

Automechanika Kuala Lumpur 2024 spotlights advancements in automotive mobility solutions

Kuala Lumpur, 15 July 2024. Malaysia's new vehicle sales grew by eight percent to 260,236 units in the first four months of 2024 compared to the corresponding period of last year¹. To keep pace with the market development, the upcoming edition of Automechanika Kuala Lumpur, taking place from 1 to 3 August, will showcase a variety of cutting-edge automotive solutions, products and services across near 10,000 sqm from Hall 1 – 5 of the Kuala Lumpur Convention Centre. The fair will feature a full spectrum of fringe events reflecting smart mobility, new energy vehicles, manufacturing, logistics & fleets, aftermarket and sustainability & lifestyle trends under Malaysia's automotive transition.

Malaysia's automotive market is undergoing a transition driven by new energy vehicle development and technological advancement. The nation's New Industrial Master Plan (NIMP 2030) has also provided policy support for the growth of electric vehicle industry through governance, incentives, regulations and harmonisation of standards and more².

Ms Fiona Chiew, General Manager of Messe Frankfurt (HK) Ltd, commented: "Smart mobility, electrification, digitalisation and sustainability are guiding the transition of the automotive industry, while the uptake of electric vehicles is driving technological innovation and sustainable development. In this regard, Automechanika Kuala Lumpur will incorporate these trends to foster the shift towards a greener and more advanced automotive industry."

Revolving around emerging trends in the electric vehicle market, the debuting **Automotive Mobility Solutions Zone** will feature the latest provisions for urban development, city planning and smart mobility. It is set to offer a deeper understanding of the policy backdrop and developmental landscape of the new energy vehicle sector, advancing sustainability in the automotive industry. Showcases will cover electric vehicles, battery systems, charging technologies, digitalisation, Internet of Things (IoT) and more. Leading brands and companies exhibiting in the zone include Hella, Henkel, Launch, Scoot-A-Long and Vanli.

In addition, the **Automotive Mobility Solutions Conference (1 – 2 August)** will echo themes reflected at this dedicated zone. It will explore smart mobility solutions, electrification and digitalisation, automotive logistics, warehousing and supply chains, fleet management and automotive manufacturing, transformation and automation, as well as sustainability and ESG (Environmental, Social and Governance). The strong line-up of

¹ "MAA: Malaysia's new vehicle sales up 21% in April", 20 May 2024, The Star, <https://www.thestar.com.my/business/business-news/2024/05/20/malaysia039s-new-vehicle-sales-up-21-pct-in-april----maa>, retrieved on 30 May 2024

² "New TBE's EV Plant Personifies Sector Growth, NIMP 2030's Mission In Malaysia, Says Tengku Zafrul", 19 January 2024, Business Today, <https://www.businesstoday.com.my/2024/01/19/new-tbes-ev-plant-personifies-sector-growth-nimp-2030s-mission-in-malaysia-says-tengku-zafrul/>, retrieved on 30 May 2024

speakers involves Bosch Rexroth, Forwardlog, Henkel, MARii, MDEC, SHRDC, Swift, Universiti Teknologi Malaysia, Volkswagen, Volvo Trucks, ZEVA and more.

In response to the growing demand for e-commerce, ridesharing and food delivery services, the **Commercial Vehicle & Fleet Zone** will introduce parts & components solutions, tools for the maintenance of buses and trucks, as well as fleets like motorcycles, cars and light vehicles.

Elsewhere, the **Automotive Repair, Maintenance & Care / Body & Paint / Accessories & Customising Zone** will showcase a wide range of products, technologies and solutions in the aftermarket, including diagnostic and repair, equipment and tools, car wash, car care, detailing, oils, lubricants, body and paint, and replacement parts. Highlighted exhibitors include Alientech, Autel, FlexiShield, Launch, OBD, Reflek, Thinkcar and TOPDON.

To equip participants with updated knowledge in the automotive aftermarket, the **Collision Repair Training Workshop (1 – 3 August)** will also make a comeback. The workshop will leverage the innovative Whole Vehicle Training Platform, inviting industry experts to share their in-depth insights into the market. For example, ESnet Academy Sdn Bhd will offer a detailed overview of electric vehicle systems, diagnostics and efficiency, while ISQ and 3M will explore topics related to personal protective equipment (PPE) as well as body and paint. It is set to provide attendees valuable hands-on demonstrations and theory-based discussions. The event is geared towards technicians, mechanics, and workshop owners.

Another highlight of the show is **autoFEST@KL (19:00 – 21:00, 2 August)**. Here, the audience will be able to enjoy and experience a collection of interactive, entertaining events and activities. For instance, the autoFEST@KL Music Party will provide participants with a networking platform to mingle with industry peers while enjoying performances from singers, dancers and DJs. Car enthusiasts can also take part in interactive events like DIY Workshops and Gaming sessions as well as enjoy the presentations and displays that highlight the charm of motorsports and the timeless appeal of classic cars throughout the three-day event.

The exhibition area at Automechanika Kuala Lumpur 2024 is free for professionals aged 18 and above. Please visit www.automechanika-kl.com/visitor for pre-registration.

An admission fee is required for fringe events. Please visit www.automechanika-kl.com/ticket for ticketing and reservation for a seat.

For more information about Automechanika Kuala Lumpur 2024, please visit www.automechanika-kl.com, or email the organisers at autoasia@hongkong.messefrankfurt.com.

The brand's flagship show, Automechanika Frankfurt, will return to the stage from 10 to 14 September 2024. Meanwhile, other Automechanika events organised by Messe Frankfurt's Greater China offices include:

- Automechanika Shanghai: 2 to 5 December 2024
www.automechanika-shanghai.com
- Automechanika Ho Chi Minh City: 19 to 21 June 2025
www.automechanika-hcmc.com

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Press information and photographic material

www.automechanika-kl.com/press

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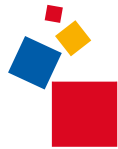
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Background information on Messe Frankfurt

The Messe Frankfurt Group is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With a workforce of some 2,300 people at its headquarters in Frankfurt am Main and in 28 subsidiaries, it organises events around the world. Group sales in financial year 2023 were around € 609 million. We serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of Messe Frankfurt's key strengths is its powerful and closely knit global sales network, which covers around 180 countries in all regions of the world. Our 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. We are using our digital expertise to develop new business models. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. Sustainability is a central pillar of our corporate strategy. Here, we strike a healthy balance between ecological and economic interests, social responsibility and diversity. For more information, please visit our website at: www.messefrankfurt.com/sustainability 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