extraordinary event. The next edition is set to take place July 26 - 29, 2017, and Automechanika Chicago has created the Commitment to Training initiative leading up to the event in order to advance the goal of continued automotive training.

#### **Background information on Messe Frankfurt**

Messe Frankfurt is one of the world's leading trade fair organisers, generating around €648 million in sales and employing 2,244 people. The Messe Frankfurt Group has a global network of 30 subsidiaries and 55 international Sales Partners, allowing it to serve its customers on location in 175 countries. Messe Frankfurt events take place at approx. 50 locations around the globe. In 2015, Messe Frankfurt organised a total of 133 trade fairs, of

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which more than half took place outside Germany.

Comprising an area of 592,127 square metres, Messe Frankfurt's exhibition grounds are home to ten exhibition halls. The company also operates two congress centres. The historic Festhalle, one of the most popular venues in Germany, plays host to events of all kinds. Messe Frankfurt 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](http://www.messefrankfurt.com)

The North American headquarters in Atlanta is currently producing eleven 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](http://www.MesseFrankfurt.us).