

# 2023 Post Show Report

**INA PAACE Automechanika Mexico** is **THE** platform for connecting buyers with the newest tools, equipment and technology in the market. This event includes the largest technical training program in the automotive aftermarket covering various topics from diagnostics and repair techniques to business best practices and much more.



**511 EXHIBITORS**  
from 24 countries

**27,200+ VISITS**  
from 39 countries

**98%**

of attendees plan to  
return to the  
next event

## TOP 10 STATES

with the Largest Attendance

Estado de México

Ciudad de México

Guanajuato

Michoacán

Querétaro

Veracruz

Morelos

Hidalgo

Jalisco

Puebla

## PRODUCT CATEGORIES

**CREATIVE. CREDIBLE. CUTTING-EDGE.**

### AREAS OF INTEREST

50% **PARTS & COMPONENTS**

34% **DIAGNOSTICS & REPAIR**

23% **ELECTRONICS & CONNECTIVITY**

17% **ACCESSORIES & CUSTOMIZING**

14% **DEALER & WORKSHOP MANAGEMENT**

13% **TIRES & WHEELS**

13% **BODY & PAINT**

12% **ALTERNATIVE DRIVE SYSTEMS & FUELS**

12% **MOBILITY AS A SERVICE + AUTONOMOUS DRIVING**

12% **CAR WASH, CARE & RECONDITIONING**

**58%**

of our visitors are  
interested in heavy duty  
products, equipment and  
repair

### Top 3 Visitor Groups



**DISTRIBUTORS**

**TECHNICIANS  
OWNERS**

**RETAILERS  
DEALERS**

**NEXT YEAR**

July 10 – 12, 2024

# Special Features



## Automechanika Academy Seminar & Training Program

More than 13,000 technicians and shop owners attended **80+ SEMINARS** during the exhibition. Sessions were sponsored by exhibiting companies highlighting the newest technologies, diagnostic techniques, and various service and



## Collision Zone + Paint Booth

More than just exhibits, visitors were able to learn about new paint, products, equipment and techniques at the fully functional paint booth.



## CEDVA Repair Area

The automotive mechanic program held **HANDS-ON DEMONSTRATIONS** and training activities on the show floor. Techs could practice new diagnostic techniques, calibration tests, electronic simulations and much more.



## Last Mile Latin American Summit

This new educational platform shared the **LATEST TRENDS IN BUSINESS AND SUPPLY CHAIN TECHNOLOGIES**. The summit showcased technologies for the last mile delivery market, digital/online catalogs, data analytics and e-commerce.



## EV Training + Vehicles / Scan Tool Diagnostic Zone

A new area on the show floor bringing together both the display of new electric vehicles and the training techniques on repair. 3 of our leading exhibitors trained technicians on the **NEWEST DIAGNOSTICS PRODUCTS AND TECHNOLOGY!**



## International Pavilions & Global Sourcing Hall

**7 COUNTRY PAVILIONS** including Brazil, China, Germany, South Korea, Taiwan, Turkey and the United States expanded their presence in the Mexican market by showcasing their latest products and services.

**93%**

of attendees reached their show objectives

**85%**

of attendees are top management

**86%**

of visitors say this is the most important event to attend

**75%**

of attendees did or plan to place orders based on interaction at the show

**80%**

of visitors discover new products or suppliers at show