

news +++ INA PAACE Automechanika Mexico
8 to 10 July 2026, Centro Banamex



INA PAACE Automechanika Mexico 2026 Announces Biggest Edition Yet

Mexico City, April 2026 – [INA PAACE Automechanika Mexico](#), Latin America’s leading automotive aftermarket event, is set to deliver its largest and most innovative edition in history.

The 2026 show will take place from **July 8 to 10** at **Centro Banamex** in Mexico City, marking **10 years** of strategic alliance between Messe Frankfurt, INA (Industria Nacional de Autopartes), and MEMA (Motor & Equipment Manufacturers Association).

Driven by strong and sustained growth, organizers have expanded the exhibition area to **more than 34,000 square meters** — the largest footprint in the history of Automechanika Mexico. This expansion will accommodate over 700 exhibitors (more than 85% of space already sold) and deliver an even bigger, more dynamic experience for thousands of visitors.

To better reflect evolving market demands, the 2026 edition introduces new dedicated categories, including **Heavy Duty, Last Mile Delivery, Vehicle Customization, and Tire Repair & Service**. These additions aim to engage a wider range of professionals across the entire automotive value chain in Mexico and Latin America.

Major Highlights for 2026

- **Automechanika Innovation 4 Mobility Award:** A new contest designed to support growing auto repair shops in Mexico. The winning workshop will receive over USD \$30,000 in professional equipment. The award will be hosted by Gustavo Cardelas in the Innovation 4 Mobility zone, with a prestigious jury of industry experts contributing part of the prize.
- **Win a Classic Porsche:** One lucky attendee will have the chance to take home a stunning Porsche 356 1957 replica built by renowned custom builder Gustavo Cardelas. The iconic

piece, which drew huge crowds in 2025, returns as a special giveaway.

- **World Cup Viewing Lounge:** Experience the thrill of the World Cup quarterfinals in an exclusive sports bar-style zone featuring giant screens, food and drinks, interactive activities, and a high-energy atmosphere. Thousands of distributors, technicians, and key decision-makers will gather here to enjoy the matches and connect in a dynamic, unforgettable setting.

- **Live Vehicle Restoration by MH Customs:** Automotive fans will witness a complete live restoration of a classic car by MH Customs, led by celebrity builder **Mauricio Hernández** (star of the hit TV show *Tunéame la Nave* and former West Coast Customs collaborator). The full build will unfold over the three days of the show.

- **Automechanika Academy:** Free technical training for all attendees with their ticket. Following the record-breaking 2025 edition — which attracted more than 13,000 technicians and workshop owners across 120+ seminars from 40+ leading companies — this year’s program promises to be even bigger and more impactful.

- **Meet Effi Muñoz:** Star of the hit Discovery series **Mexicánicos: Estado de México**, renowned custom truck builder Effi Muñoz will have his own dedicated stand and display one of his signature builds. Attendees will have the chance to see his impressive creations up close, get autographs, and interact with the celebrated Mexican restorer and fabricator.

- **NASCAR Mexico Series** will be present through the legendary **Tame Racing team**. Attendees will have the opportunity to see a real competition race car up close and meet some of the team’s top drivers for photos, autographs, and direct interaction with one of Mexico’s most successful and historic racing squads.

The event will kick off with the **International Aftermarket Summit** on July 7–8, bringing together top industry leaders to discuss trends, challenges, and innovations. Additionally, the must-attend **Automechanika Industry Night** will once again serve as the premier networking event, where decision-makers turn ideas into real business opportunities.

“2026 marks a milestone for INA PAACE Automechanika Mexico,” said **Bridget Ferris**, Vice President of Mobility and Logistics at **Messe Frankfurt North America**. “After 10 years of successful collaboration with INA and MEMA, we are delivering the most ambitious edition yet — bigger, more innovative, and packed with unique experiences that reflect the future of the aftermarket industry.”

"This 10th anniversary of our strategic alliance not only celebrates record-breaking growth in exhibition space and exhibitors but also solidifies Mexico as the most important logistical and service hub in the region. The Mexican aftermarket is a robust economic engine; with over 700 companies present, we are demonstrating that innovation and technical training are the key components for our industry to continue exceeding global expectations," said **Francisco N. González Díaz**, Executive President of **Industria Nacional de Autopartes** (INA).

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