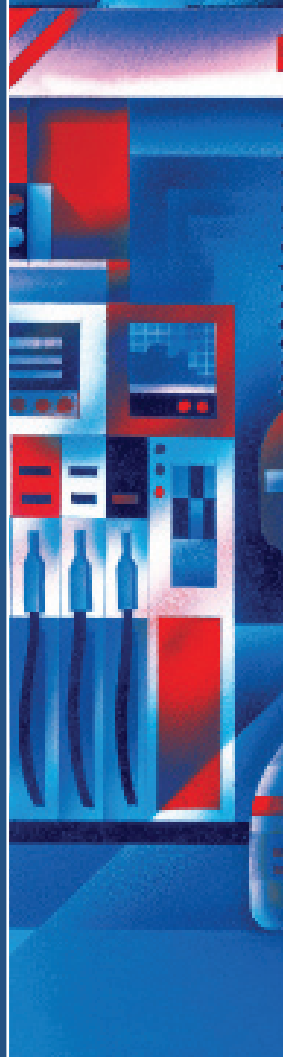


**PAACE**  
**automechanika**  
MEXICO

## 2009 Post Show Report

Everything that makes autos move

*Join us in 2010! July 14 - 16, 2010*



**Repair & Maintenance**  
**Parts & Systems**  
**Accessories & Tuning**  
**IT & Management**  
**Service Station & Car Wash**

**Centro Banamex**  
**Mexico City, Mexico**

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

**"The show has proven fruitful for us with three days of solid conversations with quality attendees."**  
*Cardone Industries, Dil Kulathum, Vice President, International Sales & Marketing, USA*



messe frankfurt

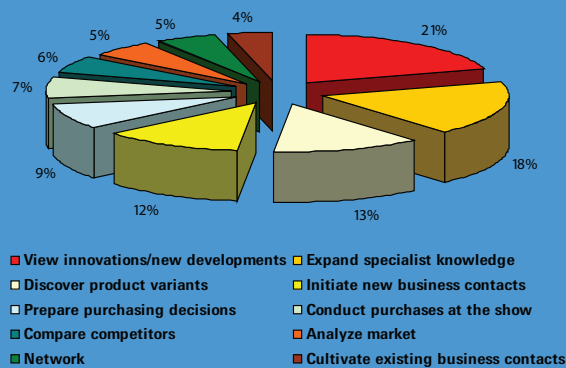
"I visit PAACE Automechanika Mexico every year searching for special promotions on the tools and parts segment and to participate in the seminar program. The show is excellent and keeps getting better over the years. There is no other place where we can retrieve so much information on new products and technical applications."

*State of Mexico, Francisco Alanis, Mexico*

## Visitors

13,433 highly qualified visitors participated in the 2009 trade show and despite the current economic downturn, PAACE Automechanika Mexico nearly tied their visitor numbers from the 2008 event with only a slight decrease of 2%.

### Why Visitors Return to PAACE Automechanika Mexico Year After Year\*

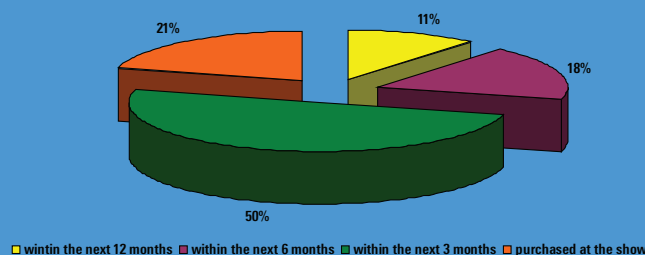


### 93% of visitors fulfill their objectives for attending PAACE Automechanika Mexico\*

"For us as buyers this show is very important because we are able to find all kinds of parts and systems. We thought that because of the recession we were not going to find new things, but it turns out visiting PAACE Automechanika Mexico this year was a very good decision. We have been in automotive shows all over the world and we definitely regard PAACE Automechanika Mexico as one of the top event. We look forward to visiting the show next year."

*World Trading, Pedro Osorio, Houston, USA*

### 82% of PAACE Automechanika Mexico visitors plan to purchase products from exhibiting companies within the next 12 months.\*



\* Source: PAACE Automechanika Mexico 2009 Visitor & Exhibitor Survey



"Going into PAACE Automechanika Mexico for the first time with today's economic environment was a tough decision. Once it was all said & done, we all wondered why exactly we had not exhibited before! We received great leads, met with thousands of people, demonstrated our product line and we won't hesitate to participate again. I get daily e-mails after the show with people still interested in distributing our line. Thanks to Messe Frankfurt for inviting us to this trade show! We look forward to attending PAACE Automechanika Mexico 2010."

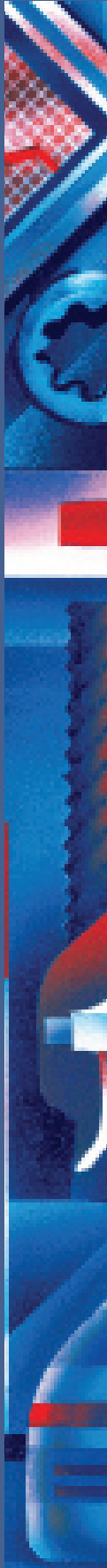
*Slime, Henry Herazo, Vice President of Sales, USA*

PAACE Automechanika Mexico visitors are comprised of the following business sectors:

- Car Repair Shops
- Car Manufacturing Companies
- Car Trade (new/used cars)
- Vehicle Fittings (OEM)
- Wholesalers
- Service Stations
- Spare Parts & Accessories Companies
- Other Retail Outlets

**"Our first PAACE Automechanika Mexico show...and what a good show! Very high volume of foot traffic giving us great exposure for all our products. Much generated interest with great contacts and future new business. We are looking forward to PAACE Automechanika Mexico 2010."**

*Dash 4 / Dynalube / Rain 4 Products, Ralph Diaz, Sales Manager, USA*



## Exhibitors

Mexico has the 12th largest economy in the world and the Mexican automotive industry is one of the fastest growing sectors in Mexico. Due to its geographic location and large population of over 100 million people, Mexico is well known for its outstanding opportunities in the automotive industry and is currently the world's 11th largest automotive producer — forecasted to rank 5th by 2011.

For the eleventh edition of PAACE Automechanika Mexico, 236 exhibitors from 13 countries found the event to be extremely beneficial for brand awareness and profitability.

**"AISIN has participated in the PAACE Automechanika Mexico show for the past 4 years, and as a result we have seen our brand awareness grow considerably. We intend for this brand awareness to continue generating future sales, as proven at the 2009 show, and we will continue to partake for years to come."**

*Aisin Worldwide, Justin Porter, Latin American Sales Representative, USA*

### Featured Pavilions

Argentina (Fundación Export Ar)  
 China (Messe Frankfurt Hong Kong)  
 India (EEPC)  
 Taiwan (China Economic News Service)

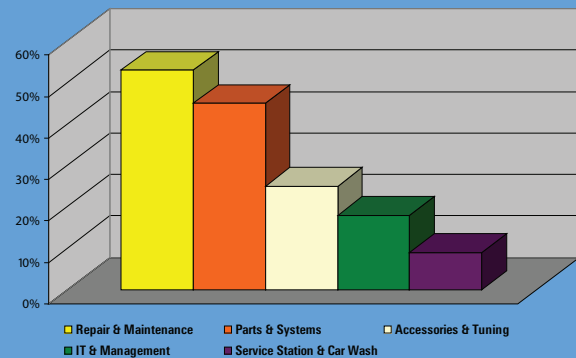
Visitors of PAACE Automechanika Mexico are key decision makers with purchasing power.

**83% of PAACE Automechanika Mexico Attendees are Influencers / Decision Makers in the purchasing decision.\***

\* Source: PAACE Automechanika Mexico 2009 Visitor & Exhibitor Survey



### What visitors at PAACE Automechanika Mexico want to see?\*



**"We are very pleased with the turn-out at the 2009 PAACE Automechanika Mexico show. Our booth was almost constantly busy with very high quality visitors. This will certainly result in additional business for us. What really surprised me was that fact that Friday was so busy. It was wall to wall people all day long and at 9:15pm, we still had people in our booth discussing our line and the opportunities they saw. What a great show – we can't wait for next year's PAACE Automechanika Mexico show."**

*AMS Automotive Inc., George Travis, Western Regional Sales Manager, USA*

# Marketing

A comprehensive marketing strategy remains in place to ensure that PAACE Automechanika Mexico delivers quality attendees to each and every event.

## Direct Mail

Visitors receive various printed marketing collateral throughout the year leading up to the show.

## Electronic Promotional Campaign

Targeted e-cards containing clear, concise messaging along with website links to the show website create a consistent awareness of the upcoming event. In addition, newsletters with pertinent industry information and show details retain visitor interest. This is all coupled with exhibitor and partner association commitment to promotion through banner ads on their home pages as well.

## Media Coverage

Press releases, conferences and interviews, as well as radio and television advertisements reach thousands of industry decision makers and heighten the excitement of the upcoming event as well as assist in the broadcasting of show details.

## Print Advertising

Industry related magazines and newspapers are critical in the dissemination of information and to maximize show exposure.

- Mexico Automotriz
- Mural Newspaper
- Suplemento Autopistas Universal Newspaper
- Transportes Y Turismo
- El Informador Newspaper
- Indicador Automotriz
- Automovil Panamericano
- Uno mas Uno Newspaper
- El Heraldo Newspaper
- Reforma Newspaper
- El Financiero



**80% of exhibitors were satisfied with the overall number of visitors**

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**91% of PAACE Automechanika Mexico visitors stated that they would return to the 2010 event**

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**74% of exhibitors were satisfied with the number of new contacts made at the show**

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**98% of 1st time visitors were satisfied with the event**



"The show gets better every year. I receive very good attention from everyone. For me it is very important to attend this event every year in order to get the freshest information regarding new developments. The seminars always provide very good data."

*Transmisiones Automaticas del Centro, Sergio Lara, Hidalgo, México*

## Added Value

### 2009 Seminar Program

Delivering on its commitment to the industry, PAACE Automechanika Mexico provided participants with excellent training and educational opportunities through its Seminar Program, sponsored by exhibiting companies.

The program featured more than 17 seminars covering technical topics such as diagnostics and transmission to business solutions and market information. The seminars and training attracted hundreds of mechanics looking to enhance their skills and learn about the latest technology impacting today's market, with Alto Products Corporation's seminar drawing the highest attendance of 900 participants.

### "You met or exceeded my expectations!"

- 91% of visitors attending PAACE Automechanika Mexico 2009 Seminar Program\*

\* Source: PAACE Automechanika Mexico 2009 Visitor & Exhibitor Survey

### Partnering Associations

#### APRA

Automotive Parts Remanufacturers Association

#### MEMA

Motor Equipment Manufacturers Association

#### SEMA

Specialty Equipment Market Association

### Supporting Associations

#### ANDELLAC

Asociación Nacional de Distribuidores de Llantas y Plantas Renovadoras

#### ARIDRA

Asociación Nacional de Representantes, Importadores y Distribuidores de Refacciones y Accesorios para Automóviles A.C.

"At the show we get a very good picture of the developments on the automotive aftermarket sector and detect new business opportunities. This exhibition promotes mutual feedback between the selling and buying segments."

*Aresa Refacciones, Cuauhtémoc Fierros, Mexico*



"It was a complete success."

*Bosch, Alexandre Morais, Marketing Mgr., Mexico*

### Show Organizer

Messe Frankfurt is Germany's leading trade fair organiser, with 440 million euros in sales in 2008 and more than 1,500 employees worldwide. The Messe Frankfurt Group has a global network of 28 subsidiaries, five branch offices and 52 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 2008, Messe Frankfurt organised more than 100 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 nine exhibition halls and an adjacent Congress Center. The company is publicly owned, with the City of Frankfurt holding 60% and the State of Hesse 40%. For more information, please visit our website at: [www.messefrankfurt.com](http://www.messefrankfurt.com)

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).

### Contact

#### Messe Frankfurt, Inc.

1600 Parkwood Circle, Suite 615

Atlanta, GA 30339

Tel +1 770 984 8016

Fax +1 770 984 8023

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

**Kristen Woodburn**

**Group Show Director**

**[Kristen.Woodburn@USA.messefrankfurt.com](mailto:Kristen.Woodburn@USA.messefrankfurt.com)**