

news +++ Automechanika Kuala Lumpur
Kuala Lumpur Convention Centre, Malaysia, 14 – 16 May 2026



The 15th Automechanika Kuala Lumpur to be a platform for business synergies where automotive mobility solutions meet OEMs and the aftermarket

Kuala Lumpur, February 2026. The focus on AI, digitalisation, electrification, new energy, and sustainability has made Malaysia an attractive investment destination, particularly within the automotive sector. The 15th edition of Automechanika Kuala Lumpur 2026 scheduled for 14 to 16 May 2026 will highlight this through its expanded showcase across six halls at the Kuala Lumpur Convention Centre (KLCC). Tailored for the automotive community in both local and global markets, the exhibition facilitates trade, innovation exchange and cultural engagement across the supply chain for passenger cars, commercial vehicles and fleets. Participants will also benefit from enriching opportunities in the vibrant atmosphere of autoFEST@KL and a lineup of unique fringe events.

Ms Fiona Chiew, General Manager of Messe Frankfurt (HK) Ltd said: “Favourable government policies, technological advancements, and shifting consumer behaviour have driven Malaysia’s emergence as a global automotive player, making it an appealing destination for international investment. Messe Frankfurt leverages its international resources to further accelerate this growth, bringing global expertise to the country for the 15th edition. With 16 Automechanika events in worldwide markets, the brand is ideally positioned to support the expansion of local companies by connecting them with global leaders for business opportunities and insights on best practices.”

Malaysia’s automotive market primed for growth

Many factors, including rising car ownership rates, aging fleets, digitalisation, a broadening middle class, and an increased demand for premium products, contribute to dynamic and flourishing OE and aftermarket sectors within the country. Notably, Malaysia became the leading market for car sales in ASEAN during the first half of 2025, with domestic brands Perodua and Proton accounting for 63 percent of these sales¹. This growth has reshaped the value chain across Malaysia and ASEAN through authorised OEM service centres, the professionalisation of independent workshops, and the expansion of additional value-added services and accessories.

Supporting this progress are national strategies aimed at economic growth, supply chain enhancement, and technological advancement. For instance, recent initiatives such as the Supply Chain Development and Partnership Programme, organised by the Malaysian Investment Development Authority (MIDA) in collaboration with Hyundai Motor², further

¹ Malaysia overtakes Indonesia as ASEAN’s leading car market, Thailand shows recovery amid Japanese exit, August 2025, The Nation, <https://www.nationthailand.com/business/automobile/40053649>. Retrieved: November 2025

² MIDA and Hyundai Motor Malaysia Drive Strategic Supply Chain Development, Strengthening Malaysia’s Automotive Industry November 2025, MIDA, <https://www.mida.gov.my/media-release/mida-and-hyundai-motor-malaysia-drive-strategic-supply-chain-development-strengthening-malaysias-automotive-industry/>. Retrieved: December 2025

underscore the efforts to enhance local capabilities, promote technology transfer, and advance the new energy vehicle sector.

An automotive community for trade, innovation exchange, and cultural engagement across the supply chain

Strategic efforts lay a strong foundation for industry progression, making events such as Automechanika Kuala Lumpur vital for showcasing OE and aftermarket products and services for passenger cars, commercial vehicles, and fleets.

The **Automotive Mobility Solutions Zone** returns to spotlight transformative trends shaping Asia's automotive sector, including green mobility investment, advanced manufacturing technologies, electrification, and digitalised supply chains. The area is designed to inspire collaboration among technological innovators, OEMs, and government officials while promoting cross-border engagement to share insights and foster regional growth. Additionally, this initiative addresses emerging opportunities within the low-altitude economy, encouraging joint efforts for sustainable solutions and reinforcing Malaysia's leadership in mobility transformation within ASEAN.

Another key highlight for 2026 will be the expanded **Automotive Service Marketplace**, which will unite detailing and customisation shops, body and paint specialists, chain stores, workshops, and retail and e-tail service centres. This area fosters meaningful connections across the industry, creating a unique environment where businesses of all sizes can engage both trade professionals and consumers.

Expanded participation from the **Parts & Components** and **Electrics & Electronics** categories is anticipated across the show floor. Additionally, the scope and coverage will be further extended in **Accessories & Customising, Diagnostics & Repair, Oils, Lubricants & Fuels, Car Wash, Care & Detailing, Wheels Management & Tyre Service, and Body & Paint**, spanning from Halls 4 to 6. Since its debut, the **Collision Repair Training Workshop** and its live spray booth demonstrations have also become key attractions, energising the atmosphere and supporting technological and talent development.

Complementing these is **autoFEST@KL**, a vibrant section of the show focused on promoting cultural engagement. This will once again blend business with lifestyle, fostering extended networking in an interactive environment through a range of events, including:

- **autoFEST@KL Music Party**: an after-show party where participants can unwind, enjoy live entertainment, and network in a relaxed setting.
- **Classic Cars and JDM Cars Display**: a captivating showcase of iconic classic vehicles and Japanese Domestic Market (JDM) favourites.
- **Motorsports, Esports & Gaming**: exciting competitions and interactive experiences that bridge automotive passion with digital entertainment and competitive gaming.
- **EMMA Malaysia Car Audio and Modification Competition**: a display of cutting-edge car audio systems and custom modifications.
- **Auto Detailing Mastery Challenge**: a demonstration of professional detailing skills, where experts demonstrate and compete for the perfect finish on vehicles.
- **Outdoor, Camping, Campervan & Caravan Zone**: an area exploring adventure lifestyles, featuring exhibits of campervans, caravans, and outdoor gear intended for automotive enthusiasts.

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

Other Automechanika events organised by Messe Frankfurt's Greater China offices include:

- Automechanika Ho Chi Minh City: 18 – 20 June 2026
www.automechanika-hcmc.com
- Automechanika Jakarta: 24 – 27 September 2026
www.automechanika-jakarta.com
- Automechanika Shanghai: 2 – 5 December 2026
www.automechanika-shanghai.com

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Press information and photographic material

www.automechanika-kl.com/press

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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 2,700* people at its headquarters in Frankfurt am Main and in 29 subsidiaries, it organises events around the world. Group sales in financial year 2025 were around € 766* 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).

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*Preliminary figures 2025