

Beat: Automobiles

Automechanika Chicago, NACE sign letter of intent to combine forces in 2017

Automechanika Frankfurt Photos

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USPA NEWS - Automechanika Chicago, the largest U.S. trade show dedicated to high-end technical and management-related training for automotive collision and service repair shops, along with NACE (the International Autobody Congress & Exposition), the premiere event for the U.S. collision repair industry, ...

...have signed a letter of intent to combine forces starting in 2017.

The co-production between Automechanika Chicago and NACE will create a unified stage using NACE's strong relationships within the collision and OE community combined with Automechanika Chicago's global strength throughout the automotive aftermarket. Working in collaboration, the two entities will create an unprecedented partnership focused on training and product discovery for the automotive technicians, shop owners and parts distributors. A combined Automechanika Chicago and NACE show will take place July 26-29, 2017 in Chicago.

(From left to right: Jim Savas (Vice President & General Manager UBM), Michael Johannes (Brand Manager Automechanika), Dan Risley (President and Executive Director ASA), Dennis Smith (President and CEO, Messe Frankfurt North America))

"We are extremely pleased with this alliance. The industry has been asking for this and we listened. By combining the expertise of two undisputed market leaders, Automechanika Chicago and NACE, we are confident of our ability to offer a comprehensive platform for companies interested in reaching collision and mechanical repair shops en masse," stated Dennis Smith, President and CEO, Messe Frankfurt North America.

Automechanika Chicago produced its inaugural show in April of 2015 in partnership with UBM, formerly Advanstar Communications, training more than 2,000 technicians and shop owners. NACE has served the automotive repair and collision market for more than 30 years. The strong commitment to the automotive industry by each of these groups solidifies the combined position to exceed the demands of the market.

"By combining resources, this collaboration will provide the market with a unique opportunity to connect each segment of the industry thus serving the entire automotive collision and service repair audience," said Dan Risley, President and Executive Director of the Automotive Service Association (ASA)."

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