



Fact sheet

Fair Name	Automechanika Kuala Lumpur
Fair Date	8 – 10.4.2027
Opening Hours	8 th April (Day 1): 10:00 – 18:00 9 th April (Day 2): 10:00 – 18:00 18:00 – 20:30 (autoFEST@KL music party) 10 th April (Day 3): 10:00 – 18:00
Venue	Kuala Lumpur Convention Centre, Kuala Lumpur, Malaysia
Exhibition Space	Hall 1 – Hall 6 (12,538 sqm gross)
Exhibitor (2026)	317 exhibitors from 16 countries & regions
Visitor (2026)	16,523 visitors from 58 countries & regions

Product Groups	Parts & Components: Components for all drive technologies and vehicle concepts, chassis for all drive technologies and vehicle concepts, body for all drive technologies and vehicle concepts, standard mechanical parts, interior, exterior, remanufactured parts and components for cars and commercial vehicles, exhaust gas aftertreatment/exhaust gas cleaning, new materials and processes, e-Commerce, retrofitting combustion engine car/truck, drive technologies, industry institutions, trade publishers, education and training Electrics & Electronics: Engine electronics, vehicle lighting, vehicle electrical systems, comfort electronics, e-Powertrain, battery Systems, resources, batteries, technologies, battery types, battery management, thermal management, high-voltage power electronics, charging technology, energy management, charging stations, charging accessories, grid integration of EVs, bi-directional charging, sustainability, second-life applications, remanufacturing, battery recycling, Industry institutions, trade publishers, education and training Accessories & Wheels & Customising: Exterior accessories, interior accessories, tires, wheels, rims, technical customizing, optical customizing, transport systems & superstructures for motor vehicles, vans, campers, pick-up, infotainment, special vehicles & bodies for commercial vehicles, lifestyle, luxury & merchandise items, car fragrance & special products, organisation systems, accessories for pets, industry institutions, trade publishers, education and training Diagnostics & Repair: Workshop equipment for repair and maintenance, tools, digital maintenance and technologies, vehicle diagnostics, diagnostic technology, calibration of driver assistance systems, ADAS calibration, software + hardware, air-conditioning service, battery management, fastening and bonding solutions, workshop and business equipment, workshop safety and ergonomics, transport of dangerous goods, maintenance and repair of vehicle superstructures, towing equipment, workshop concepts, sustainability, waste disposal and recycling, industry institutions, trade publishers, education and training Oils, Lubricants & Fuels: Service and maintenance installations and equipment, lubricants and greases, lubricating oils, additives, auxiliaries and consumables, technical fluids, technical sprays, packaging, labelling and environmental protection, tank management, filling station equipment, alternative fuels, industrial and workshop hygiene, sustainability management, policies, waste disposal and recycling, industry institutions, trade publishers, education and training
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Digital Solutions & Services: Workshop/dealership/filling station planning and construction, dealer, sales and service management, digital transformation, digital marketing, intelligent data processing, customer data management, online presence, corporate marketing and outdoor advertising, online service platforms, vehicle/parts and service exchanges, E-commerce, mobile payment, business development, research, consulting, franchise, cluster initiatives, mobility services, last mile mobility, fleet management/leasing/corporate mobility, industry institutions, trade publishers, education and training

Car Wash, Care & Detailing: Washing, car Care, detailing and car preparation, professional products and services especially for electric vehicles, young and classic cars, bicycles, commercial vehicles, agriculture, camping, water recycling systems and sustainability technologies, sustainability management and technologies, waste disposal and recycling, biodegradable products and packaging, industry institutions, trade publishers, education and training

Connectivity & Autonomous Driving: Automated driving, vehicle safety systems, driver assistance systems, Human Machine Interface (HMI), connectivity, internet of things, Software Defined Vehicle (SDV), windscreen projection / Head-up Displays (HUV), cyber security, industry institutions, trade publishers, education and training

Wheels Management & Tires Service: Tire fitting, balancing, repair, rim repair, used tires and wheels, tire/wheel management, business models and services, tire logistics, storage solutions, intelligent tires, systems and testing devices, industry institutions, trade publishers, education and training, sustainability, certification

Body & Paint: Bodywork and accident repair, paintwork and corrosion protection, smart repair for paintwork, metal parts, plastic parts, windows, headlights, rims, new materials, classic cars, old-timers and youngtimers, industry institutions, trade publishers, education and training

Motorcycle Type: ATV, cross, moped, racing, electric, chopper, cruiser, naked, scooter, hybrid, custom, enduro, touring, others

Motorcycle Competence: Motorcycle parts & components, motorcycle accessories, repair & maintenance, electronics & systems, service group, industry institutions, trade publishers, education and training

Automotive Manufacturing and Automation: Manufacturing process, manufacturing automation, Artificial Intelligence of Things (AIoT) & Industrial Internet of Things (IIoT) automotive production equipment and system, automotive inspection and quality control, automotive design and R&D, automotive material, automotive electronic components, automotive paints & finishing, industry institutions, trade publishers, education and training, sustainability

Logistics, Warehousing and Supply Chain: Automotive Mobility Solutions: Freight forwarding Services, 3PL services, warehouse management solutions & services (VMS), materials handling & storage Solutions, production controls, robotics & automation, intralogistics-Systems and software, safety & security, aftermarket services

Automotive Mobility Solutions: AI, robotics & automation, automotive manufacturing technologies & new materials, autonomous driving technologies, battery systems, energy storage & charging solutions, cybersecurity, security & parking solutions, digitalisation (AIoT, IoT, IIoT) & start-ups, electrification & New Energy Vehicles (NEVs), ESG, sustainability & circular economy, investment & industrial zones, logistics, warehousing & supply chain solutions, low altitude economy, renewable energy & smart grid solutions

Exhibitor & Visitor Profile

Carmaker, manufacturer (OEM / ODM), agent, distributor, wholesaler, trading company, retailer, chain store, e-commerce, online store, importer & export company, buying office, designer, design studio, system integrator, contractor, consultant, press, media, publisher, trade association, government agency, academic, research & institution, testing & certification body, license, licensing agent, service provider (auto refitter / tuner / garage / workshop / service center / petrol company / gas station), private & official fleet

Participation Fee

Package Booth (Space + Construction)	(Min. 9 sqm)	US\$490 / sqm up
Automotive Mobility Solutions* (Space + Construction)	(Min. 6 sqm)	US\$490 / sqm up
Automotive Service Marketplace* (Space + Construction)	(Min. 9 sqm)	US\$350 / sqm up
Raw Space (Space Only)	(Min. 36 sqm)	US\$405 / sqm up

* Approval is required | Designated Zone

Fringe Programmes	Industry Events and Conferences: Automotive Mobility Solutions Conference Collision Repair Training Workshop Match Up – Business Matching Programme	
	autoFEST@KL: autoFEST@KL Music Party EMMA Malaysia Final – Car Audio and Modification Competition Motorsports Talk Japanese Domestic Market (JDM) & Classic Cars Esports & Games Outdoor & Camping, Campervan & Caravan Showcase	
Featured Showcase	Motorsport & performance tuning, JDM, classic cars & customs, campervan conversions, fitout & outfitting, automotive culture, merchandise & collectibles	
Admission Fee	Trade visitors only; free of charge	
Organiser	Messe Frankfurt (HK) Ltd	
Endorsed by	MATRADE – Malaysia External Trade Development Corporation	
International & Local Supporters	AAA – Automotive Accessories Traders Association of Malaysia AAAA – Australian Automotive Aftermarket Association AASA – Automotive Aftermarket Suppliers Association (USA) ASA – Federal Association of the Manufacturers and Importers of Automobile Service Equipment (Germany) CSM – CyberSecurity Malaysia EGEA – European Garage Equipment Association (Belgium) EMPTA – Selangor and Federal Territory Engineering and Motor Parts Traders' Association FAWOAM – Federation of Automobile Workshop Owners' Association of Malaysia FEMACGA – The Federation of Malaysia Chinese Guilds Association FEMPTAM – The Federation of Engineering and Motor Parts Traders' Association Malaysia HDMA – Heavy Duty Manufacturers Alliance (USA) JABRA – Japan Auto Body Repair Association JAMTA – Japan Automotive Machinery and Tool Manufacturers Association LogM – The Society of Logisticians, Malaysia MAARA – Malaysia Automotive Recyclers Association MACPMA – Malaysian Automotive Component Parts Manufacturers MCVTA – Malaysia Commercial Vehicle Traders Association MDEC – Malaysia Digital Economy Corporation MEMA – Motor & Equipment Manufacturers Association (USA) MRC – Malaysian Rubber Council MRPMP – Malaysian Rubber Products Manufacturers' Association MTF – Malaysia Trucking Federation MUVATA – Malaysia Used Vehicle Autoparts Traders Association OAC – Overseas Automotive Council (USA) PPIBM – Persatuan Pengusaha Industri-Industri Bengkel Malaysia TSC – Toyota Suppliers Club (Malaysia) ZDK – German Federation for Motor Trades and Repair	
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Organiser

