

AUTOMOTIVE AFTERMARKET WEEK 2027

6 - 9 July 2027 | Mexico City, Mexico

The premier international trade fair for the automotive aftermarket industry in Latin America

BASIC SHOW INFORMATION

Date, hours and location	INA PAACE Automechanika Mexico 7 - 9 July 2027 1:00 - 8:00 p.m. Centro Banamex Mexico City, Mexico International Aftermarket Symposium (IAS) 6 - 7 July 2027 Centro Banamex Mexico City, Mexico
Format	B2B International trade fair with a conference and training programme. Annual cycle.
Exhibition space	34,000+ gross sqm (2027)
Exhibitors	780+ exhibitors 29 countries (2026)
Visitors	28,500+ visits 40 countries (2026)
Visitor quality	71% of attendees have purchasing decision power 74% of purchasing decision makers placed orders 98% of visitors met their business objectives (2026)
Internationality	Visitors from 40 countries , including Brazil, Canada, China, Colombia, Costa Rica, Ecuador, El Salvador, Guatemala, Honduras, Panama, Peru, Taiwan and the United States. Country pavilions: United States, Germany, China, Turkey, Korea, Taiwan, Indonesia.
Show development	2026 was the show's largest edition to date: 780+ exhibitors across more than 34,000 sqm, 28,500+ visits from 40 countries, and an education programme of more than 100 Automechanika Academy sessions attended by over 14,000 professional technicians and shop owners.
Organisers	INA MEMA Messe Frankfurt

EXHIBITOR VALUE PROPOSITION

Three days to put your product in front of aftermarket buyers from across Latin America, at the only event in the region that brings distribution, repair shops and fleets onto one show floor.

KEY BUYERS

The distributors that move the market already attend: APYMSA, AutoZone, Grupo Ciosa, Distribuidora GML, Distribuidora Triem, Mundocar, NAPA and REDAC Distribución.

TECHNOLOGY

Industry leaders show their newest technologies in the Innovation4Mobility zone, which welcomed more than 5,000 attendees looking for new technology for their business.

REGIONAL REACH

Seven country pavilions and buyers from North, Central and South America and the Caribbean open distribution beyond Mexico.

Visitor profile	Distributors Retailers Service repair shops Collision repair shops Wholesalers Shop owners Technicians Remanufacturers Dealerships Jobbers Apprentices / Students
Product segments	Parts & Components Oils, Lubricants & Fuels Wheels Management & Tire Service Digital Solutions & Services Car Wash, Care & Detailing Connectivity & Autonomous Driving Electrics & Electronics Accessories, Wheels & Customizing Diagnostics & Repair Body & Paint
Vehicle types	Passenger Vehicles Commercial Vehicles Electric Vehicles Agricultural Vehicles Classic Vehicles Motorcycles & Scooters
Training programme	Automechanika Academy: more than 100 sessions attended by over 14,000 professional technicians and shop owners in 2026. The CEDVA Training Zone offers free hands-on training and technical challenges for mechanics.
Events / special areas	International Aftermarket Symposium (IAS) Innovation4Mobility Automechanika Academy Automechanika Industry Night CEDVA Training Zone Special Vehicles Zone Ambassador Lounge
Partners & supporters	A network of trade associations, government bodies and media across the Americas, Europe and Asia, including ACMA, AAMPACT, ANDELLAC, APRA, ARIDRA, CAMEXA, FIGIEFA, Frost & Sullivan, HDMA, INA and MEMA.

CONCEPT, TRENDS AND WHY ACT NOW

The size of the opportunity	A USD 11.3 billion market on its way to USD 16.7 billion by 2033: this is not a market to test cautiously, it compounds year over year at a dependable rate, unlike most mature markets in Europe and the United States. And the demand is not only for wear parts — 38% of the fleet is model year 2016 or newer, so the same buyers are sourcing traditional aftermarket parts and newer technology alike: sensors, electronics and ADAS-adjacent components. Source: fleet composition, IDF Vehicles in Operation study, 2025.
Why the Mexican market	Mexico closed 2025 with a record 36.1 million vehicles in operation and an average vehicle age of 16.2 years, one of the oldest fleets among major economies — a permanent replacement-parts and service demand. Mexico also holds one of the widest trade-agreement networks in the world — 14 free trade agreements covering roughly 50 countries and close to 60% of global GDP, including USMCA and the modernised EU agreement — so a product placed here reaches North America, Central America, South America and the Caribbean under preferential terms. Sources: IDF Vehicles in Operation study, 2025; Secretaría de Economía.
Key trends and market drivers	The topics that set the IAS 2026 agenda remain current: North American trade tariffs, vehicle electrification, emerging aftermarket strategies and the Right to Repair. On the show floor, electrification, connectivity and shop digitalisation structure the offering.

Space cost	SPACE ONLY (PER SQM)		MEMBER	NON-MEMBER
	Rate per sqm		USD 385	USD 460
	Member rate requires membership of APRA, ARIDRA, HDMA, INA, MEMA, OAC or SEMA. All prices subject to 16% VAT.			
Corner fees	Corner Booth (two open sides)			USD 500
	Peninsula Booth (three open sides)			USD 750
	Island Booth (four open sides)			USD 1,000
Booth packages	Space Only. The exhibitor nominates a booth builder and submits the booth design for approval.			No additional cost
	Basic Booth Package (9 to 18 sqm). White dividing walls, company name on the fascia panel, carpet in the official show colour, table and two chairs, electrical outlet and lighting.			USD 90 / sqm
	Show Ready Premium Booth Package. Modular structure with full-colour printed graphic panels, company name and booth number on the fascia, carpet in the official show colour, reception counter, round meeting table and three chairs, electrical outlet and LED lighting.			USD 175 / sqm
	Both packages include the exhibitor manual and three exhibitor badges for every 9 sqm. Wall configuration and open sides follow the booth type contracted.			
Marketing & promotion	Media Package Manager (mandatory). Company listing on the event website, show mobile app and business matchmaking platform.			USD 250
	Co-Exhibitor (per company)			USD 1,000
Early-Bird	Early-Bird discount: 2026 rates through 30 November 2026. Applicable to Space Only, not to construction or digital packages.			
	All prices subject to 16% VAT. Booth space is not confirmed until the deposit is received.			
Admission fees	INA PAACE Automechanika Mexico. Pre-registration: \$250 MXP Onsite: \$475 MXP (VAT included)			
	INTERNATIONAL AFTERMARKET SYMPOSIUM (IAS) (PER PERSON)	EXHIBITOR	MEMBER	NON-MEMBER
	IAS ticket, 6 - 7 July 2027	USD 540	USD 600	USD 740
	Exhibitor rate applies to exhibitors and their invited guests. IAS prices subject to 16% VAT.			
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DATA SOURCES AND YEAR

Exhibitors, visitors, countries, sqm	2026 · Post Show Report	74% / 71% / 98% indicators	2026 · Post Show Report
Rates, corner fees and packages	2027 · Exhibitor contract	Dates, venue and contacts	2027 · Exhibitor contract