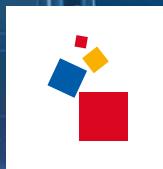


Where Innovation Drives Sales

Key Insights for Success



PAACE
automechanika
MEXICO

July 8 - 10, 2026
Centro Banamex

Latin America's Innovation Hub

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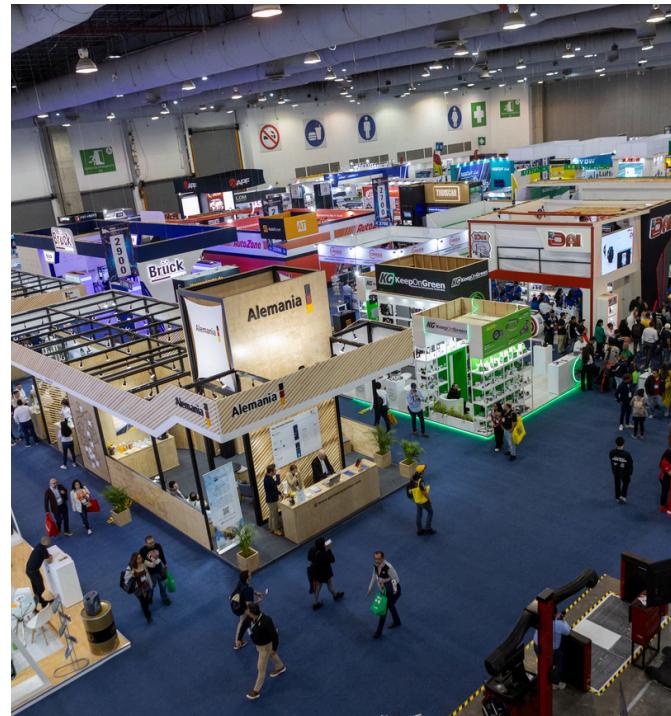
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INA PAACE Automechanika Mexico is Latin America's top trade platform, connecting 650+ exhibitors with 28,000+ buyers from 37+ countries to showcase the latest tools, equipment, and automotive innovations. It's your ultimate hub for launching products, securing suppliers, and networking with industry leaders.

The **International Aftermarket Summit (IAS)**, held during the expo, enhances this platform, uniting executives from all over the world for data-driven sessions, delivering insights to lead innovation in the booming Latin American market.

And the **Automechanika Academy** boosts the event's hub with 120+ seminars from 40+ companies, **training 13,000+ technicians**, showcasing your solutions, and driving leadership.

Backed by Messe Frankfurt, MEMA and INA, with **97% of 2025 attendees achieving their goals**, this is your chance to lead in a \$127.5B market.



MEXICO: POWERING YOUR SUCCESS IN A BOOMING INDUSTRY

4th

Largest autoparts producer and exporter globally.

7th

Largest light vehicle producer in the world.

\$127.5B

In autoparts produced in 2024.

Mexico is the ultimate hub for automotive aftermarket success in the Americas, fueled by a massive **vehicle fleet of 35 million units**—with an average age of 16.2 years, driving skyrocketing demand for parts and services.

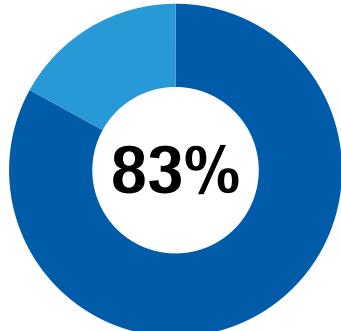
As the 4th largest autoparts producer and exporter globally and the 7th largest light vehicle producer, Mexico's **\$127.5 billion autoparts industry (2024)** is a goldmine waiting for your business.

With USMCA integration, **88% of its exports flow to the U.S. and Canada**—capturing 43.5% of U.S. autoparts imports—giving you seamless access to a 1.3 billion-consumer market.

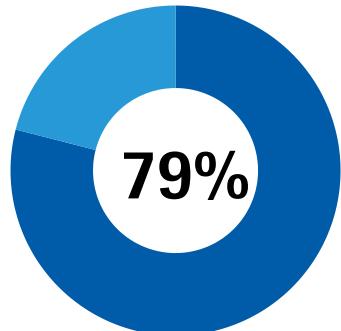
Meet Your Ideal Buyers

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of exhibitors **reached their show objectives** in 2025



of all buying decision makers **placed orders**

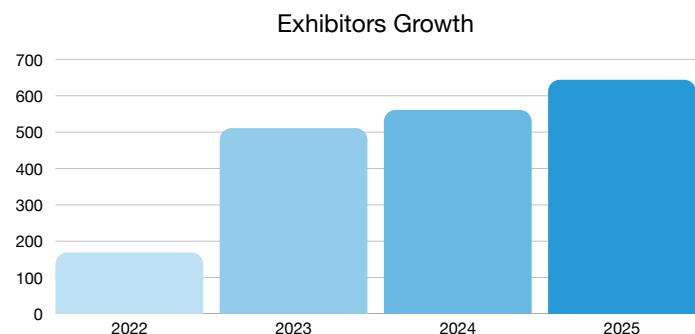
INA PAACE Automechanika Mexico attracts a powerhouse of decision-makers, with **64% of attendees holding purchasing authority**, making it a goldmine for exhibitors. This diverse crowd includes technicians, shop owners, distributors, and dealers eager to source the latest innovations.

The event elevates engagement with the **Ambassadors Lounge**, which unites mechanics and leaders with product showcases, giveaways, and live interaction, while the **VIP Salon & Matchmaking Program** drives high-value B2B meetings with tangible business results.

Companies keep coming back because this is where relationships turn into results—**93% of attendees plan to return**, drawn by the high-impact networking and **97% success rate in meeting objectives**. With a buyer persona that blends expertise and buying power, from service shops to wholesalers, exhibitors see repeat engagement year after year.

GROW WITH US

From 169 exhibitors in 2022 to a record-breaking 644 in 2025, INA PAACE Automechanika Mexico has experienced remarkable and steady expansion, reflecting the event's rising prestige in the booming Latin American market.



AUTOMECHANIKA LOVERS PROGRAM

The Automechanika Lovers program is a special loyalty initiative designed to reward recurring exhibitors who consistently participate in Automechanika events worldwide, including INA PAACE Automechanika Mexico. Exhibitors earn Blue, Silver, or Gold status based on their participation history, with each tier providing escalating benefits to boost company visibility and impact before, during, and after the show. Key advantages include dedicated marketing support through special mentions on social media, newsletters, joint communications, and press releases, as well as exclusive access with VIP invitations and vouchers for premium events. Join the Automechanika Lovers community and elevate your presence at Latin America's leading automotive aftermarket trade fair.

Exhibitors Advantages

With hundreds of key domestic and international suppliers and manufacturers, this is Latin America's premier platform to showcase your parts, tools, diagnostics, and digital solutions directly to decision-makers who control purchasing budgets.

At **INA PAACE Automechanika Mexico**, you will secure maximum visibility among industry leaders, decision-makers, and key stakeholders while engaging with a diverse range of professionals—including OEM representatives, service/repair shop owners, technicians, distributors, retailers, and enthusiasts.

You can also amplify your impact with a booth in one of our **10 dedicated country pavilions** (USA, Germany, India, China, Colombia, Indonesia, Korea, Singapore, Taiwan, and Türkiye), featuring a premium location, branded signage, and exclusive networking events tailored to your region's strengths.



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PRODUCT CATEGORIES

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

Attendees: Real Buyers, Real Deals



In Latin America's fast-moving aftermarket, professional buyers are the true gatekeepers of volume. They arrive at INA PAACE Automechanika Mexico with clear missions: hunt for the best prices, secure exclusive distribution rights, discover emerging brands, and lock in supply. These are sophisticated, high-volume purchasers who control multimillion-dollar budgets and influence up to **86% of all procurement decisions in the region.**

Meeting them face-to-face at the show is the fastest way to move from "new supplier" to "strategic partner," close large orders on the spot, and open doors to chains and distribution networks across Mexico, Central America and beyond.



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Singapore
India
Germany
Taiwan
Mexico
Hong Kong
USA
Brazil
Panama

*Top countries by attendees and exhibitors.

And it doesn't stop there. In Mexico, mechanics are far more than blue-collar workers—they're **empowered small business owners with real buying power.**

At INA PAACE Automechanika Mexico, top visitor groups include Technicians/Owners, who run independent repair shops, make procurement decisions, and drive demand in high-interest categories like Diagnostics & Repair and Heavy Duty. Connect directly with owners ready to invest in your tools, parts, and solutions.

Explore a sample of attendees who have participated in the premier international trade fair for the automotive service industry in **Latin America.**

ACURA | AISIN World Corp of America | ALLIANCE | Amazon | American Express | Amortiguadores y Suspensiones | APYMSA | ARIDRA | ARCASA | ARTLUX S.A. de C.V. | Audi México | Auto Todo Mexicana | AutoZone | Autoliv | Axalta | BMW | Bosch | Brembo México | Bridgestone | Comercializadora de Autopartes | Continental | Dana | Daimler | Dayco | Denso | DIMNSA Meritor | Distribuidora Aresco S.A. de C.V. | Distribuidora de Hules y Tornillos | Distribuidora de Refacciones Dakota | Distribuidora GML | Distribuidora Triem, S.A. de C.V. | Distribuidora y Comercializadora Velasco | Distribuidoras de Refacciones Mundocar | Distribuciones Sagaji | Eaton Bussmann | ESMA | Faurecia Clarion Electronics | FCA | FedEx | Federal-Mogul | Ford | Gabriel de México | General Motors | Goodyear | Grupo Ciosa | Hankook México | Hella | Henka | Hitachi | Honda | Hyundai | Jaguar | Kenworth | Kia | Lear E-Systems | Mahle | MANN+HUMMEL | Meineke | Mercedes-Benz | Midwest Truck | Mikels | Mikicenter | Monroy | Moteum Distribución S.A. de C.V. | NAPA | NASCAR | Nikko | Nissan | NSK Rodamientos | PepsiCo | Pirelli | Power Star de México | PPG | Prestone México | Promax | Proveedora y Servicios de Golfo | REDAC Distribución | Redken Comercializadora | Schaeffler | SKF de México | SMP Automotive | Snap-on | Soporte Star | Stellantis | Subaru | Supercar | Tenneco | Toyota | Valeo | Volkswagen | Volvo Group México S.A. de C.V. | World Wide Auto Parts (AREMI) | Yokohama | ZF México

New Trends to Showcase in 2026

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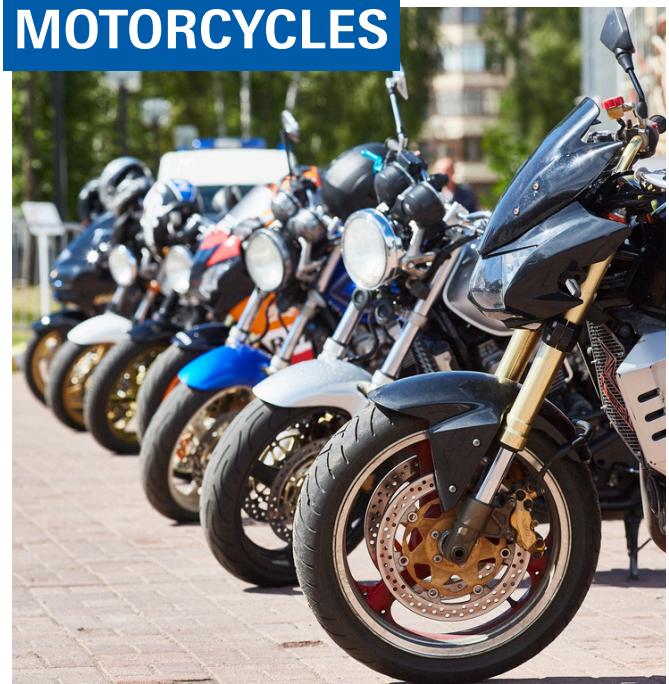
HEAVY DUTY



Heavy Duty is a standout category as it caters to the surging demand for robust commercial vehicles in Mexico, with **58% of 2025 visitors** seeking these solutions. This sector is critical for logistics and construction, offering exhibitors a chance to tap into a market where 56,592 commercial units were sold in Mexico in 2024.

Motorcycles and commercial vehicles are gaining traction due to the region's expanding transport needs and a thriving motorcycle market. Exhibitors can target a diverse buyer base, from fleet operators to enthusiasts, with the Latin American motorcycle sector valued at **\$15.42 billion in 2024**, presenting a lucrative opportunity for expansion.

MOTORCYCLES



“

We've done a lot of business, **built relationships**, and **gained visibility** thanks to INA PAACE Automechanika Mexico. **It's very important, and it becomes even more so each year.**”

WHAT OUR EXHIBITORS HAVE TO SAY

“Automechanika is the **ultimate hub for showcasing any technological innovation** to anyone in the industry.”

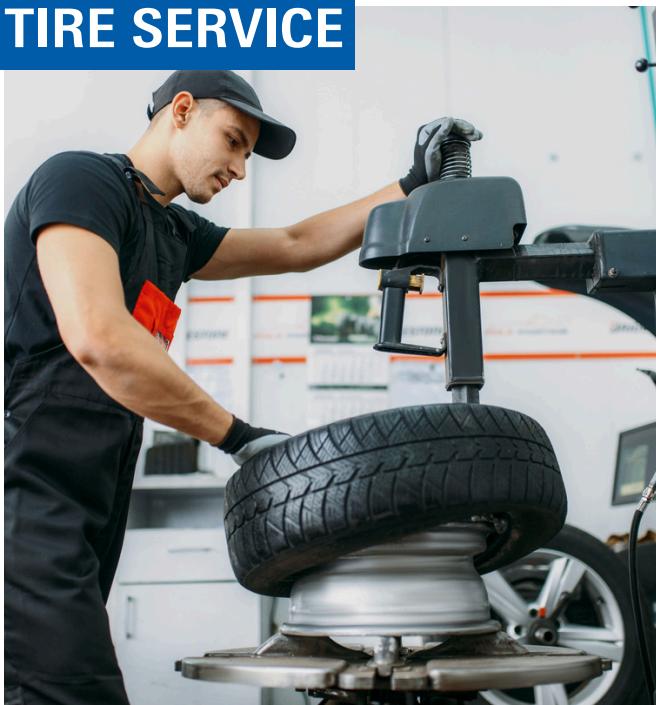
“We attend INA PAACE Automechanika Mexico because it's the **premier showcase for the automotive industry**, giving us **direct access** to mechanics, parts dealers, new models, and the latest technologies.”

New Trends to Showcase in 2026

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TIRE SERVICE



Tire service equipment is one of the fastest-growing segments at the show. With a **Mexican fleet exceeding 35 million vehicles** and constant demand for alignment, balancing, mounting, and repair services, workshop owners and tire centers are actively investing in modern, high-productivity equipment. The tire service and repair sector already represents a multimillion-dollar opportunity, and interest continues to rise as shops seek faster ROI.

Customization stands out for buyers looking to enhance vehicle aesthetics and performance, from sleek painting to powerful audio systems. This creative niche appeals to **42% of 2025 attendees** interested in accessories and customizing, offering exhibitors a vibrant platform to showcase innovative products and capture market trends.

CUSTOMIZATION



Ready to close deals? (79% Did Last Show!)
Exhibit & Network with LATAM Power Buyers.

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