

Press +++ Automechanika Buenos Aires

April 8 to 11, 2026

automechanika
BUENOS AIRES

Automechanika Buenos Aires 2026: Registration Opens and New Agenda Highlights Announced

Buenos Aires, January 2026.- The leading exhibition of the automotive and spare parts industry in South America will be held from April 8 to 11, 2026 at La Rural, Buenos Aires Trade Center. Learn about the news and outstanding activities.

For four days, manufacturers, distributors, workshop leaders and professionals from the sector will meet to update knowledge, discover new technologies and generate new business opportunities. **More than 600 national and international** brands will attend with the aim of increasing synergy and integration of the entire value chain.

Automechanika Buenos Aires has been the event par excellence for the entire industry at an international level for more than 25 years.

Among the most outstanding activities of the 2026 edition is the **Automotive Industry Meeting**, organized by AFAC, where various leaders will meet to analyze the current situation of the sector and discuss its future. Among them, sectoral authorities, businessmen from the region, entities and professionals will be present.

Also back is **Project EQ**: this year's challenge will consist of assembling a 1968 Ford Mustang Hardtop V8 live, in just four days. The space will be a high-performance workshop and real-time learning: visitors will be able to participate in **interactive experiences and technical talks** by the team of 20 specialists that make up the project, with spaces for exchange and consultation on different stages and knowledge related to the restoration process. You will also be able to see the Hot Rod Ford 1929 (V8 350), the jewel put together entirely at the Automechanika Buenos Aires 2024.

In addition, the **Exhibitors' Conferences** will take place, in which the companies will provide technical talks and live product demonstrations. These meetings are key for professionals and entrepreneurs who seek to innovate and update their businesses, as well as for university students and technical schools specializing in automotive and mechanics.

It should be noted that, in addition to **national manufacturers and distributors**, **Automechanika Buenos Aires 2026 will also be attended by leading international companies from 23 different countries**. There will be pavilions dedicated exclusively to companies from Argentina, Germany, Turkey, China and Brazil, among others, enhancing the visitor experience and the possibility of connecting with new markets.

Those who wish to participate can now register online, quickly and free of charge by entering <https://automechanika.ar.messefrankfurt.com/buenosaires/es.html>

Organized by the Association of Argentine Component Factories (AFAC) and Messe Frankfurt Argentina, the meeting is the stage that sets the agenda of the industry throughout the region.

Social media:

www.facebook.com/AutomechanikaBuenosAires
www.twitter.com/automechanikabuenosaires
www.instagram.com/automechanikabuenosaires
www.ar.linkedin.com/showcase/automechanika-buenos-aires/

Hashtags: #AutomechanikaBA #RondasAutomechanika

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Information about Messe Frankfurt Argentina

It is the local subsidiary of Messe Frankfurt GmbH, the world's leading professional exhibition organization company. The objective of its events is to promote real business meetings that stimulate regional markets, encourage the domestic market and in turn urge the development of the technological pole in each area. Currently the portfolio of events of Messe Frankfurt Argentina includes the exhibitions: Automechanika Buenos Aires, BIEL Light + Building Buenos Aires, Emitex, Simatex, Confemaq, ExpoFerretera, Hotelga, Intersec Buenos Aires, Salón Moto, Tecno Fidta and Arminera. In addition, it holds numerous congresses and special events for third parties, such as Argentina Oil & Gas Expo Buenos Aires, Argentina Oil & Gas Expo Patagonia and ExpoEFI, among others.

More information in www.ar.messefrankfurt.com

Learn more about the Messe Frankfurt Group
www.messefrankfurt.com/background-information