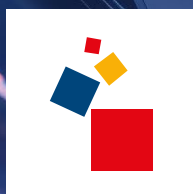


Sales Brochure



automechanika BIRMINGHAM

IN ASSOCIATION WITH

SMMT
DRIVING THE
MOTOR INDUSTRY



8-10 June 2027
NEC, Birmingham

**Automechanika
Birmingham is the
most important
event for the UK
automotive sector
across aftermarket
and supply chain**



**See 2025 show
highlights here**

www.automechanika-birmingham.com

automechanika

BIRMINGHAM

Engage with 15,000+ senior UK automotive professionals, including decision-makers and distributors actively sourcing new products and innovations.

77%

of visitors bought from exhibitors they met at Automechanika Birmingham, turning connections into measurable ROI.

37%

of visitors were first-time attendees, demonstrating the event's ability to continually attract new automotive professionals and expand its audience year after year.

15,122

senior UK automotive professionals gather over three days - maximising your reach in a highly time-efficient way

52%

of visitors switched to a new supplier after meeting exhibitors at Automechanika Birmingham, highlighting the event's ability to influence purchasing decisions.

81%

of attendees have direct purchasing authority – the decision-makers you want to meet

95%

of motor factors conduct business at the event

2,464

motor factors from across the UK attend Automechanika Birmingham.

Who will you meet?

Supply Chain
Visitors

15%

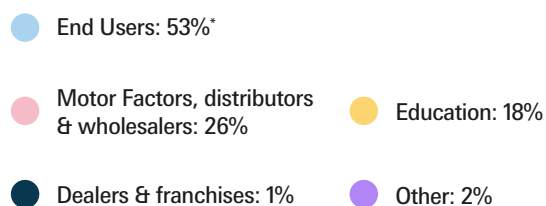
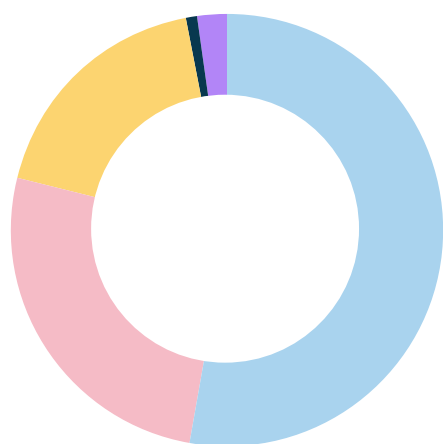
Aftermarket
Visitors

85%

81%

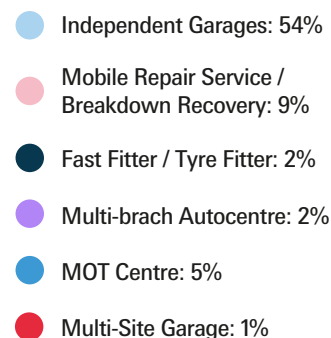
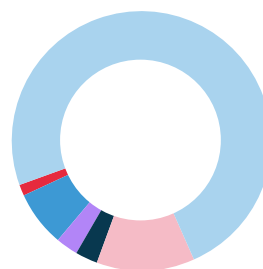
of our attendees have purchasing influence and authority, giving you direct access to key decision makers

Aftermarket Visitors

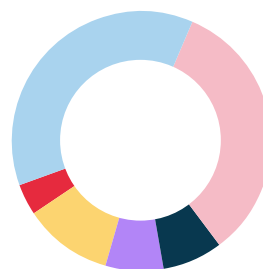


End User Breakdown*

Garage Visitors



Bodyshop Visitors



Matchmaking Programme

14,965

leads generated
by exhibitors

41,009

companies, products, speakers and
sessions were favoured by visitors

609

meetings facilitated
through the show app

automechanika

BIRMINGHAM



We saw a great mix of existing and new customers, generating some exciting opportunities. It's the only UK event that brings together the Body, Glass, and Mechanical sectors under one roof.

Phil Peace, MD, Repairify



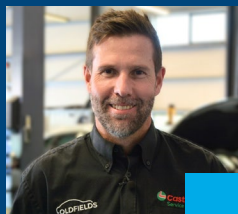
The power of Automechanika Birmingham is that it gives us a **three dimensional relationship** to our customers that can be lacking in only emails and Teams calls. We get to meet them, they can touch our products and see in a live environment our innovations.

Phil Glover, Owner and Managing Director, Rod Brown Engineering Ltd



Automechanika Birmingham is a must-attend event, bringing the automotive aftermarket together under one roof to discover new products, technology and opportunities, and connect with the industry.

Tim Benson, Oldfields Garage Services



Offer solutions in one of these areas?



Accessories & Customizing



Body & Paint



Business Services & Management



Car Wash & Care



Diagnostics & Repair (including workshop tools & equipment)



Factors & Distribution



Parts & Components



Oils, Lubricants & Fuels



Skills, Learning & Human Resources



Tyres & Wheels

...then you need to be exhibiting at Automechanika Birmingham

Some of the big names already supporting the event

ALLDATA
AUTOMOTIVE INTELLIGENCE

ALLIANCE
AUTOMOTIVE GROUP

AUTEL

BOSCH

BM
CATALYSTS

brembo

CAR-O-LINER

Castrol
RACE
SPECIAL PARTNER

COMMA

DCL
OIL PRODUCTS

Delphi

HELLA

INDASA

JHM
BUTT

KÄRCHER

LAUNCHUK
AUTOMOTIVE DIAGNOSTICS

LICAS
OIL PRODUCTS

MAHLE

MEYLE
DRIVER'S BEST FRIEND

NRF

PICHLER
Built to succeed.

Repairify
Automotive Technology & Intelligence

RING

Snap-on

TEXA

TOPDON
DIAGNOSTIC INNOVATION

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Sponsorship Opportunities

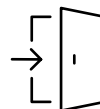
 **Headline
Partner
Platinum**



 **Headline
Partner Gold**



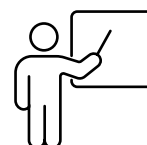
 **Entrance
Sponsorship**



 **Registration
& Badge
Sponsor**



 **Theatres & Features**
Vehicle Detailing Live, Aftermarket Hub, Workshop
Training Hub, Body Repair Live, Lunch & Learn



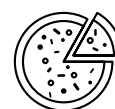
 **Visitor
Bag
Sponsor**



 **Car Parking
Sponsor (4)**



 **Lunch
Sponsor**



 **Above
Stand
Banner**



 **You Are
Here Board
Sponsor**



 **Featured
Exhibitor**



 **Women In
Automotive
Event**



 **Thirty
Under 30**



GET IN TOUCH...

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