

Mexico's leading international trade fair for the automotive service industry targeting trade visitors from Latin America

# 2024 Post Show Report



**INA PAACE Automechanika Mexico** is the leading platform in Latin America for buyers to connect with the latest tools, equipment, and cutting-edge technology in the automotive aftermarket industry. With hundreds of key domestic and international manufacturers, this event is the ultimate hub for sourcing new products and suppliers, as well as for networking with industry leaders and professionals. Additionally, it features an extensive technical training program and the high-level International Aftermarket Summit, where industry executives and experts discuss strategic trends, challenges, and innovations in the automotive aftermarket.

**575 EXHIBITORS**  
from 32 countries



**24,000+ VISITS**  
from 57 countries

## TOP 10 COUNTRIES

with the Largest Attendance  
(outside of Mexico)



## PRODUCT CATEGORIES

Areas of Interest

- 51%** PARTS & COMPONENTS
- 48%** DIAGNOSTICS & REPAIR
- 31%** ELECTRICS & ELECTRONICS
- 26%** OILS, LUBRICANTS & FUELS
- 20%** ACCESSORIES & CUSTOMIZING
- 18%** DIGITAL SOLUTIONS & SERVICES
- 13%** BODY & PAINT
- 11%** CAR WASH, CARE & DETAILING
- 10%** TIRES & WHEELS
- 9%** CONNECTIVITY & AUTONOMOUS DRIVING

98%

of attendees reached their show objectives

93%

of attendees plan to return to the next event

86%

of the attendees have influence in purchasing/procurement decisions.

# SPECIAL FEATURES



## International Aftermarket Summit

The International Aftermarket Summit gathered industry leaders to discuss major trends, challenges, and opportunities in the automotive aftermarket across Latin America, providing valuable insights and networking opportunities.



## Innovation4Mobility

Over three days, the Innovation4Mobility zone attracted 3,847 registered attendees and reached over 2.35 million people online. The zone showcased the latest trends and technologies in diagnostics, repairs, and business best practices, setting the stage for the future of the automotive industry.



## Automechanika Academy

More than 8,000 technicians and shop owners attended 90+ SEMINARS during the exhibition. Sessions were sponsored by exhibiting companies highlighting the newest technologies, diagnostic techniques, and various service.



## Automechanika Industry Night

This exclusive event, sponsored by MEMA (OAC), brought together industry leaders from across the supply chain for a night of networking, delicious food, drinks, and much more.



## Ambassador Lounge

This area was specifically designed for automotive industry members to connect and collaborate with mechanics, a crucial part of the supply chain. It provided an exclusive environment where visitors could network, exchange ideas, deepen their industry insights, and enjoy access to exclusive giveaways.



## EV Vehicle Training Zone

The Electric Vehicle Training Zone, powered by Sun Diagnostic, was the gateway to mastering the latest advancements in electric vehicle technology. As the automotive industry rapidly shifted towards electrification, this zone was essential for professionals to enhance their skills and knowledge.



## Paint Booth

Attendees experienced the art of automotive painting firsthand. They engaged in practical workshops led by industry experts, where they learned the latest techniques and gained hands-on experience with cutting-edge equipment.



## Last-Mile Delivery

Showcased on the show floor, the Last-Mile Delivery Zone tackled the challenges of last-mile deliveries. Attendees explored exhibits featuring vehicle parts and equipment and participated in discussions on the evolution and new technologies shaping the Last Mile.

85%

of exhibitors  
are planning  
to return for  
next year's  
show

82%

of exhibitors  
are satisfied  
with the  
achievement  
of their  
objectives

83%

of exhibitors  
expressed  
satisfaction  
with the show