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MAYOR EMANUEL AND CHOOSE CHICAGO ANNOUNCE AUTOMECHANIKA CHICAGO TRADE SHOW WILL LAUNCH IN 2015

20,000 Visitors Expected to Attend Leading International Automotive Trade Show in Chicago

Mayor Rahm Emanuel joined Don Welsh, President and CEO of Choose Chicago, representatives from Messe Frankfurt and Advanstar Communications and members of organized labor to announce the launch of Automechanika Chicago, a new U.S.-based trade show.

Automechanika Chicago will be the largest U.S. trade show for automotive technicians and shop owners dedicated to high-end technical training and management classes, while showcasing the newest tools, equipment and products in the market. 20,000 attendees are expected to attend the convention at McCormick Place, which will run April 24 through April 26, 2015.

"By choosing Chicago for Automechanika next year, a great international convention comes to a great international city," said Mayor Emanuel. "Our tremendous trade shows and conventions are a key economic driver, playing an important role to reach our tourism goal of 55 million visitors annually by 2020. Through the Trade Show Promotion Fund Committee, business and labor are working together at McCormick Place, which means more shows, more jobs, and more opportunities for Chicago's future."

Chicago secured this new show as a result of the Trade Show Promotion Fund Committee, which was created following the implementation of reforms at McCormick Place. The Committee is comprised of four representatives from the Carpenters' Union and four representatives from the Mayor's office, all of whom have worked collaboratively with Choose Chicago to identify opportunities to bring new business to Chicago.

"The fact that an established international show has chosen Chicago to launch its first U.S.-based show speaks volumes and is further evidence that when we all work together, the economic benefit to the city will continue to grow," said Welsh.

"When the City of Chicago, convention attendees, and organized labor work together, everyone gets rewarded because of the increases in opportunities. The promotion committee is clearly working as this is the second trade show that we have worked together to bring to Chicago." Kevin McLaughlin, member of the Trade Show Promotion Fund Committee and Chicago Regional Council of Carpenters.

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Automechanika Chicago is the second show Advanstar has brought to Chicago. In October 2013, the Advanstar Powersports Group joined Mayor Emanuel, Don Welsh and representatives from the Carpenters' union to announce the All-New Dealer Expo move out of Indianapolis to Chicago for 2014, 2015, and 2016.

"We are excited about our partnership with Advanstar and the City of Chicago. Our combined experience in launching successful events only strengthens our ability to service this untapped niche within the automotive aftermarket industry," said Detlef Braun, Member of the Executive Board of Messe Frankfurt.

The U.S. automotive aftermarket has maintained steady growth of more than 3.4 percent annually, fueled by an aging vehicle population where the average age of cars on the road is 11.4 years. These trends along with an explosion of new technology in today's vehicles means technicians must keep pace. Automechanika Chicago will be the premier destination for shop-level training in North America.

Automechanika Chicago will showcase an extensive mix of products in a shop-friendly environment. Michael Johannes, Brand Manager of Automechanika, said about the concept: "It allows visitors, from technicians to shop owners, to really get a feel for the new product offerings through the various demonstrations, management seminars and technical training sessions. With the number of diverse product categories exhibiting at this one event, attendees can experience the latest advancements in a very efficient manner."

"Anyone who has attended any Automechanika show around the world knows the power of that brand in the automotive industry," said Joe Loggia, Advanstar CEO. "Teaming with them on Automechanika Chicago gives us a chance to share our expertise as trade show producers by utilizing the Advanstar Automotive Group's ability to connect daily with hundreds of thousands of shop owners and technicians. This partnership is a perfect way for us to engage those readers and draw them to Chicago for a one-of-a-kind event."

Trade shows and conventions play a major role in the City's tourism industry. When Mayor Emanuel took office, the City of Chicago had approximately 40 million visitors a year. Two years later there are over 46 million visitors a year. Mayor Emanuel has now set an ambitious goal of 55 million visitors annually by the year 2020 – which will create 30,000 additional jobs.

To learn more about Automechanika Chicago, visit www.AutomechanikaChicago.com.

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About Automechanika Worldwide

The Automechanika Brand continues to experience record exhibitor and visitor numbers, indicating that these trade shows are truly fulfilling the needs of the industry through this global business platform. The global event and original show Automechanika Frankfurt, that took place for the first time in 1971, is on track for a full success coming September, 16-20. 90 percent of the space is booked already. In 2012 more than 4,500 exhibitors attended the show in Frankfurt and approximately 148,000 visitors from 176 countries. The growth and satisfaction remains a trend throughout all the Automechanika shows worldwide, confirming a positive outlook for the future of the industry.

About Advanstar

Headquartered in California with offices across the United States and abroad, Advanstar Communications has a portfolio of more than 50 trade shows, 100 conferences, 30 publications, and 200 electronic products and websites, including Aftermarket Business World, Auto Body Repair Network (ABRN), Motor Age and SearchAutoParts.com.

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