

Press release

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Fringe events at Automechanika Kuala Lumpur delve into commercial and passenger vehicle trends

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Automechanika Kuala Lumpur will feature multiple fringe events highlighting the potential of Internet of Things (IoT) technologies to reduce maintenance costs and improve road safety, show organisers have announced. The trade fair, which is the leading event of its kind for the automotive industry in the ASEAN region, attracted 246 exhibitors and more than 5,600 visitors to the previous edition. Continuing its success, 2019 will see an estimated 300 exhibitors to the Kuala Lumpur Convention Centre from 21 – 23 March 2019.

At present, Malaysia has the highest car ownership rate in the ASEAN region¹. This position as a mature automotive market leaves plenty of scope for new technologies to be adopted within the country.

Ms Fiona Chiew, Deputy General Manager of Messe Frankfurt (Shanghai) Co Ltd, spoke about this potential as well as the show's unique position to facilitate information exchange for the automotive industry: "Connected mobility is a growing sector around the world, and it's having transformative effects on the industry as a whole. With IoT implementation across all industries forecast to contribute as much as RM9.5 billion to Malaysia's economy by 2020 and a further RM42.5 billion in 2025², we will bring together industry heavyweights, innovators and thought-leaders who will shape this future of connected mobility at the show."

For the commercial vehicle segment, future developments are anticipated to be based around telematics and IoT devices, which are continuing to optimise commercial transportation. Given that 56% of exhibitors and 40% of trade visitors to the previous edition of the fair represented the commercial vehicle segment, the upcoming show is set to attract a large contingency of stakeholders eager to learn more about these topics.

As such, the highly anticipated **Fleet Management Conference** will cater specifically to these stakeholders at the 2019 edition. The event will deliver informative presentations about telematics-based solutions, artificial intelligence and big data analytics, alongside the likes of on-

Messe Frankfurt (HK) Ltd
35/F, China Resources Building
26 Harbour Road
Wanchai, Hong Kong

¹ "Car ownership ration remains low" - <https://bit.ly/2zZY8iS>. Retrieved 10 October 2018

² "Malaysia, the next Regional Internet-of-Things (IoT) Development Hub?" - <https://bit.ly/2C8ztLs>. Retrieved 10 October 2018.

board sensors to monitor and relay specific parameters, such as vehicle and tyre health data, freight temperature and driver health, attitude or habits in real-time. This kind of technology is particularly useful for fleet managers and operators because it could increase efficiency, safety and reduce cost.

IoT technology has also penetrated into the repair and maintenance sector through the use of data, by recognising and predicting component failures ahead of time. This has allowed commercial vehicle operators to switch to a model of predictive maintenance, and avoid unscheduled periods of maintenance.

The **Collision Repair Training Workshop**, which is specifically designed for technicians and mechanics will explore these topics. The workshop received high praise in 2017 and will return again in 2019 with an even more comprehensive programme of coverage and organisational support. Hands-on demonstrations and theory-based discussions will be led by sector experts, covering topics such as measuring, pulling, painting and aluminium repair. Organised by the Federation of Automobile Workshop Owners' Association in Malaysia (FAWOAM) and collision repair experts I-CAR, each will use their respective networks to attract a large cross-section of regional stakeholders and expand promotional coverage of the workshop in the lead up to the fair.

Another highly celebrated fringe event from 2017 was the **EMMA Malaysia Final – Car Audio and Modification Competition**, which showcases modified cars and audio installations from ASEAN countries. The event will again culminate at Automechanika Kuala Lumpur to bring an element of entertainment to the fairground, whilst also creating opportunities for networking. The final round of the competition will be followed by an awards ceremony.

For further information about Automechanika Kuala Lumpur and its range of fringe events, you can visit www.automechanika-kl.com, or email the organisers at autoasia@hongkong.messefrankfurt.com.

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Background information on Messe Frankfurt

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With more than 2,500* employees at 30 locations, the company generates annual sales of around €715* million. Thanks to its far-reaching ties with the relevant sectors and to its international sales network, the Group looks after the business interests of its customers effectively. A comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. With its headquarters in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent).

For more information, please visit our website at: www.messefrankfurt.com

*preliminary figures 2018

Automechanika Kuala Lumpur
Kuala Lumpur, 21 – 23 March 2019