

news +++ Hypermotion
Frankfurt am Main, 14. - 16. September 2021

hypermotion

Hypermotion 2021 will be held alongside Automechanika Frankfurt.

Frankfurt am Main, 11 November 2020. The next Hypermotion is being brought forward to September 2021, when it will take place alongside Automechanika Frankfurt for the first time – over the first three days of the event from 14 to 16 September 2021. This creates numerous synergies for participants of both events.

Next year will be the first time that Hypermotion is held alongside Automechanika Frankfurt, the leading international trade fair for the automotive aftermarket. It will take place during the first three days of the event – from 14 to 16 September – while Automechanika is open to visitors from 14 to 18 September.

The digitalisation, disruption and decarbonisation megatrends that are the focal point of Hypermotion are also impacting the automotive aftermarket. Furthermore, intermodality is becoming more important for the supplier and parts industry, as well as for trade and the field of workshop services.

Michael Johannes, Vice President Mobility & Logistics at Messe Frankfurt, had this to say: “We want to bring together these events’ participants who are driving tomorrow’s mobility from the automotive, mobility and logistics industries. We believe there is tremendous development potential for our customers, including in electromobility, hydrogen drive and synthetic fuels – fields that will be shaping the future.”

The organiser believes that there is a great deal of overlap in topics such as fleet management, product development and mobility services, as well as IT and software-based services. The topic of supply chain management, which is also the focus of a conference at Hypermotion, offers attractive interfaces and areas of relevance for our platform and Automechanika exhibitors in particular.



Hypermotion will be taking place from 14 to 16 September 2021 and Automechanika from 14 to 18 September 2021.

Press information and photographic material:

<http://hypermotion-frankfurt.messefrankfurt.com/presse>

Social Media: #SayHyToHypermotion #hym20

www.twitter.com/hypermotionfair | hypermotion-frankfurt.com/youtube

www.instagram.com/hypermotion_official

www.facebook.com/hypermotionfair

www.linkedin.com/company/hypermotion-frankfurt

www.xing.com/events/hypermotion-frankfurt-2020-2718341

Hypermotion Podcast

www.anchor.fm/hypermotion

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Background information on Messe Frankfurt

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With just under 2,600 employees at 29 locations, the company generates annual sales of some €736 million. We have close ties with our industry sectors and serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of the Group's key USPs is its closely knit global sales network, which extends throughout the world. Our 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. Headquartered 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