

Fact sheet

automechanika
KUALA LUMPUR

8 – 10.5.2025

Kuala Lumpur,
Malaysia

Fair Name	Automechanika Kuala Lumpur
Fair Date	8 – 10.5.2025
Opening Hours	10:00 – 18:00 (2 nd show day: 10:00 – 19:00)
Venue	Kuala Lumpur Convention Centre, Malaysia
Exhibition Space	Hall 1 – Hall 5 (9,710 sqm gross)
Exhibitor (2024)	310 exhibitors from 19 countries & regions
Visitor (2024)	13,017 visitors from 70 countries & regions
Product Groups	<p>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, e-commerce, retrofitting combustion engine car/truck, drive technologies, hybrid variants, fuel cell drive (FCEV), CNG drive, internal combustion engines (petrol, diesel), industry institutions, trade publishers, education and training</p> <p>Electrics & Electronics: Engine electronics, vehicle lighting, vehicle electrical systems, comfort electronics, e-Powertrain, battery systems, resources, energy storage, battery management, thermal management, high-voltage power electronics, charging technology, charging stations, charging accessories, industry institutions, trade publishers, education and training</p> <p>Accessories & Customising: Exterior accessories, interior accessories, Transport systems & superstructures for motor vehicles, vans, campers, pick-up, technical customizing, optical customizing, infotainment, special vehicles & bodies for commercial vehicles, lifestyle, luxury & merchandise items, car fragrance & special, organisation systems, accessories for pets, industry institutions, trade publishers, education and training</p> <p>Diagnostics & Repair: Workshop equipment for repair and maintenance for all drive technologies and vehicle concepts, tools, digital maintenance and technologies, vehicle diagnostics, ADAS calibration, 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</p> <p>Oils, Lubricants & Fuels: Installations, lubricants and greases, oils and oil substances, additives, auxiliaries and consumables, technical fluids, technical sprays, aerosols, tank management, filling station equipment, alternative fuels, industrial and workshop hygiene, sustainability management, waste disposal and recycling, industry institutions, trade publishers, education and training</p> <p>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</p>

Car Wash, Care & Detailing: Washing, car care, detailing and car preparation, professional products especially for young- and old-timer, bikes, commercial vehicles, agriculture, camping, water recycling systems and sustainability technologies, 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 (IoT), windscreen projection / Head-up displays (HUV), cyber security, industry institutions, trade publishers, education and training

Tyres & Wheels: Tyres, wheels and rims, tyre/wheel repair and disposal, used tyres and wheels, tyre/wheel management and business models, sales equipment and storage of tyres, accessories for tyres, wheels and installation, intelligent tyres, industry institutions, trade publishers, education and training, sustainability

Body & Paint: Bodywork and accident repair, paintwork and corrosion protection, smart repair for paintwork, metal parts, plastic parts, windows, headlights, rims, new materials, industry institutions, trade publishers, education and training, sustainability and disposal

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

Automotive Manufacturing and Automation: Manufacturing process, manufacturing automation and artificial intelligence of things (AIoT), 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

Automotive Mobility Solutions: Energy, electrification & digitalisation, logistics, warehousing & supply chain, ESG & sustainability

Visitor Profile Carmarker, manufacturer, importer, dealer, agent, distributor, wholesaler, retailer, e-commerce and e-tailer, service provider (auto refitter/tuner/garage/workshop/service center/petrol/gas station), private & official fleets, trade association, government agency, media/publisher, R&D institution, vocational/university institution

Participation Fee	Standard Booth	(Minimum 9 sqm)	USD 430 / sqm
	Premium Booth	(Minimum 9 sqm)	USD 495 / sqm
	Raw Space	(Minimum 36 sqm)	USD 365 / sqm

Fringe Programmes Industry Conferences:
Automotive Mobility Solutions Conference
Collision Repair Training Workshop
Match Up – Business Matching Programme

autoFEST@KL:
autoFEST@KL Music Party
DIY Workshops
EMMA Malaysia Final – Car Audio and Modification Competition
Motorsports & Classic Cars
Esports & Games

Admission Fee (Exhibition) Trade visitors only; free of charge

Organiser Messe Frankfurt (HK) Ltd

Endorsed by MARii – Malaysia Automotive Robotics & IoT Institute
MATRADE – Malaysia External Trade Development Corporation

**International &
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
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

Contact

Messe Frankfurt (HK) Ltd
35/F China Resources Building
26 Harbour Road
Wanchai, Hong Kong
Tel: +852 2802 7728
autoasia@hongkong.messefrankfurt.com
www.automechanika-kl.com

For Malaysian companies:
Tel: +60 3 7803 2276
auto@messeww.com

Organiser

