



PRESS RELEASE

Rome previews the future of the automotive sector with Automechanika and MoTechEco

Tuesday, 15 December 2009 – Sala dell’Arazzo, Campidoglio

Rome, 15 December 2009 - Rome, the future automotive capital of Europe. The agreement between the two Italian automotive trade fairs - Automechanika Roma, organised by the Frankfurt Trade Fair as a window for car repairers, spare part manufacturers and distributors as well as car assistance machinery, and MoTechEco, the Sustainable Mobility Fair promoted by the Municipality of Rome - will be presented to the press on Tuesday, 15 December 2009, in Sala dell’Arazzo at the Campidoglio.

On 11 - 14 February 2010 at Nuova Fiera di Roma leading car manufacturers and post-sales professionals will jointly attend - for the first time ever - an Italian event of international importance.

Despite the mutual indissoluble bond of functionality and efficiency, the automotive manufacturing and post-sales sectors had never converged at the same Italian trade fair since the historical dawn at the Turin Fair.

MoTechEco, first international trade fair that showcases projects and technologies designed to "travel better while respecting the environment", now holds its third event with the confidence of last year's remarkable success: 40,000 visitors, 200 accredited journalists, over 50 articles published in both national and local dailies, and ample space dedicated to the event by television news broadcasts. MoTechEco plans on being the ideal venue to compare notes and encourage discussions between public institutions, companies and citizens once again.

Automechanika is an international trade fair focused on car assistance, servicing and post-sales sectors. It is the pride of Messe Frankfurt, the global brand that organises twelve Automechanika trade fairs throughout the world, besides the biennial parent event Automechanika Frankfurt (4,680 exhibitors from 80 countries and 166,000 visitors from 146 countries attended the last event). The first edition of Automechanika Rome held in 2008 totalled over 250 exhibitors - including 30% of foreigners - and over 15,000 professional visitors operating in the sector of car and other vehicle assistance.

The 2010 event will be more accessible, authoritative and exceptional with free entrance for all and the cooperation of leading specialised associations of automotive professionals including, just to mention a few, CNA Roma, Confartigianato Autoriparazione, ADIRA (Italian association of spare part distributors), Federaicpa (federation of car dealers), ASCAR (association of tuning manufacturers) and Cnos Fap, the Salesian automotive training centre that will partner Automechanika Rome and organise several events during the same.

The presentation of the agreement between the two events will be attended by **Donald J. Wich**, Managing Director of Messe Frankfurt Italia Srl, **Giulio Zumstein**, President of MoTech Onlus, **Thomas Aukamm**, Director of Automechanika Frankfurt, **Adolfo Panfili**, Mayor's Delegate for health care, and **Sergio Marchi**, Councillor for mobility and transports in the Municipality of Rome.



AUTOMECHANIKA ROMA

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MOTECHECO

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