



automechanika
KUALA LUMPUR

15 – 17.5.2025

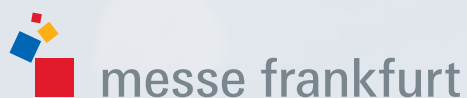
Kuala Lumpur Convention Centre
(KLCC), Malaysia

An automotive exhibition
that bridges the
Malaysian market with
global opportunities

**Sourcing
Entertainment
Training**



Organised by:



Endorsed by:



Drive business expansion and green automotive development in Malaysia

Market overview

Malaysia's position as Southeast Asia's second largest auto market amplifies the impact of the industry's transformation, creating a ripple effect that encourages investment, innovation, and sustainable practices across the region. Companies are adjusting their strategies to engage with customers directly. Overall, the country's strong car ownership rate lays the foundation for a vibrant aftermarket industry, benefitting car owners and businesses alike.

Consumer preferences are also prioritising service efficiency and sustainable commuting options, leading the automotive industry towards more complex, experience-focused business models. This evolution creates the need for a stronger supply chain to navigate these changes effectively.

To facilitate this transformation, the Malaysian government is supporting local brands like Proton and Perodua in the EV market through attractive tax incentives. Additionally, the MyDIGITAL initiative is driving a nationwide push for digitalisation, while advancements in cloud computing and the IoT are being integrated into the automotive supply chain.

The Industry4WRD policy is further enhancing manufacturing processes by promoting automation. As commuting habits evolve and the demand for delivery services continue to rise, there is an increasing need for advanced mobility solutions across manufacturing, logistics, and supply chain management. This holistic approach ensures balanced growth of the automotive sector while aligning with global sustainability goals.



Automechanika Kuala Lumpur: reflecting the future of the evolving automotive landscape

As a leading regional trade fair for the automotive industry, Automechanika Kuala Lumpur reflects the growing trends in the evolving automotive landscape across ASEAN. The exhibition will offer opportunities for marketing, training, information sharing and business exchange for both Malaysian and international visitors.

Malaysia is poised to support other ASEAN member states in their transition to innovation, sustainability, and global competitiveness. The fair's expansion will address market needs by focusing on new energies, green technologies, and sustainability. Enhanced interactive elements and diverse fringe programmes will improve the visitor experience by blending sourcing, entertainment, and training.

The 2025 edition will grow in both show scale and scope, covering Hall 1 to Hall 6 of the Kuala Lumpur Convention Centre, featuring exhibitors from established sectors like Parts & Components and Electrics & Electronics, as well as newcomers. This diversity will attract a wider audience and enrich the event.

A new highlight is the Outdoor, Camping, Campervan & Caravan showcase, catering to the rising interest in green living among Malaysian youth. This area will also include engaging activities at autoFEST@KL, including the display of over 40 cars, such as customised cars, motorsport & classic cars, and Japanese Domestic Market (JDM) vehicles. Additionally, esports and gaming will promote community interaction by further highlighting emerging subcultures.

With all the show elements and content in place, the event is likely to attract various segments of the automotive community, benefitting the development of both the OE and aftermarket industries.



Automotive Mobility Solutions

This major zone will showcase the latest mobility technologies and innovations that come with the adoption of electrification, digitalisation, AI, and cloud computing, for a technologically advanced and sustainable future.



Digitalisation / autonomous driving technologies

Latest advancements in autonomous vehicle systems, including the integration of AI and machine learning in autonomous driving

Cybersecurity / parking / security systems

Technologies for smart parking solutions and security measures for advanced vehicles

Logistics and supply chain optimisation

Streamlining of supply chain management, warehousing solutions, and fleet management to ensure efficient operations and timely delivery

ESG and sustainability

Eco-friendly practices and ethical supply chains to enhance resource efficiency and promote long-term viability and responsibility

Advanced manufacturing technologies

Automation, AIoT integration, and innovative production systems to enhance efficiency and quality

Quality control and R&D

Inspection processes, quality assurance methodologies, and research and development of new automotive materials for improved performance

Topics for 2025

Energy and new energy vehicles (NEVs)

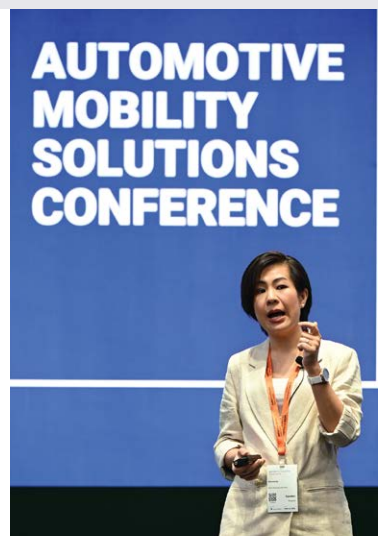
Energy, EV trends and developments

Battery technologies / charging facilities

Innovations in battery design, efficiency, technologies, battery recycling and lifecycle management, smart charging solutions, and integration with renewable energy sources



Over 470 audience members attended the Automotive Mobility Solutions Conference in 2024 to hear from 35 of the industry's most inspiring speakers and supporters, listed below.



Major zones and events

Positive insights

Increased production and sales

New car production in Malaysia increased by 3.7 percent in the first 10 months of 2024 compared to the same period in 2023, totaling 664,246 units. The Malaysian Automotive Association has raised its total industry volume forecast for local motor vehicle sales in 2024 to 800,000 units, indicating a robust recovery and growth trajectory for the sector¹.

Focus on sustainable mobility and electrification initiatives

Malaysia is positioning itself as a leader in sustainable mobility within ASEAN. The country is actively promoting the adoption of EVs, with sales reportedly increasing by 112 percent in the first half of 2024, reaching 6,617 units. This growth is supported by government incentives and a commitment to achieving net-zero emissions by 2050².



Investment in infrastructure through the Automotive High-Tech Valley (AHTV)

The development of the AHTV, a joint venture between DRB-Hicom and Zhejiang Geely, is set to attract RM 32 billion (USD 6.8 billion) in investments over the next decade. This initiative aims to enhance Malaysia’s automotive supply chain and promote advanced manufacturing technologies³.

Plan for the future by exploring the next generation’s market potential today

Malaysia’s market

GDP **5% ↑** in 2024⁴

CAGR **5.3% ↑** for logistics market over the forecast period 2024 – 2030⁵

4% ↑ for passenger vehicles over the forecast period 2025 – 2029⁶

5.4% ↑ for used cars over the forecast period 2025 – 2030⁷

3.3% ↑ for aftermarket over the forecast period 2024 – 2033⁸

Car ownership rate **6th** in the world
82% of households owning a car⁹



Scan to see the sources

Responding to the rise of EVs

As part of the commitment to reach net zero emissions, the National Energy Transition Roadmap has set the goal for EVs to represent 80% of the total industrial volume in Malaysia by 2025¹⁰.

The growth of the camping and caravanning market

The outdoor camping and campervan market in Malaysia is projected to grow significantly, with user numbers expected to reach around 74,350 by 2029, reflecting an 18 percent increase.

Additionally, trends like glamping and the demand for lightweight camping gear are further enhancing market potential, making this sector an attractive opportunity for investment and development.



Empower your business: Engage . Experience . Enjoy

Solutions for the entire supply chain

Fair showcase:

- Parts & Components
- Electrics & Electronics
- Accessories & Customising
- Diagnostics & Repair
- Oils, Lubricants & Fuels
- Digital Solutions & Services
- Car Wash, Care & Detailing
- Connectivity & Autonomous Driving
- Tyres & Wheels
- Body & Paint
- Motorcycle Showcase
- Motorcycle Competence
- Automotive Manufacturing & Automation
- Logistics, Warehousing & Supply Chain

Featured zones:

- Automotive Mobility Solutions
- Passenger, Commercial Vehicles & Fleets
- Automotive Repair & Maintenance / Body & Paint / Care & Detailing / Oils, Lubricants & Fuels / Accessories & Customising
- Outdoor, Camping, Campervan & Caravan
- Motorsport & Classic Cars

“ The fair provides an excellent opportunity for potential collaborations and joint ventures. We are not only looking to source components, but also aiming to explore investment opportunities and partnerships. ”

Mr Kevin Yap
Assistant Manager, Toyota Tsusho (Malaysia) Sdn Bhd

Key figures you should know



2024 had **11% ↑** stronger buying intent compared to the 2023 edition



93% of visitors showed interest in returning to the 2025 edition



Automotive Repair & Maintenance / Body & Paint / Care & Detailing / Oils, Lubricants & Fuels / Accessories & Customising

This zone will showcase a wide range of repair, maintenance equipment and tools for internal combustion engine (ICE) vehicle types, NEVs and various drive technologies. It will also focus on infotainment systems, diagnostic software solutions, and innovative smart and green repair techniques, highlighting the latest advancements in automotive care and customisation.



Collision Repair Training Workshop

The 2024 edition attracted over 200 attendees, including technicians, mechanics, workshop owners, service centre representatives, and independent workshop operators. The 2025 workshop will cover both ICE vehicle types and NEVs, featuring theoretical discussions and practical demonstrations on the latest technologies and equipment for repair.



“I come here for the workshops about EV, as this technology is very new in Malaysia and the event is beneficial for our company and business. The speakers are very knowledgeable and they are willing to share their knowledge.”

Mr Ng Lin Hong
Engineering Manager
Mae Handling System Sdn Bhd

Trainers and supporters (2024)



autoFEST@KL: extended hours, unlimited passion



Motorsport, Classic and Japanese Domestic Market (JDM) Cars

An exciting display of high-performance vehicles, classic cars and a unique collection of Japanese cars, celebrating the rich history and innovation of the automotive industry, allowing attendees to admire the craftsmanship and engineering behind these iconic machines

DIY Workshops

Hands-on sessions where participants can learn essential automotive skills, from basic repairs to custom modifications, fostering a deeper connection with their vehicles



EMMA Malaysia

Showcase of customised cars with stunning audio systems, paired with trainings on audio modification techniques

The autoFEST@KL event will feature a vibrant array of attractions, including the new **Outdoor, Camping, Campervan & Caravan showcase**, esports & gaming, and many other interactive and entertaining activities designed to engage visitors.

autoFEST@KL Music Party

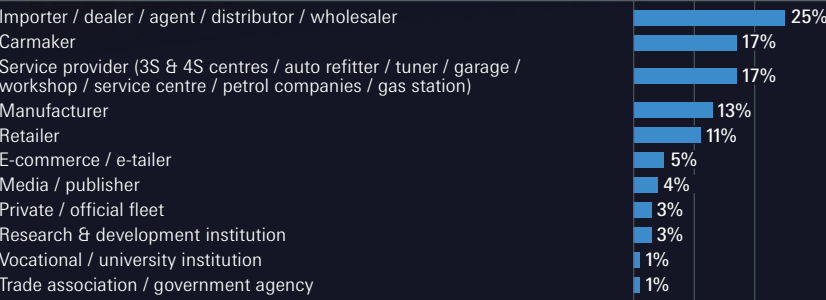
An after-show party with performances by singers, dancers and musicians for participants to unwind



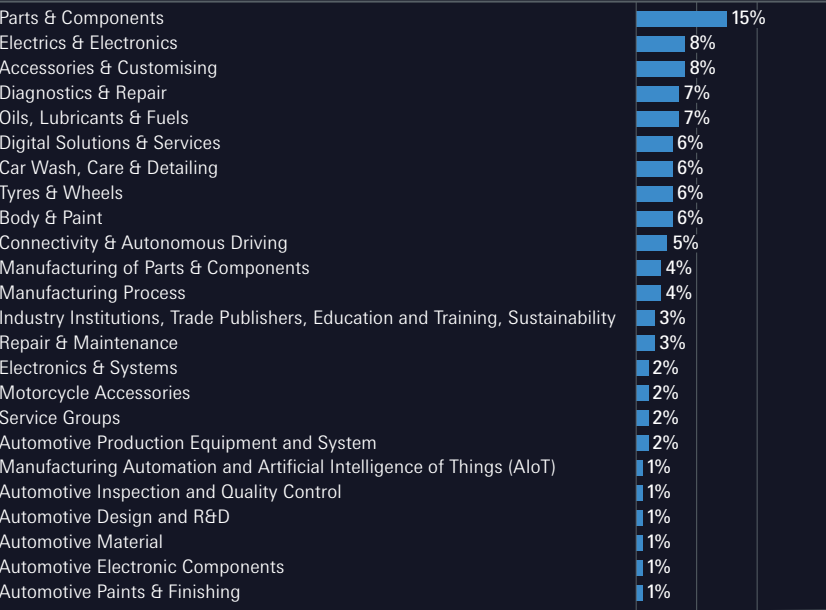
Overview of 2024



Visitors by business nature



Visitors by product group and interest



*The total is over 100 percent due to multiple choice



13,017 visitors
from 70 countries
and regions



310 exhibitors
from 19 countries
and regions

Notable visitors[^]

BMW	Chevron	Continental	Daikin
ExxonMobil	Foodpanda	Grab Malaysia	Great Wall Motor
Hitachi	Isuzu	Jaguar Land Rover	Lexus
MAHLE	Mitsubishi Motors	NEC	Perodua
PETRONAS	Pos Logistics	PROTON	Scania
Siemens	Sime Darby Motors	TecAlliance	Tesla
TikTok	Touch n Go	Toyota	ZF

■ Carmakers

■ Tier one players and other corporations

Key exhibitors[^]



More exhibitors



[^] A partial list in 2024 edition

Fair facts

Dates 15 – 17 May 2025

Opening hours 15 May 2025 (Day 1)
10:00 – 18:00

16 May 2025 (Day 2)
10:00 – 19:00

17 May 2025 (Day 3)
10:00 – 18:00

Venue Kuala Lumpur Convention
Centre (KLCC),
Kuala Lumpur, Malaysia

Exhibition space Hall 1 – 6

Participation fee

Standard Booth USD 430 / sqm (min 9 sqm)

Premium Booth USD 495 / sqm (min 9 sqm)

Raw Space USD 365 / sqm (min 36 sqm)



Interested in exhibiting, visiting or sponsoring?

Contact us

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Stay tuned with us



Enquiries



Local sales
representatives



International and local supporters

AAA – Auto Audio, Accessories and
Air-condition Traders Association of
Malaysia

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)

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)

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

MRPMA – 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
Bengkel Malaysia

TSC – Toyota Suppliers Club (Malaysia)

ZDK – German Federation for Motor Trades
and Repairs