

Press release

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Waiting for Automechanika Buenos Aires 2018

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The main companies of the spare part industry are getting ready for four days of intense activity, with the focus set on showing the latest advances, generating contacts and winning market shares.

The 10th edition of Automechanika Buenos Aires is coming; it is the leading international exhibition of the automotive industry that will take place on November 7-10 in La Rural Trade Center. There, 450 exhibitors will meet 30,000 professional visitors, with the hope of creating new commercial bonds and strengthening the existing ones.

From **Dayco**, for example, they say that their participation "is of essential importance", since it is "an event of international visibility, in which we receive our customers and have the chance of launching products", states Marcelo Sanches, Commercial Director of the company. "Dayco has in Argentina its second major market in South America and we believe that there is still a great potential for growth", he adds.

The firm has, in Cordoba city, one of the greatest and most modern factories of the group that serves the local market and exports products to the world. "We also have a commercial team, technical assistance and local development to be near our customers and assist them in an agile way", says the executive.

For **Monroe Fric-Rot**, Automechanika Buenos Aires is "the most important spare part exhibition in South America and it represents the opportunity of receiving our customers", according to Fernando Palasciano, Senior Sales Manager of the company.

It is its seventh consecutive participation. In this case, they tell us that they will present the following products: Fric-Rot shock absorbers (its Premium line); Monroe Dakar shock absorbers, which have a new gasket-guide lock system and they are designed, tested and approved by the automotive terminals that manufacture pick-ups; and Magnum Monroe shock absorbers, for the transportation of load and passengers. They will also exhibit its suspension parts Monroe Axios and the new line Monroe Matic Plus.

On their part, from **Dayco** they announce the presentation of their

Indexport Messe Frankfurt
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distribution kits with water pump. They will also take their recent launchings in synchronizing belt lines and accessories, the latest technology in synchronic belts in oil bath (B.I.O), tensioners and pulleys, among others.

Automechanika Buenos Aires will be carried out on November 7-10, in La Rural Trade Center.

The exhibition is only for businessmen and professionals of the sector. With an invitation: free of charge. People under 16 years will not be admitted, even if attending with an adult.

Further information:

www.automechanika.com.ar

Press information and photographic material:

<https://ar.messefrankfurt.com/buenosaires/es/prensa/movilidadinfraestructura/automechanika-ba/prensa-foto-video.html>

Links to websites:

www.facebook.com/AutomechanikaBuenosAires |

www.twitter.com/AutomechanikaBA

Background information on Messe Frankfurt

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With more than 2,400 employees at 30 locations, the company generates annual sales of around €669 million. Thanks to its far-reaching ties with the relevant sectors and to its international sales network, the Group looks after the business interests of its customers effectively. A comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. With its headquarters in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent).

For more information, please visit our website at:

www.messefrankfurt.com | www.congressfrankfurt.de | www.festhalle.de

Background information on Messe Frankfurt Argentina

Messe Frankfurt Argentina is the affiliate of the worldwide trade fair organization leader. The purpose of the fairs is to promote actual business meetings to boost activity in regional markets, in the domestic market and in turn prompt the development of the technological pole in each area. The current portfolio of shows of Messe Frankfurt Argentina includes the following exhibitions: Automechanika Buenos Aires, BIEL Light + Building Buenos Aires, Confemaq, Emitex, ExpoCehap, ExpoFerretera, ExpoMant, International Motorcycle Show of Argentina, Intersec Buenos Aires, Simatex, Tecno Fidta. In addition to numerous congresses and special events for third party, such as Argentina Oil & Gas Expo Buenos Aires, Argentina Oil and Gas Expo Patagonia, Arminera and Electronics Home, among others.

For more information, please visit our website at www.argentina.messefrankfurt.com

Automechanika Buenos Aires
10° Argentina's leading international trade fair for the automotive service industry targeting trade visitors from South America
La Rural Trade Center
Buenos Aires, November 7-10, 2018