

automechanika BIRMINGHAM

IN ASSOCIATION WITH
SMMT
DRIVING THE
MOTOR INDUSTRY

Next event
3-5 June 2025
NEC, Birmingham

Automechanika
Birmingham is
the leading trade
exhibition for
the aftermarket
and supply chain
targeting visitors
from the UK

Exhibitor
brochure

Only 20% of 2025
event space remaining

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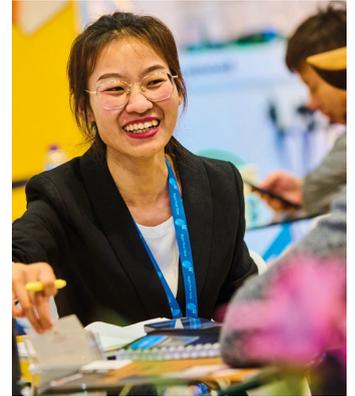
www.automechanika-birmingham.com

Automechanika Birmingham 2023 Statistics

Automechanika Birmingham is a trade show like no other in the UK. In 2023 it brought together 511 exhibitors from 23 countries and 14,402 senior UK based visitors from across the automotive industry, for three days of networking, learning and invaluable face-to-face time to do serious business.

Automechanika Birmingham attracts decision makers across aftermarket and supply chain*, including motor factors, garages, body shops, retailers, dealers, detailing, vehicle manufactures and more. Making it the perfect platform to showcase your latest parts, components, equipment, tools, technologies or services.

*See from page 11 for a detailed supply chain breakdown



511

exhibitors from 23 countries



14,402

quality visitors



123

press from 8 countries



96%

of visitors were very satisfied



90%

of visitors think Automechanika Birmingham is the most important event



92%

of visitors said they will visit in 2025



97%

of exhibitors recommend the show



67%

of visitors DO NOT attend any other events

Media Value

The show's 2023 PR campaign generated more than **981** region-wide press articles with a circulation of **13,436,022** and an advertising value equivalent of **£1m**



120,000

Email reach



604,467

Average annual social media engagements



21,000

Social Media reach



39

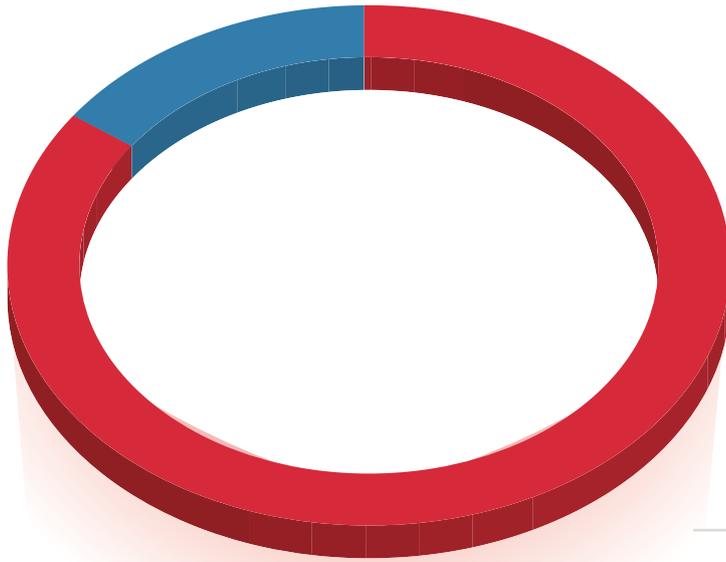
trade association and media partners



124

editors and journalist attend from **102** media outlets across **8** countries

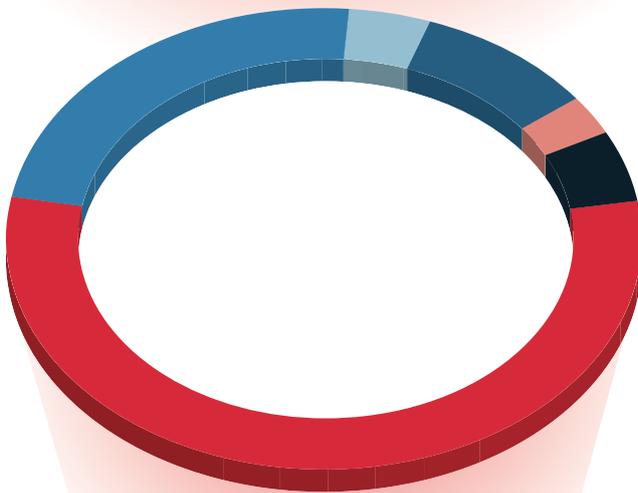
2023 event visitor profile: By demographic



Topline Stats

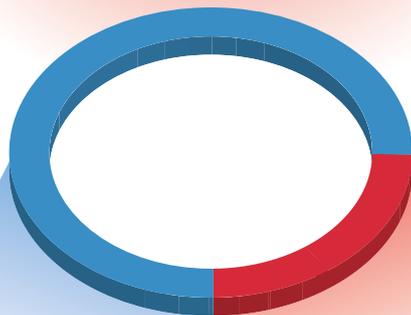
- Aftermarket visitors - 85%
- Supply chain visitors - 15%

For supply chain stats please see page 13



Aftermarket visitors

- End users – 6750
- Motor factors distributors & wholesalers – 2820
- Dealers & franchises – 500
- Retailers – 1100
- Graduates, apprentices, students – 352
- Other – 586



End user breakdown

Garage visitors

- Independent Garage – 58%
- Mobile Repair Service / Breakdown/Recovery – 7%
- MOT Centre – 5%
- Fast Fitter / Tyre Fitter – 3%
- Multi-Branch Autocentre – 2%

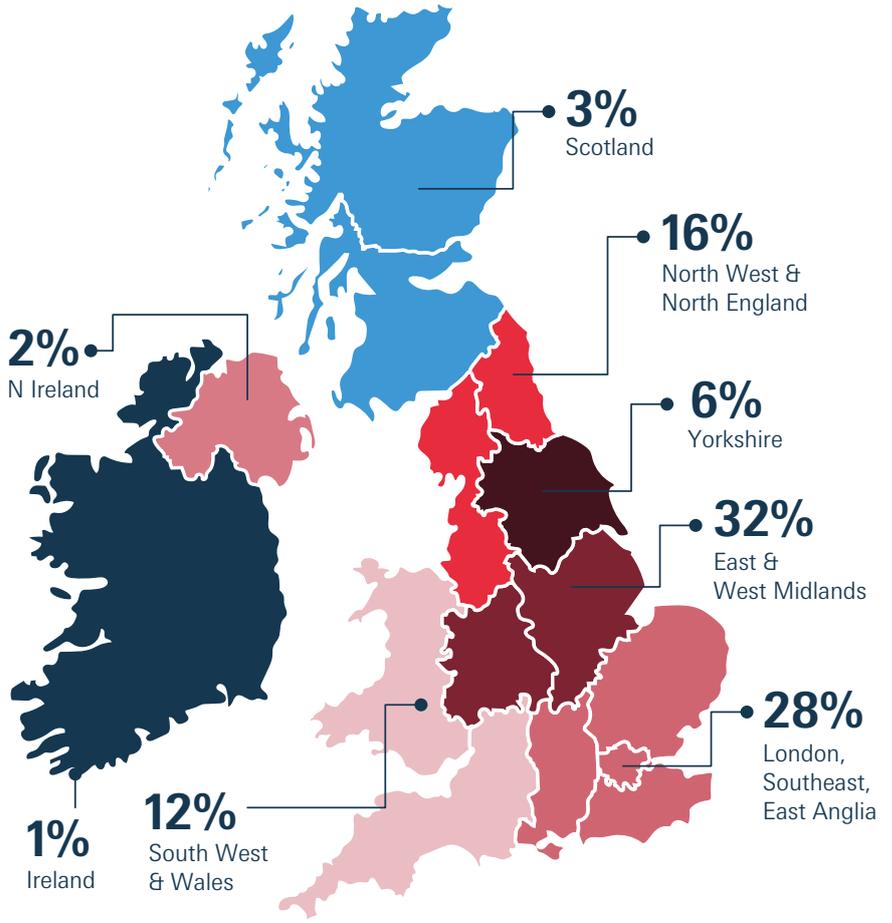
Bodyshop visitors

- Independent Bodyshop (single site) – 10%
- Detailing & Car Care – 6%
- Large Bodyshop Group / Network (10+ sites / members) – 3%
- Accident Repair – 3%
- SMART Repair Operator – 2%
- MSO Bodyshop / Group (3+ sites) – 1%



2023 event visitor profile: By region

UK & Ireland visitors



Matchmaking Programme

16,927

leads generated by exhibitors

39,263

companies, products, speakers and sessions were favoured by visitors

58,475

AI generated matches between exhibitor categories and visitor needs

1,143

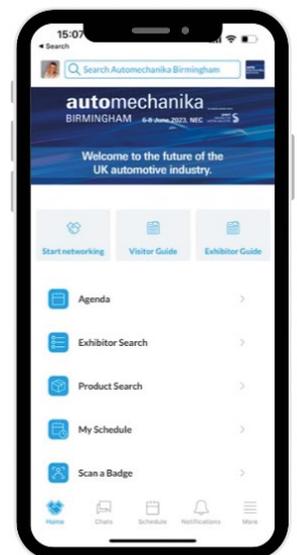
messages sent from visitors to exhibitors within the app over 3 days

954

meetings facilitated through the show app



Statistics from official post-show survey



2023 event visitor profile: By buying behaviour

Exhibitor ROI and visitor buying power



92%

of all UK distributors attend the event



76%

of visitors come purely to source new products and services



79%

of all visitors has purchasing authority



80%

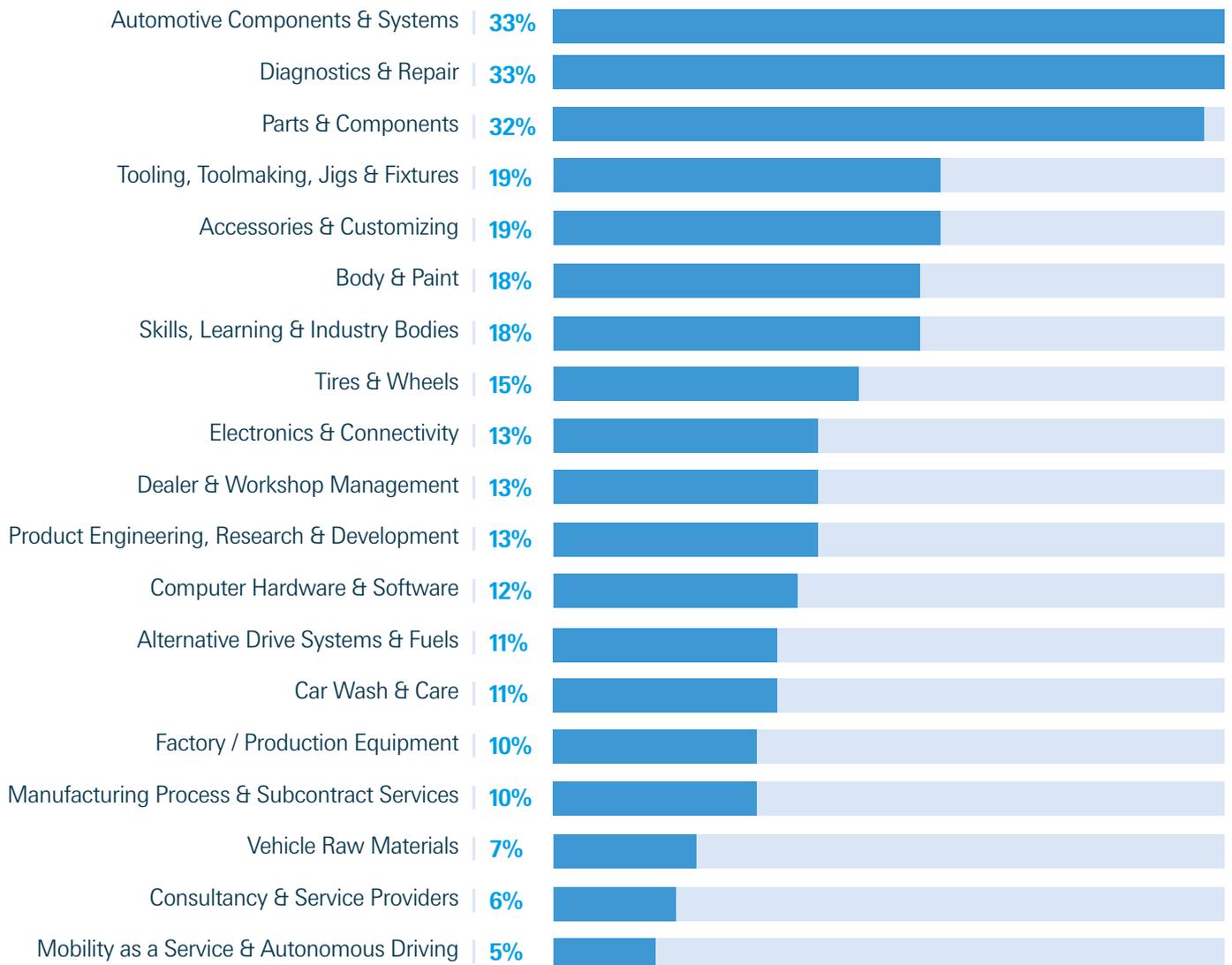
of exhibitors said Automechanika met their ROI objectives



85%

of visitors have made or planning to make a purchase directly as a result of being at the show

Visitors - Main Area of Interest - Product Sections



The gateway to the automotive industry in the UK & Ireland

A staggering 30% of our exhibitors are international, who use Automechanika Birmingham as their preferred business growth platform, because **92% of all UK distributors visit the show:**



4 dedicated country pavilions



China



Turkey



Hong Kong



Czech Republic

Overview of the UK Automotive Market

The UK automotive aftermarket is thriving, ranking fourth in Europe and ninth in the world in terms of size, and turning over an annual £21.1 billion

With **40 million** cars on the road, the UK aftermarket is already the fourth largest in Europe by car parc size, with more than **30 million** vehicles in use requiring regular servicing and maintenance work, and it is set to overtake France to take third place. By the same measure, it is also the eighth largest sector of its kind in the world; bigger than those in Brazil, Korea, Canada, and even India.

44%

of our visitors are looking to partner with suppliers looking for UK & Ireland distribution



92%

of all UK distributors visit the show

Strong advocacy

Automechanika Birmingham you never disappoint



Really busy here on the Laser Tools stand at Automechanika. Loads of interest in the EV tools and safety equipment, together with the bodyshop equipment from Power-TEC.



What a fantastic 3 days it has been at Automechanika Birmingham, thanks to customers new and existing for coming to the stand and for the collaboration, discussions and opportunities.



The energy and enthusiasm in the UK aftermarket is absolutely contagious. Thank you to the UK Automechanika team for hosting and promoting a superb event.



What an amazing show, we have had an incredible three days at Automechanika UK. Our stand has been exceptionally busy from the start of day one, right through until the end of the show.



An amazing Automechanika Birmingham. Great levels of engagement with people visiting the #boschaftermarket stand.



Automechanika Birmingham, you've been incredible. We must say a huge THANK YOU to Rachel Marshall and all her colleagues at Automechanika for all their support and help during the show - you're all amazing!



Automechanika Birmingham was brilliant and an experience we won't forget anytime soon, here's to the next one!



What an awesome 3 days at Automechanika UK 6-8 June 2023



Phenomenal Automechanika Birmingham!



automechanika

BIRMINGHAM

3-5 June 2025
NEC, Birmingham

Only 20%
of 2025 event
space remaining



EARLY BIRD RATES AVAILABLE FOR LIMITED TIME ONLY

SET STAND TURN KEY PACKAGES ALSO AVAILABLE.

FEATURES

5 feature areas & 4 content hubs

The programme is curated to ensure you have constant high footfall passing your stand.

Allow you to position your stand where your target visitors will be congregating



Women in Automotive Drinks Reception

120 guests

NEW



Detailing Hub Live

255 scanned visitors

NEW



Paint & Spray Live

1258 scanned visitors

NEW



Supply Chain SMMT/VIP Lounge

686 scanned visitors



Modern Garage

548 scanned visitors

NEW



Collision Repair Live

999 scanned visitors

NEW



Automechanika Birmingham Student Programme

300 hosted students

NEW



Keynote Conference

794 scanned visitors

NEW



EV Training Academy

259 pre booked visitors

NEW



Bodyshop Training Hub

813 scanned visitors



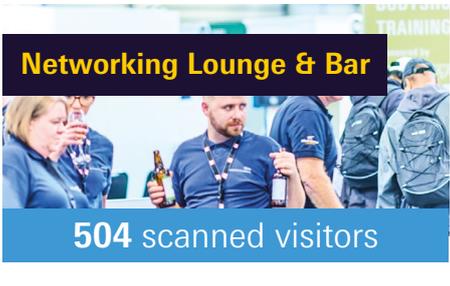
Workshop Training Hub

902 scanned visitors



EV Training Hub

373 scanned visitors



Networking Lounge & Bar

504 scanned visitors



Bodyshop Lounge

420 scanned visitors

NEW



VIP & Press Lounge

1567 scanned visitors

automotive SUPPLY CHAIN FORUM

3-5 June 2025, NEC, Birmingham

IN PARTNERSHIP WITH



CO-LOCATED WITH



FEATURING THE SMMT'S
POPULAR MEET THE BUYER



The dedicated trade event for the UK Automotive Supply Chain

The Automotive Supply Chain Forum is the dedicated trade event for the UK's automotive supply chain, taking place in the context of fast-paced change and a small window of opportunity for UK suppliers. As powertrains shift to all electric and vehicle designs are constantly required to innovate, the Forum brings suppliers face to face with those responsible for driving innovation to develop technologies, explore opportunities and to win business. UK Government has set a clear goal to end the sale of pure petrol and diesel cars and vans in 2030 – meaning the automotive industry is required to make a more significant and advanced commitment than any other major car or van market. With this scale of change providing new technical challenges, now is the time for suppliers to secure their position in the EV revolution as the UK targets zero emission vehicles by 2030. Automotive Supply Chain Forum is the place for UK suppliers to drive that agenda.

Visitor Profile – Job Functions

Engineering Functions – VMs, Tier 1&2

- Directors, Chiefs, Heads of, Managers, Supervising
- Design Engineers, Project Engineers, R&D, Product Development, Technical Engineers, Specialists (eg Powertrain, Plastics, Tooling)

Industry

- Regulations
- Strategy, Assurance
- Government Affairs
- Corporate Affairs
- General Counsel
- Connected Tech
- Smart/Future Mobility

Procurement Functions – VMs, Tier 1&2

- Directors, Heads of, Managers
- Buyers, Purchasers, Controllers, Key Account Managers, BDMs
- C-Suite, CEO, CTO, CCO, VPs, Heads of

Visiting companies



Enhanced Format

Creating a platform for the UK's Automotive Supply Chain to meet, discover and source, navigating the road ahead with the right partners.

- NEW Format – Re-branded stand alone event
- NEW Themes & Focus areas
- SAME SMMT Meet the Buyer platform
- SAME high-level conference content to address the most pressing issues
- NEW M&E Week, co-locating with 6 other engineering events to deliver even more high-quality delegates to the event
- 2000 delegates with 75+ Sponsors and exhibitors

Event themes



Innovation



Electrification & Battery Technology



Light-weighting



Sustainability & Net Zero



Manufacturing & Production Technology



Skills and talent retention

Exhibitor Profile

Tier 1 & 2 Suppliers

- Large enterprises selling niche expertise, systems & technologies
- Large providers of manufactured components

Tier 2/3+ Suppliers

- SMEs in traditional manufacturing sectors, eg plastic moulding, cast and pressed metal parts
- Startups promoting innovative technologies and solutions

Materials Suppliers & Specialists

- Composites, performance metals, plastics

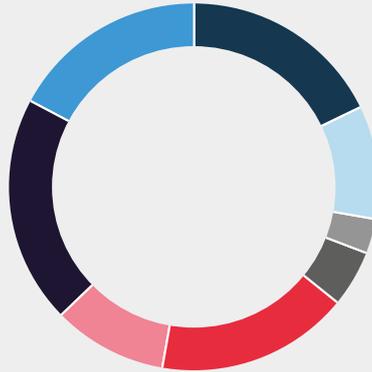
Business Support & Services (legal, financial)

Average event stats

The event is organised in association with SMMT, who bring their flagship events Meet the Buyer and Open Forum. The events enable you to meet new buyers and network with a wealth of senior purchasing professionals.

Vehicle Production Breakdown

● Tier 1	18%	● Vehicle Manufactures	17%
● Tier 2	10%	● Remanufacturing	10%
● Tier 3	3%	● Engineers (NOT OEM)	20%
● Upstream	5%	● Other	17%



78%

of visitors were Managers, Business Owners or C-Level Directors

86%

of visitors had influence or full purchasing authority

83%

will return to the event each year



75+

Exhibitors





2,000

Visitors

88%

of visitors from UK market



SMMT
DRIVING THE
MOTOR INDUSTRY



The Forum will be co-located with 6 other engineering and manufacturing events meaning you will also meet an additional 7,500 visitors

Previous exhibitors include

Pem Automation Ltd
Forteq UK Ltd
Polar Manufacturing Ltd *Portakabin Ltd*
Harboro Rubber Co Ltd *Struers Ltd* **Pritex Ltd** *Tri-wall Europe Ltd*
Forteq UK Ltd *Workaround GmbH* **Ultimaker B.V.** **Keyence (UK) Ltd** *Portakabin Ltd*
Fleetworld (Torque) **CEVA Showfrieght Ltd** **Mills CNC Ltd**
SPAL Automotive UK Ltd *Magnet Schultz Ltd* *Paragon Rapid Technologies Ltd* *East Midlands Coatings Ltd* *Power Products Mobile Solutions*
SMMT Autocraft Drivetrain Solutions Ltd **Turbo Industries Pvt. Ltd**
Pryor Marking Technology **Robert Bosch Ltd** *Ultimaker B.V.* **Power Products Mobile Solutions**
Fibrax Ltd *Power Products Mobile Solutions* *Process, Engineering, Control & Manufacturing* **Zircotec Ltd**
TFC Ltd **Advanced Electronics & Logistics Ltd** *Struers Ltd* **SMMT**
Rotor Clip Ltd **Chasestead Limited** *Apex Recruitment Services* *SPAL Automotive UK Ltd*
TFC Ltd *Titan Motorsport & Automotive Engineering Ltd* **Bray Leino Ltd** **SMMT**
TR Fastenings Ltd *Schmolz & Bickenbach UK Ltd* *Tri-wall Europe Ltd* **East Midlands Coatings Ltd**
Cheesman Products (Automotive) Ltd *DJJ Precision Engineering Ltd*
Essentra PLC Autosound Ltd *Paragon Rapid Technologies Ltd*
Schoeller Allibert Ltd *Schmolz & Bickenbach UK Ltd*

Be in good company at Automechanika Birmingham 2025

Exhibitors

