



July 16 - 18, 2025

**Centro Citibanamex
Mexico City**

Exhibitor Prospectus



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**The most important
automotive aftermarket event
to attend in Latin America.**

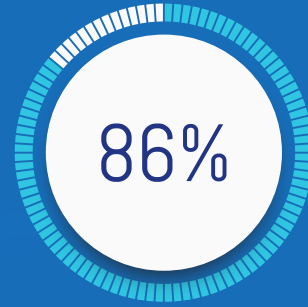
Dear Automotive Industry Innovator,

We are excited to invite you to be part of the most anticipated event for the automotive aftermarket industry in Latin America — INA PAACE Automechanika Mexico.

INA PAACE Automechanika Mexico will headline this week with numerous industry events, including the International Aftermarket Summit, Automechanika Industry Night, Innovation4Mobility and many other engaging events.

The exhibition serves as a platform for forward-thinking companies to present their innovative products, equipment, technologies, and services that are shaping the future of the industry.

Let's get started!



of visitors are decision
makers & influencers





WHO SHOULD EXHIBIT

Join almost 600 manufacturers and suppliers across all sectors of the automotive aftermarket.

Each will be on-hand to showcase their solutions to help buyers more efficiently and successfully implement and utilize tools, equipment, products and services and achieve real results.



WHAT TO EXHIBIT

With hundreds of key domestic and international suppliers and manufacturers, this show is the ultimate platform for highlighting your products and services. INA PAACE Automechanika Mexico has a comprehensive product range grouped into the following categories:

- Accessories & Customizing
- Body & Paint
- Car Wash, Care & Detailing
- Connectivity & Autonomous Driving
- Diagnostics & Repair
- Digital Solutions & Services
- Electrics & Electronics
- Oils, Lubricants & Fuels
- Parts & Components
- Tires & Wheels

COUNTRY PAVILIONS

- 📍 Germany
- 📍 Taiwan
- 📍 Turkey
- 📍 United States
- 📍 China
- 📍 And more

WHY EXHIBIT

Unparalleled exposure: Gain maximum visibility among industry leaders, decision-makers, and key stakeholders.

Networking opportunities: Engage with a diverse range of industry professionals, including OEM representatives, service/repair shop owners, technicians, distributors, retailers, and enthusiasts.

Market intelligence: Gain valuable insights into emerging trends and consumer preferences. Understand the evolving needs of your customers and adapt your strategies to stay ahead of the competition.



of attendees reached their **show objectives**

MEXICO

WHERE EXHIBITING MATTERS

- Top automotive companies have plants/offices based in Mexico.
- Mexico City boasts the largest vehicle population in the country with thousands of service repair and collision shops.
- Mexican vehicle production is set to reach 4.94 million units by 2026
- July Mexico's production lines are expected to produce over 220,000 electric vehicles, as much as 7% of the yearly production.

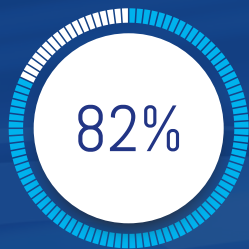




of attendees are
decision makers
/ **influencers**



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



of exhibitors are
satisfied with the
achievement of
their **objectives**



of exhibitors
expressed
satisfaction with
the show

SPECIAL FEATURES

Innovative Zones and Experiences Tailored for the Automotive Industry

International Aftermarket Summit: Be a part of the International Aftermarket Summit, where industry leaders convene to explore key trends, challenges, and opportunities in the automotive aftermarket across Latin America. Exhibitors have the chance to engage with top professionals, gain valuable insights, and expand their network in this influential forum.

Innovation4Mobility: Join the Innovation4Mobility zone, a high-traffic area designed to showcase the latest advancements in diagnostics, repair, and business strategies. This feature provides exhibitors with the opportunity to present cutting-edge technologies and trends, attracting a diverse audience and shaping the future of the automotive industry.

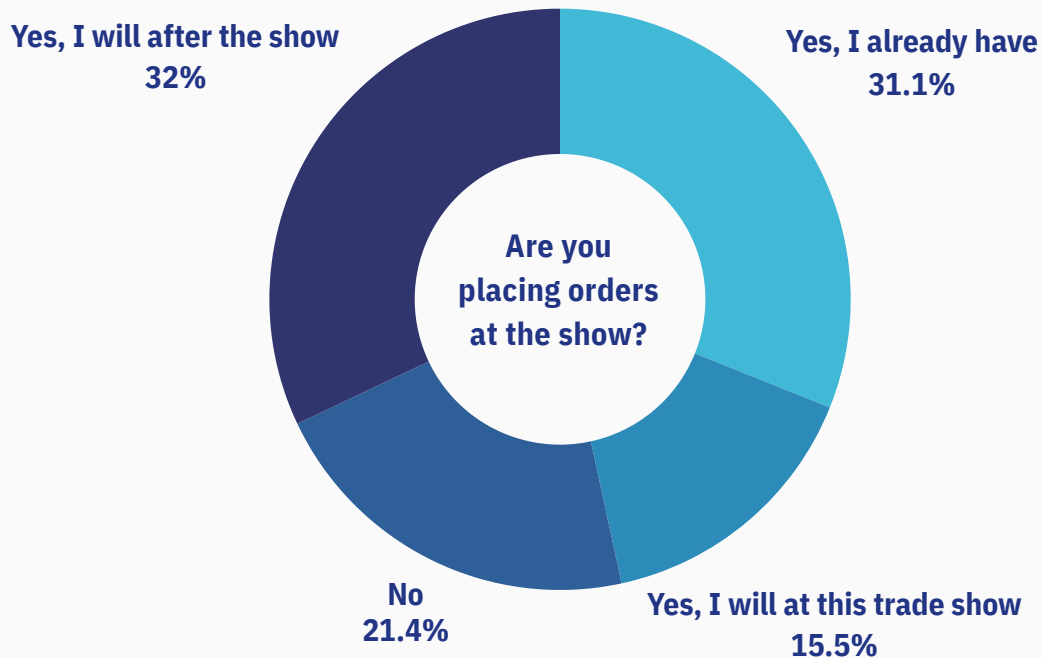
Automechanika Academy: Engage with over 8,000 technicians and shop owners by sponsoring one of our 90+ seminars. These sessions provide an ideal platform for exhibitors to showcase the latest technologies, diagnostic techniques, and services, directly reaching industry professionals eager to learn and adopt new innovations.

Automechanika Industry Night: Join an exclusive networking event, sponsored by MEMA (OAC), where industry leaders from across the supply chain come together for an evening of connection, great food, drinks, and more. This is the perfect opportunity for exhibitors to build relationships in a relaxed and engaging setting.

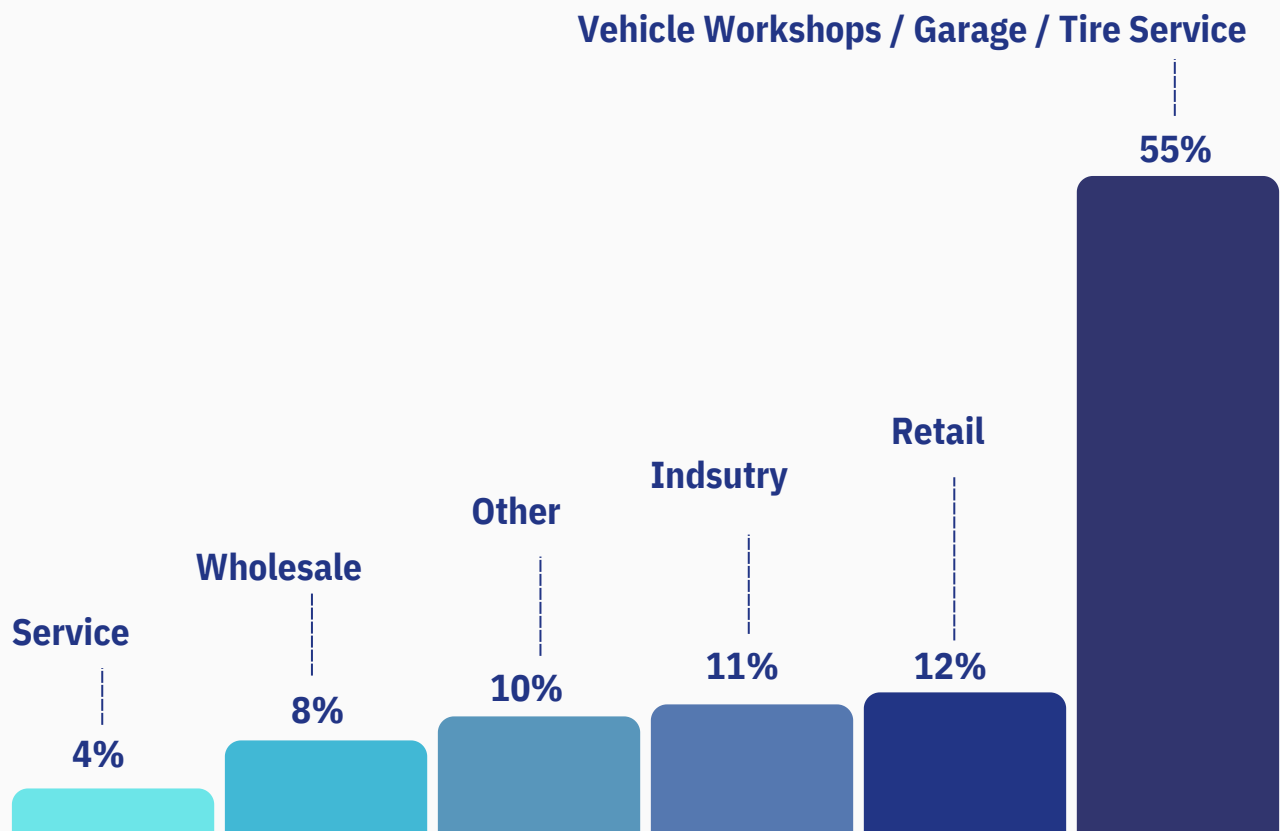
EV Vehicle Training Zone: Showcase your expertise in the Electric Vehicle Training Zone, powered by Sun Diagnostic, where professionals come to master the latest advancements in electric vehicle technology. As the industry moves swiftly toward electrification, this zone offers exhibitors a prime opportunity to engage with and educate attendees eager to enhance their skills and knowledge.

Last-Mile Delivery: Position your brand in the Last-Mile Delivery Zone, where attendees explore the latest vehicle parts, equipment, and solutions addressing the challenges of last-mile deliveries. Exhibitors have the opportunity to engage in discussions on emerging technologies and innovations shaping the future of last-mile logistics.

ATTENDEE DECISION-MAKING AND BUYING POWER

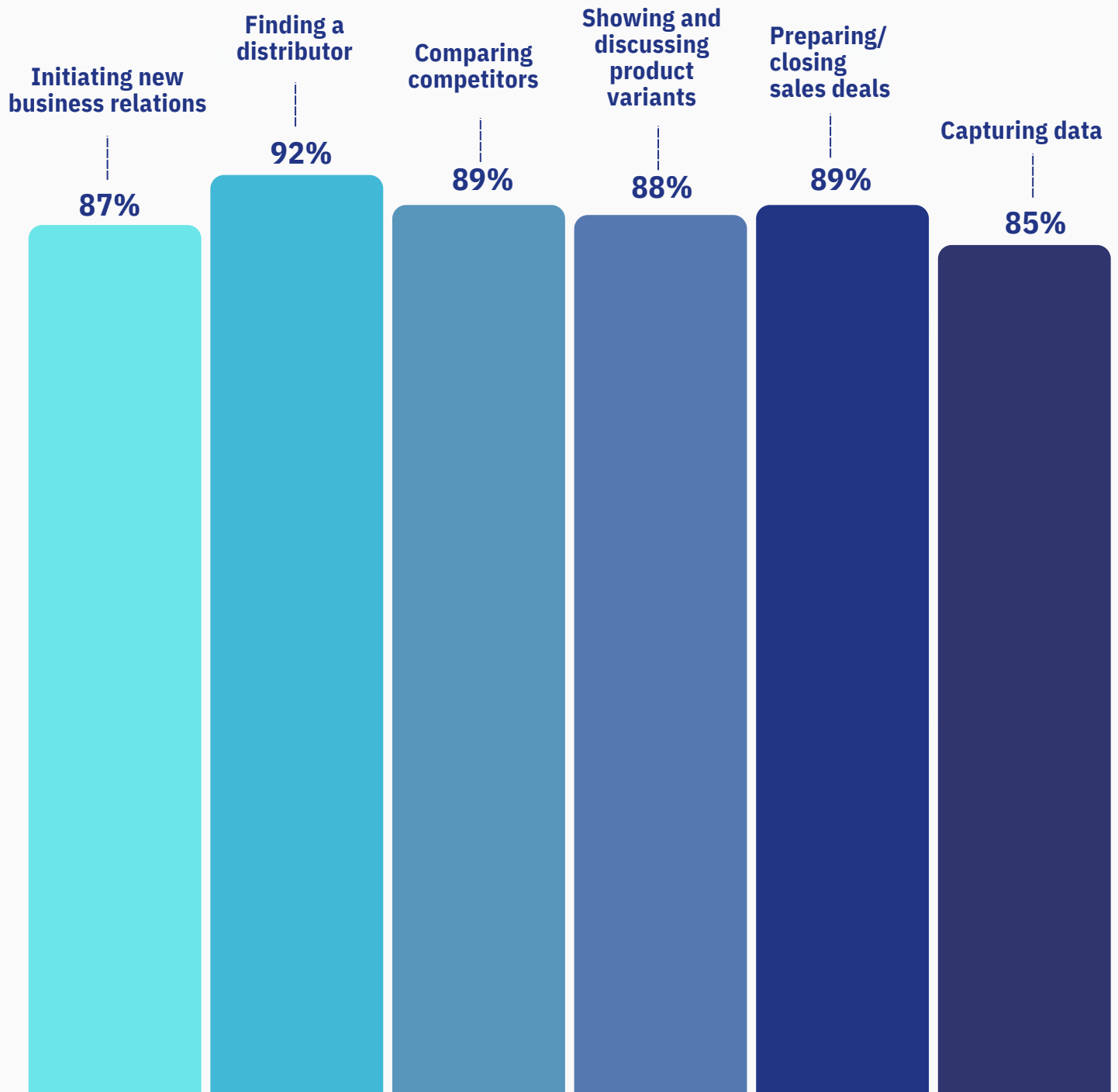


TOP ATTENDEE GROUPS



EXHIBITOR SATISFACTION

Key Objective Success Rate



RAW SPACE

Member rate (in US Funds)	Non-Member rate (in US Funds)
US\$350 + per square meter + 16% VAT	US\$425 per square meter + 16% VAT

INCLUDES NO BOOTH CONSTRUCTION, FURNITURE OR UTILITIES. DOES INCLUDE BOOTH PERSONNEL BADGES.

BOOTH PACKAGE

US\$500 per 9 square meters + 16% VAT	US\$1000 per 18 square meters + 16% VAT
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INCLUDES BOOTH CONSTRUCTION, COMPANY SIGN, CARPET (SHOW COLOR), TABLE AND 2 CHAIRS, 1 ELECTRICAL OUTLET, LIGHTNING, NEW PRODUCT SHOWCASE ENTRY, EXHIBITOR MANUAL AND BOOTH PERSONNEL BADGES (3).

ADDITIONAL INFORMATION

- **CORNER (1 corner, additional US \$500)**
- **PENINSULA (2 corners, additional US \$750)**
- **ISLAND (4 corners, additional US \$1,000)**



Participating in one or more Automechanika events has its privileges. Contact us for more information.



**Ready to
Exhibit?**

Contact Us

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