

# Press

## **Press Release**

PAACE Automechanika Mexico

July 15 – 17, 2015

April 16, 2015

Kim Porter

Tel. 678.732.2435

Fax 770.984.8023

[Kim.Porter@usa.messefrankfurt.com](mailto:Kim.Porter@usa.messefrankfurt.com)

[www.PAACEAutomechanika.com](http://www.PAACEAutomechanika.com)

## **Truck Competence continues to be a strong focus at PAACE Automechanika Mexico City**

### **US Participation increases with first time exhibiting companies**

With respect to the ever expanding automotive aftermarket in the Central and Latin America, PAACE Automechanika Mexico City, the most important trade show for the sector anticipates another exciting edition, taking place in this July.

The continued focus on Truck Competence, an element being implemented across the Automechanika exhibitions globally, has been met with a great amount of excitement and support as it enters its third year at the 17th edition, July 15 – 17, 2015. Expanding the extensive Automechanika brand profile, Truck Competence covers the entire value chain in the truck sector from truck parts and accessories, via workshop equipment to body repairs and care.

PAACE Automechanika Mexico City is preparing for another record breaking event with the addition of several first-time exhibiting U.S. companies already signed up. These new exhibitors are joined by long-standing industry players including Alto Products Corporation, Gates de Mexico, Big Country Mexico, Exedy Globalparts Corporation, GMB North America and hundreds of other brands ready to participate in Mexico's leading event.

“Through the consistent support of the Automechanika brand in Mexico, Central America and around the world, PAACE Automechanika Mexico City has strengthened its position as the

Messe Frankfurt, Inc.  
1600 Parkwood Circle  
Suite 615  
Atlanta, GA 30339  
Tel 770-984-8016 Fax -8023

premier event for the aftermarket segment. The expansion of Truck Competence in the show reflects the demand from our attendees to extend our focus onto the heavy duty and fleet arena,” states Bridget Ferris, Show Director.”

PAACE Automechanika Mexico City is organized by Messe Frankfurt, Inc. in partnership with key industry associations APRA, MEMA and SEMA, with additional commitment from sponsors ANDELLAC, ARIDRA, ProMéxico and the US Commercial Service, among other groups.

For further information, please visit: [www.PAACEAutomechanika.com](http://www.PAACEAutomechanika.com)

### **Background information on Messe Frankfurt**

Messe Frankfurt is Germany’s leading trade fair organizer, with 538\* million euros in sales and 1,891\* active employees worldwide. The Messe Frankfurt Group has a global network of 28 subsidiaries and approx. 50 international Sales Partners, giving it a presence for its customers in more than 150 countries. Events “made by Messe Frankfurt” take place at more than 30 locations around the globe. In 2012, Messe Frankfurt organized 109\* trade fairs, of which more than half took place outside Germany.

Messe Frankfurt’s exhibition grounds, featuring 578,000 square metres, are currently home to ten exhibition halls and an adjacent Congress Center. The company is publicly owned, with the City of Frankfurt holding 60 percent and the State of Hesse 40 percent. For more information, please visit our website at: [www.messefrankfurt.com](http://www.messefrankfurt.com)  
\* preliminary numbers (2012).

The North American headquarters in Atlanta is currently producing nine trade shows in the USA, Canada and Mexico across various industries. For more information about Messe Frankfurt, please visit our web site at [www.MesseFrankfurt.us](http://www.MesseFrankfurt.us).

### **Automechanika Events Around the Globe**

Johannesburg, May 8 – 11, 2013

Dubai, June 11 – 13, 2013

Moscow, August 26 – 29, 2013

Frankfurt am Main, September 16 – 20, 2014

Buenos Aires, November 12 – 15, 2014

Shanghai, December 10 – 13, 2013