messe frankfurt

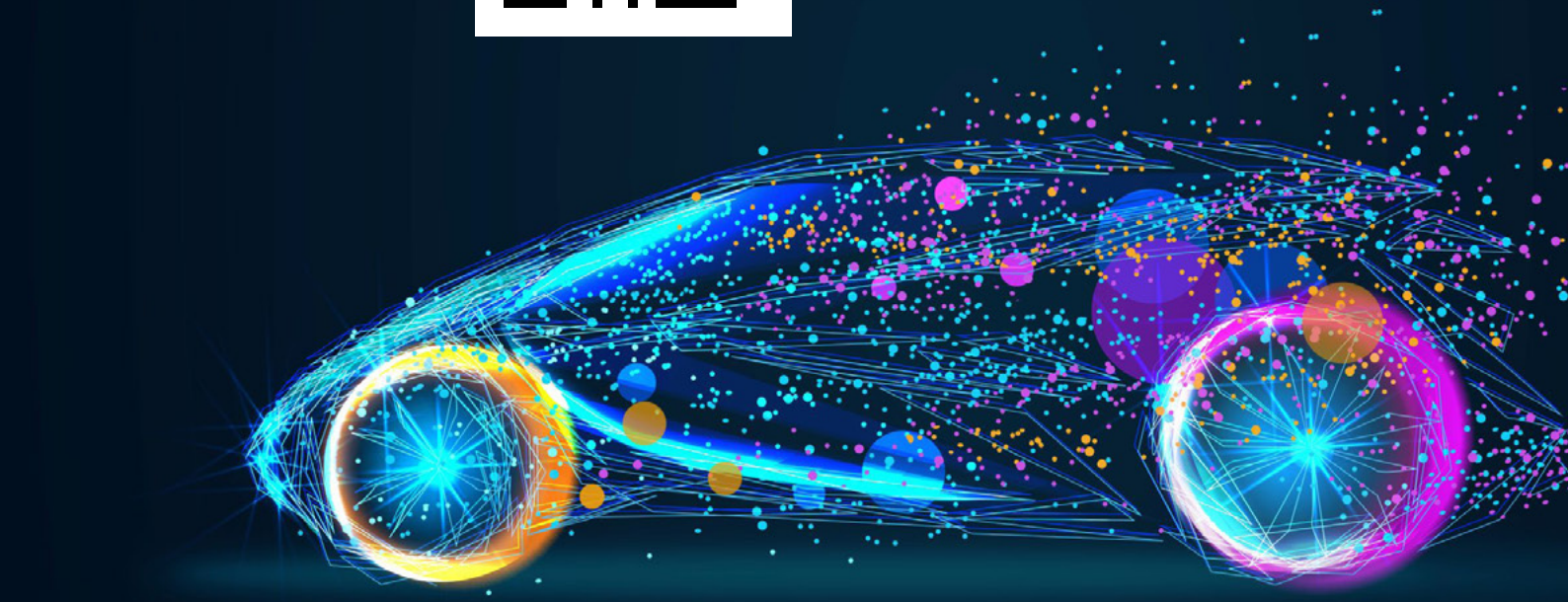
automechanika
JOHANNESBURG

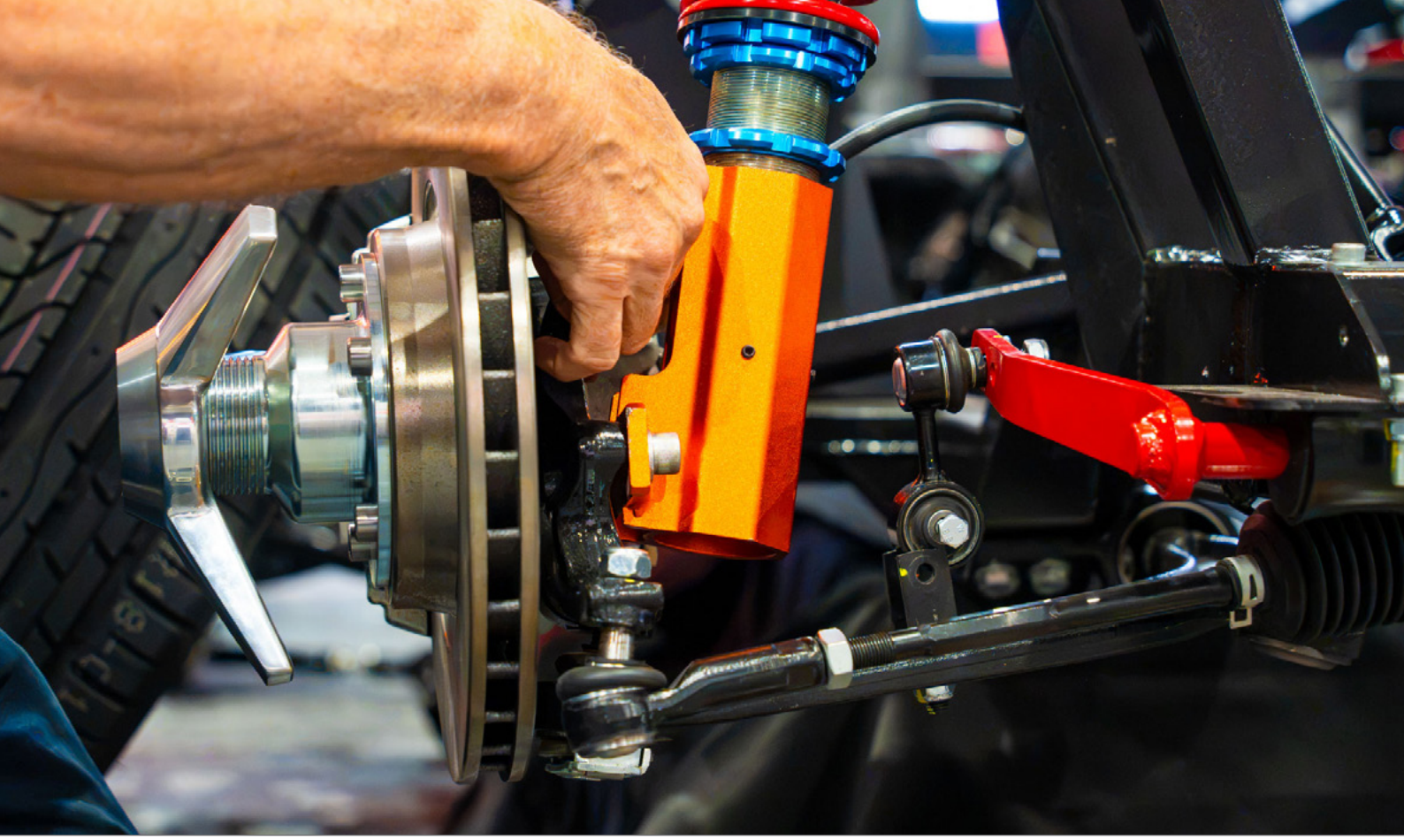
26-28 October 2027

Gallagher Convention Centre, Midrand

The African Connection

www.automechanikasa.co.za





Get connected with the future of the automotive service industry at Automechanika South Africa. As an international meeting place for the industry, dealership trade and maintenance and repair segment, it provides a major platform for business and technological knowledge transfer.

The 12th edition of the event is set to take place from 26 - 28 October 2027.

Organised by Messe Frankfurt South Africa, a subsidiary of Messe Frankfurt Exhibition GmbH, a team of experienced industry specialists are on hand to assist you in your exhibition needs and to provide you with the advice and assistance you require to optimise your exhibition experience.

Product Categories

Automechanika provides a comprehensive platform for industry professionals to explore a wide range of products and services across key categories including parts and components, accessories, workshop equipment, tyres and batteries, fleet management, and much more. With a focus on innovation, sustainability, and the latest industry trends, Automechanika Johannesburg is the ideal event for networking, discovering new business opportunities, and gaining valuable insights into the future of the automotive sector.

Parts & Components

The Parts & Components category at Automechanika Johannesburg showcases a wide variety of automotive components essential for vehicle performance and durability. This section highlights the latest developments in engine parts, transmission components, suspension systems, electrical components, and more. It serves as a vital platform for industry professionals to source high-quality parts from leading suppliers, providing solutions for both vehicle manufacturers and aftermarket service providers.

Accessories & Customising

This category features an exciting selection of automotive accessories and customisation options, catering to both vehicle owners and businesses looking to enhance or personalise their vehicles. From performance improvements to aesthetic upgrades, visitors will find the latest trends in car styling, including custom wheels, body kits, lighting, interior accessories, and more. It is the ideal destination to discover innovative products that meet the demands of modern car enthusiasts

Management & Digital Solutions

The Management & Digital Solutions category at Automechanika Johannesburg focuses on cutting-edge advancements in fleet management, diagnostic tools, business software, and digital solutions tailored for the automotive industry. With digital transformation becoming ever more important, this section covers innovations that streamline operations, enhance efficiency, and support data-driven decision-making. Visitors will find software and tools designed to manage inventory, customer relationships, and vehicle diagnostics.

Repair & Maintenance

Automechanika Johannesburg's Repair & Maintenance category covers everything related to the servicing, upkeep, and repair of vehicles. From diagnostic tools and equipment to lubricants and mechanical parts, this section showcases the latest in vehicle repair technologies and services. It's an essential destination for service providers, garage owners, and professionals looking to enhance their repair operations and stay up to date with industry best practices.

Car Wash & Reconditioning

The Car Wash, Car Care & Reconditioning category offers a wide range of products and services focused on maintaining the appearance and condition of vehicles. From cleaning and detailing products to reconditioning tools, this section caters to both professional car care businesses and individual vehicle owners. Visitors can explore the latest innovations in car wash systems, waxes, polishes, and more, with an emphasis on environmentally friendly solutions for vehicle care.

Electronics and Systems

The Electronics & Systems category highlights the latest innovations in automotive electronics and electrical systems, covering everything from onboard diagnostics to entertainment systems and telematics. This section showcases key technologies such as electric vehicle (EV) components, hybrid systems, vehicle lighting, audio systems, and more. As vehicles continue to evolve digitally, this category offers essential products and solutions that reflect the future of automotive innovation and connectivity.

Top 5 reasons to exhibit

1. **Generate sales leads** – interact, face-to-face, with buyers, many of whom might not be aware of your company and its products and services.

2. **Launch products and solutions** – exhibitions provide the perfect platform to launch your latest products and innovative solutions to a captive audience of potential buyers.

3. **Tap into an extensive pre-show marketing campaign** including: digital marketing, radio, posters, PR and advertising in all of the key trade publications.

4. **Network and sell to buyers from the sub-Saharan market** – this is a perfect opportunity to engage with the industry and boost sales. Many exhibitors in 2026 commented on their ability to generate sales during and after the event.

5. **Automechanika academy** – with a range of industry hosted conferences, workshops and competitions taking place alongside the event, the event attracts key players in the industry, wanting to stay up-to-date with the latest trends and innovations in the industry.

Participate in a unique business opportunity, offering an unsurpassed value proposition.

Who should exhibit?

- Parts & Components Suppliers
- Electronics & Systems
- Repair & Maintenance
- Accessories & Customizing
- Car Wash, Care & Reconditioning
- Management & Digital Solutions
- Tyre manufacturers and accessories
- Safari and Off Road Vehicles, Government Utility Vehicles and Trailers
- Dealer & Workshop Management
- Alternative Drive Systems & Digital Solutions
- Logistic Suppliers
- Steel Engineering
- Material Handling
- Waste Compactors
- Banks/Finance/Insurance Houses
- Fuel Retailer
- Oils & Lubricants
- Industrial Equipment
- Vehicle Carriers
- Distribution / Warehousing / Storage

Who will you meet?

- Local and international buyers
- Wholesalers
- Distributors
- Traders
- Managers
- Company Owners
- Industry Professionals
- Manufacturers

Industry Professionals from the following industries:

- Retailers/Franchises
- Car Repair Shops
- Service Stations
- Production of Vehicle Fittings (OEM)
- Car Manufacturing
- Fleet Management
- Organisations / Associations
- Car Trading
- Garage Equipment and Tools
- Government Officials / Public Authorities
- Universities / Colleges / Polytechnics
- Dealerships

Event Overview 2026

35

Countries

317

Exhibitors

10 000+ sqm

Total exhibition space

Thank you to our 2026 Sponsors

SKF vertevo NEDBANK atic Automotive Industry Development Centre

Thank you to our 2026 Partners

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