

# AUTOMEC

15TH INTERNATIONAL AUTO PARTS, EQUIPMENT AND SERVICES TRADESHOW

## POST SHOW REPORT 2023

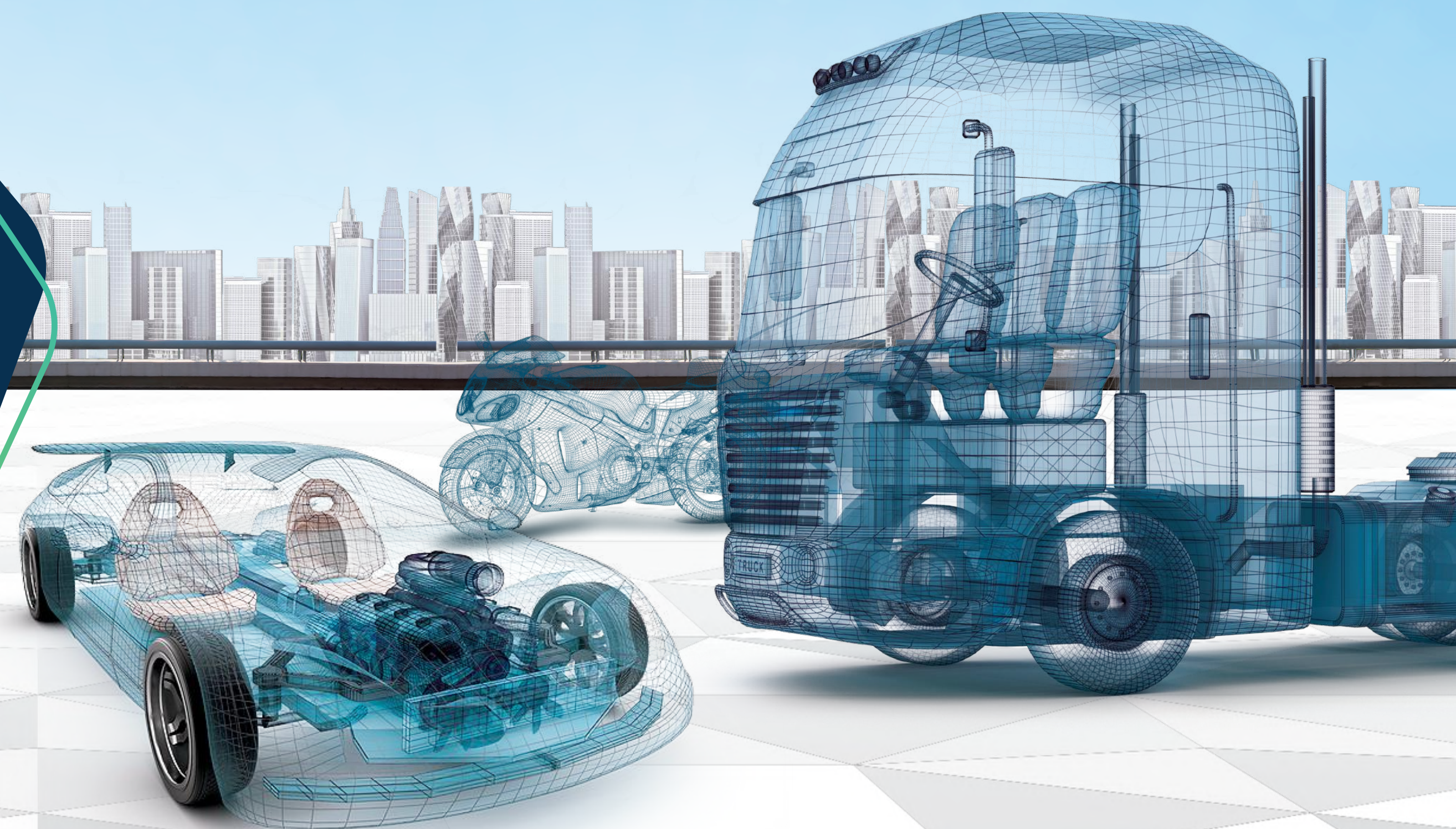
25 to 29 APRIL | 2023

SÃO PAULO EXPO

Organization  
and Promotion



## DESIGNING THE FUTURE. PART BY PART.



 /automec\_oficial  /FeiraAutomec  /Automecfeira  /Automecfeira  /Automecfeira





# THE BIGGEST AUTOMECC OF ALL TIMES!

**The 15th edition of Automec was marked by record-breaking figures. After four years, the event was attended by more than 1,500 Brazilian and international brands and more than 91,000 visitors from 60 countries. Over the five-day trade show, more than R\$ 29.5 million in deals were generated – an unprecedented volume!**

It was yet another grand gathering of the automotive aftermarket sector, featuring the latest developments and trends to automotive repair and replacement professionals. It was an intense journey, with numerous product launches, sharing of technical knowledge, diverse experiences, strengthened relationships and, of course, business. More than ever, Automec showed all its power as an industry hub in Latin America and the world. On the following pages, you'll learn more about this success organized by RX.





## SECTORS of the trade show



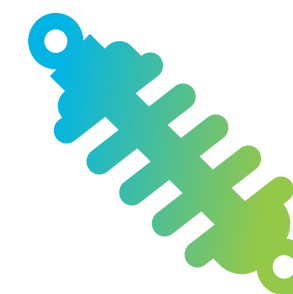
Accessories and  
Customization



Electronics and  
Systems



Car Wash and  
Car Care



Parts and  
Components



Repair and  
Maintenance



Services and  
Technology

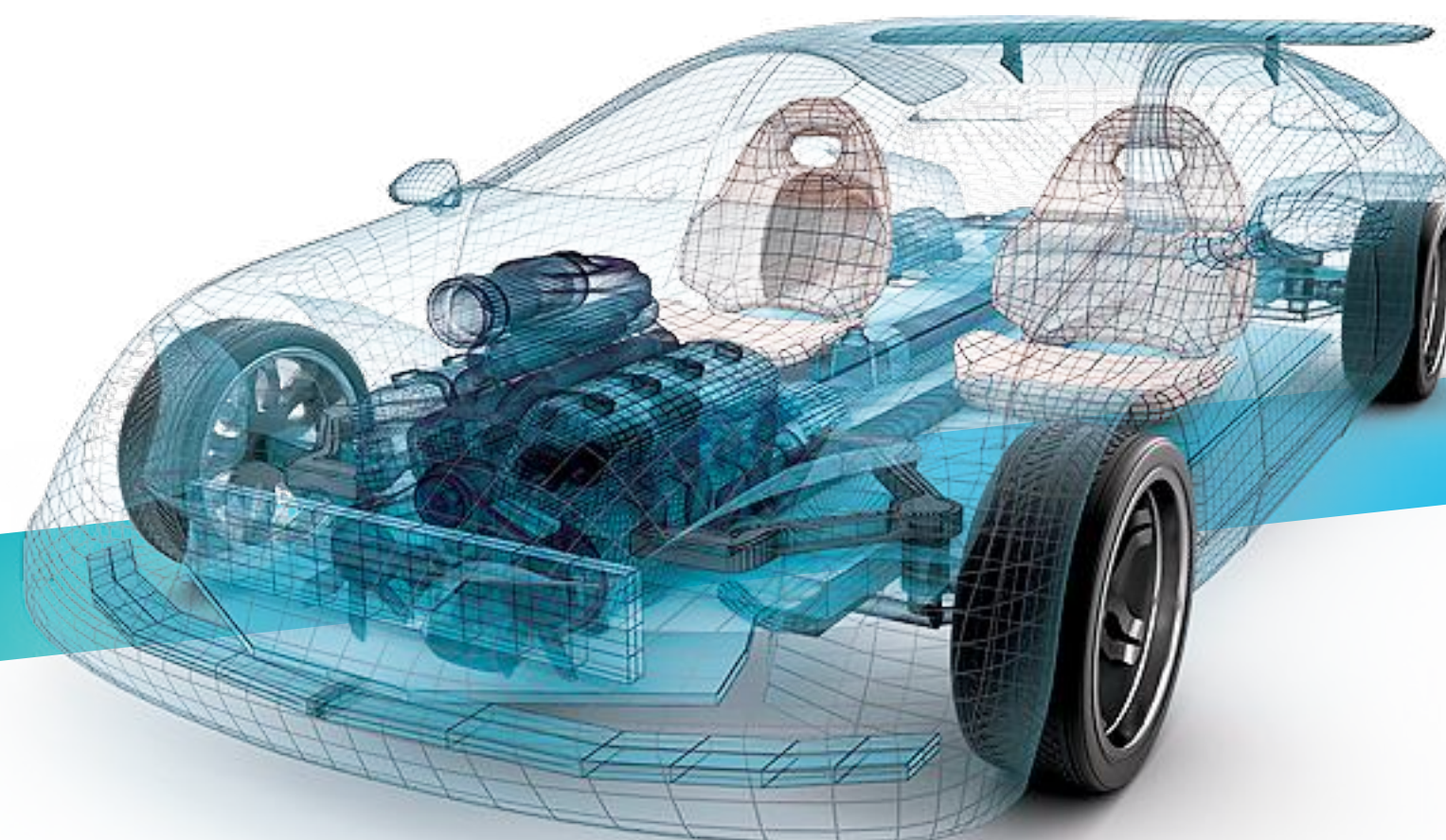


# Supporting ENTITIES

Support



Co-Support





# Partner MEDIA





# Partner INFLUENCERS



@venetostudio  
**+584k**



@batistinhaoficial  
**+139k**



@doctor.americancar  
**+120k**



@paula.mascari  
**+77k**



@professorscopino  
**+30k**



@senalimascar  
**+16k**



@thaisfr  
**+13k**



@castilha7  
**+13k**





**THE BIGGEST  
AUTOMOTIVE  
AFTERMARKET  
BUSINESS EVENT IN  
THE AMERICAS, AND  
THE 2<sup>nd</sup> BIGGEST IN  
THE WORLD.**

**105,000+**  
SQUARE METERS  
OF EXHIBITIONS

**100+ HOURS**  
OF CONTENT

**1,500+**  
BRAZILIAN AND  
INTERNATIONAL  
BRANDS FROM 12  
COUNTRIES

**91,000+**  
VISITORS  
FROM BRAZIL AND 60  
OTHER COUNTRIES

**+US\$5.9  
BILLION**  
IN BUSINESS  
DEALS





# TECHNICAL CONTENT, IMMERSION, AND RENOWNED SPECIALISTS

Aside from the latest developments of the exhibiting brands, one of the trade show's top attractions was the **Automec Experience**, made up of experience spaces (**Delphi Technologies**), model workshops (**Batistinha Experience**), a professional training space (**SENAI and IQA**) and a **content arena**, which featured a diversified program of technical content and talks by specialists in the automotive aftermarket.



**Delphi**  
Technologies

**BATISTINHA XP**







## DRIFTING – ADRENALINE AND

# THRILLS

Automec 2023 was also the stage for a veritable show of skill and precision with the Garage Show.

An unprecedented activation that featured professional drivers and their high-powered machines to prove the quality of the parts used in these vehicles, in fast laps and chase challenges. A success with the public and 100% approval by participants.



5 DAYS OF  
ACTIVATION



800 HIGH-  
SPEED LAPS



20  
DRIVERS



40,000 PEOPLE  
IMPACTED





# CONNECTION, RELATIONSHIP, AND LOTS OF BUSINESS



Exhibiting companies and invited buyers gathered together, with a set agenda, to strengthen relationships and **streamline the negotiation process.**



A program that gathered a **select group of buyers**, in a dedicated prime area at the trade show.



2

Day Agenda



60

Exhibitors



20

Buyers



78

Meetings



US\$9.6M

In business\*



1,151

Buyers



80%

With money to invest

(\*) Expectation for the next 12 months



# WHO visited Automec

81%

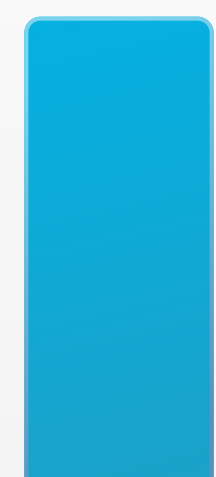
Are involved in  
purchasing

79%

Have money to invest (2,441 with  
more than R\$ 1 million)

## TOP 5 • FIELD OF BUSINESS ACTIVITY

26%



Auto Repair /  
Maintenance  
Shops

14%



Auto Parts  
Wholesalers /  
Distributors

13%



Auto Parts  
Retailers

13%



Auto Parts  
Industries /  
Factories

9%



Automotive  
Centers

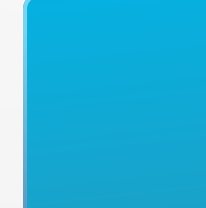
## TOP 5 • POSITIONS

22%



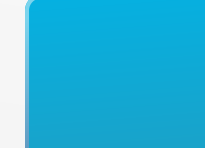
Partner/  
Owner

11%



Manager

9%



Executive  
Officer

7%



Technician

7%



Self-Employed/  
Liberal Professional



# Visitors' SATISFACTION



82%

Satisfied

80%

Recommend

85%

Consider Essential



## WHAT THEY SAID



"This is the 4th edition that I've attended and it is very rewarding."

**Marisa Elisa Murta**  
• Motocar



"The stands are full, the pavilion is bursting with actions, and plenty of activation. There's definitely a lot of cool stuff to check out."

**Thiago Alves**  
• ESPN





# BRANDS present at the trade show





# Exhibitors' SATISFACTION

85%

Satisfied

85%

Recommend

94%

Consider Essential

## WHAT THEY SAID



"Automec is the benchmark of trade shows in our sector, in Latin America. On our calendar, it's the most important event of the year."

**Marco de Luca**  
• General Director of Valeo



"I highlight two aspects: first, the quantity, and second, the quality of the public, in addition to the flow of business we saw inside the stand."

**Marcelo Pereira**  
• General Director of SCHADEK



# M e d i a EXPOSURE



90

Journalists present  
at the event



1,035

Publications



US\$5.6 M

in Spontaneous Media

## MEDIA AT THE TRADE SHOW

AUTODATA

AUTO  
ESPORTE

automotive  
business

AUTOPAPO



BALCÃO  
AUTOMOTIVO  
.COM

EL TOQUE DE WARNES

g1

novovarejo  
automotivo

Revista  
Oficina News

O MECÂNICO

GRUPO  
OFICINA BRASIL

REPARAÇÃO  
AUTOMOTIVA  
A CONEXÃO ENTRE FABRICANTES E REPARADORES

transporte  
mundial

TALLER  
ACTUAL





# Digital AUDIENCE



INSTAGRAM

**+56 K**

FOLLOWERS



FACEBOOK

**+116 K**

FOLLOWERS



LINKEDIN

**+2,6 K**

FOLLOWERS



WEBSITE

**+547 K**

UNIQUE USERS



DATABASE

**+300 K**

CONTACTS



IMPRESSIONS <sup>1</sup>

**+10,2 M**

REACH <sup>2</sup>

**+6,5 M**

USERS

ENGAGEMENT <sup>3</sup>

**+871 K**

1 • Number of times the page is viewed

2 • Volume of people impacted by the communication

3 • Interactions with publications (likes, comments, shares, etc.)



**SEE WHAT THE SECTOR'S LATEST GATHERING WAS LIKE!**



Watch now: <https://www.youtube.com/watch?v=zH6JA8Nf1nU>



# **AUTOMEC**

16 TH INTERNATIONAL AUTO PARTS, EQUIPMENT AND SERVICES TRADESHOW

## SEE YOU IN 2025!

**22 to 26 APRIL | 2025**

SÃO PAULO EXPO

### ASSURE YOUR PRESENCE

CONTACT OUR BUSINESS TEAM

**comercial@automec.com.br • (11) 3060-4724**

Organization and Promotion:



Support:



Co-Support:

