

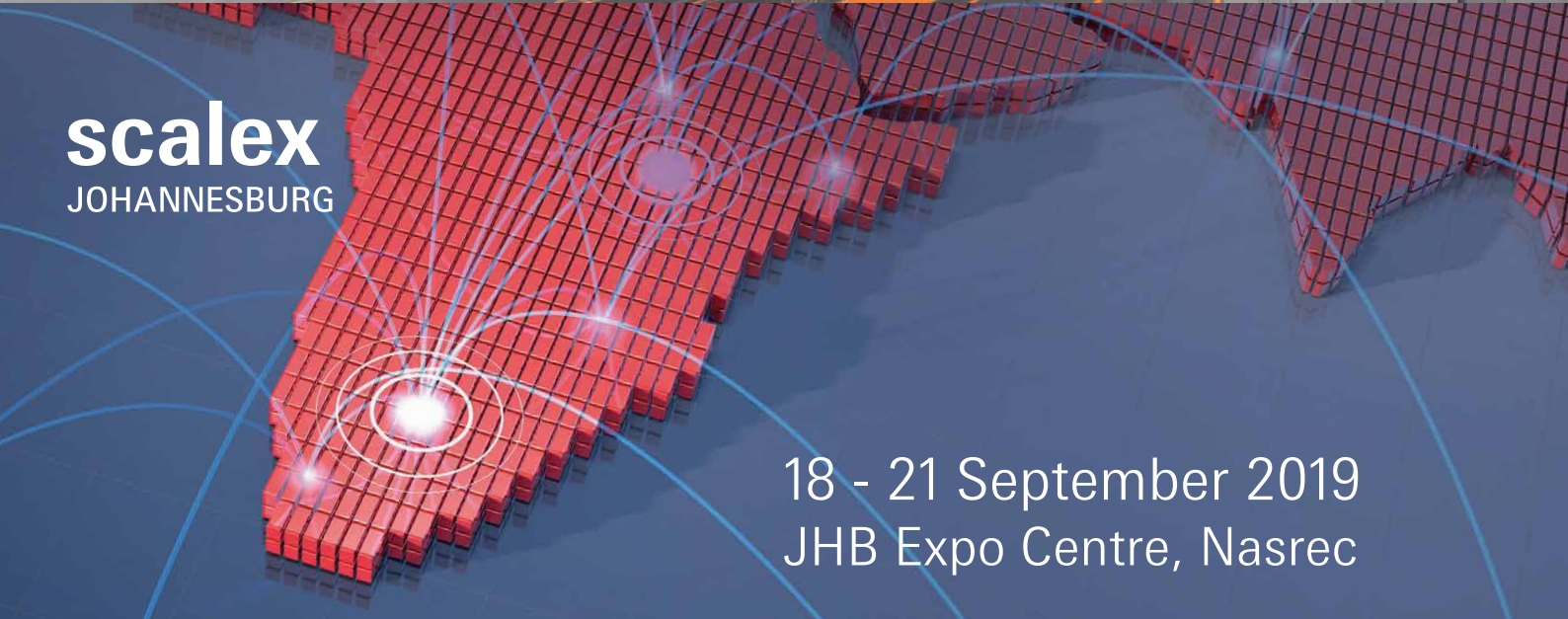
automechanika
JOHANNESBURG



futuroad expo
JOHANNESBURG



scalex
JOHANNESBURG



18 - 21 September 2019
JHB Expo Centre, Nasrec

Post Show Report 2019

Thank You from Messe Frankfurt South Africa



JOSHUA LOW

Managing Director:
Messe Frankfurt
South Africa

The sixth edition of Automechanika 2019, and the second editions of Futuroad and Scalex Expos, took place between the 18-21 September 2019 at Nasrec Expo Centre in Johannesburg. The show covered a full range of companies from the automotive aftermarket, commercial vehicle and logistics sectors.

With over 620 exhibiting companies from 28 countries and 18,422 sqm of exhibition space, the 2019 event was the largest show ever hosted in SA and remains the largest show of its kind on the continent.

Apart from the 12 industry conferences that took place during the show, which welcomed over 1500 delegates, the show included free-to-attend skills development content and over 6 interactive areas. These included the Johannesburg leg of the international Body and Paint Championship, a tyre changing competition, daily live product demos, VR areas and a welding simulation area. Not to mention the ABSA enterprise den, where 15 small, locally black owned businesses had the opportunity to pitch their products and services to a panel of Judges. The three finalists received a business mentorship programme and prizes to the value of R200,000 from ABSA.



TRACY GOUNDEN

Show Director

The Innovation awards, sponsored by ABSA in 2019, proved to be a huge success in acknowledging and promoting key innovations in the sector.

As a result of these initiatives, the additional investment in marketing and African road shows to over 7 African countries, the show welcomed over 14,381 visitors. This is an increase of 1600 visitors from the 2017 event or a 13% increase in visitor attendance, which included over 800 international visitors.

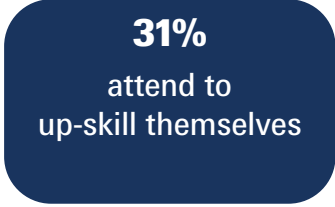
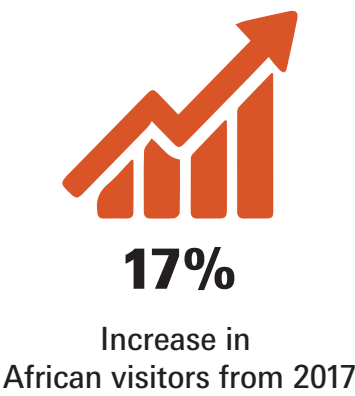
"We are extremely happy with the result of this event. Many exhibitors generated good quality leads and managed to conduct business transactions during the show. We thank those who supported the 2019 event and we are confident that the 2021 edition will be even bigger" Joshua Low, Managing Director, Messe Frankfurt SA.

We would like to take this opportunity to thank our key association partners, sponsors and exhibitors for supporting the 2019 event.

Thank You to our 2019 Sponsors & Partners



Event Overview



Visitors from these countries attend our show



Automechanika Johannesburg Product Launches

DIESEL ELECTRIC BOSCH

Bosch launched two new products into the market at Automechanika 2019. The Bosch DCI 700 diesel test bench with new measurement system for latest injector technologies that allows for efficient testing of passenger-car and commercial-vehicle common rail injectors, as well as the new KTS 250 diagnostic Tester which was specifically developed for mobile and quick ECU diagnoses.



GULF OIL

Gulf is amongst the leading lubricant companies in the world. Offering an extensive range of lubricants for the industry, with approval letters from Porsche, BMW, Mercedes Benz, Aston Martin, Ford and Audi. With superior products, right priced and in stock, encouraging real partnership with a global winning team. The Global Iconic brand - Gulf Oil and Lubricant business unit in South Africa was launched into the market.

OILY SA

After launching entry into the South African market at Automechanika 2017, this year OILY SA was excited to share a new range of synthetic oils by G-Energy. The new Synthetic range utilized proprietary GBase synthetic feedstocks, as Gazpromneft became a manufacturer of Group 3 base oil. Their 5 new engine oils offered enhanced performance for all types of passenger cars, SUVs, vans and light trucks, including where EGR, DPF and TWC technologies are present. This new range is very competitively priced, allowing motorists to enjoy the benefits of synthetics for a price of regular motor oils.



AER-O-CURE

Aer-o-cure launched its newly developed Spot Repair Bay – a bay solution that takes up minimal space, with high performance to create a clean and controlled environment in which to perform Smart Repairs.



Futuroad Expo Product Launches

UD TRUCKS

UD Trucks, was on hand to introduce the all-new Quon extra-heavy range, which is the fourth new UD model to be launched in SA in the past five years, following the introduction of the Croner, Quester and Kuzer. It was interesting to learn that SA is the third biggest market in the world for UD trucks. The new Quon is the first truck range in SA to have fuel-efficient Euro 5 engines as standard. It is fitted with the GH11 11-litre power unit developing 460 hp which is matched to the new ESCOT-VI electronically controlled automatic transmission.



TATA

Daewoo, the Korean truck manufacturer, which is wholly owned by Tata, launched an impressive new extra-heavy truck, the Maximus KL3TX at Futuroad. Daewoo has been in South Africa for 15 years, but will now concentrate only on the extra-heavy segment of the market so there is no conflict between Daewoo and Tata models. The current vehicle parc of Daewoo trucks in South Africa is estimated at about 6 000 units.



POWERSTAR

Unveiling the new FT Series 10 into their truck stable, Powerstar is not only expanding its range but is targeting increased growth in the long-haul market as it builds on steady sales growth from double digit monthly sales figures in 2010 to selling a planned 700 trucks this year. More than 5 000 Powerstar trucks have been assembled at its Pietermaritzburg assembly plant since 2006.



VOLVO

Volvo had decreased fuel consumption on comparable size engines by more than 50% between 1976 and 2019 with engine power increasing considerably over this 47-year timespan. Volvo, offered a patented disengaging rear axle mechanism on its 6x4 trucks which results in a 3% fuel saving when the truck is running lightly laden. Another useful addition is a crawler gear in the transmission for manoeuvring in muddy conditions.

Body & Paint Championship

TAKING THE 'BIG FIVE' TO THE FINALS

With a lion, leopard, elephant, buffalo and rhinoceros on the hood, Plascon's - Etienne du Toit is heading to the finals of the Automechanika Body & Paint World Championships in Frankfurt.

On 21 September 2019, the painter was named the national winner in South Africa with a car hood displaying an impressive interpretation of the South African flag.

The winner's design was notable for its creativity, symbolism and precision. In addition to the 'big five', Du Toit integrated a variety of elements into each colour zone of the flag in order to emphasise the significance of each – from the country's beauty and cultural diversity to its dark past. Du Toit poured approximately 135 hours into his creation.



Etienne du Toit, who works for Plascon, explains: "I wanted to create something that illustrates South Africa's diversity and its history. You rarely get the chance to create something like this in your daily work. Designing this car hood was a time-consuming and nerve-racking process, but I wanted to do it right, and to create something that I could be proud of. I gave it my all."

The panel comprised Wolfgang Auer, Editor-in-Chief of FML and co-founder of the international Automechanika Body & Paint World Championships, Michel Malik, CEO of BodyShop News International, Ian Groat, publisher of Automotive Refinisher South Africa, and Joshua Low, Managing Director of Messe Frankfurt South Africa.

Tyre Changing Competition

AN UNBELIEVABLE TYRE CHANGING TIME

The tyre-changing competition involved the most basic equipment that would be used in an entry-level fitment centre. The tyre changer was a Leaderquip Forte and the wheel balancer was the Mezzi balancer.

Most of the competitors were clearly used to using high-spec machines but received an introductory orientation on the machines. This allowed the competitors to all operate off an equal footing after practicing a few times on the equipment. Once the competitors were ready, the timed testing started. The competitors were not limited in the number of attempts to achieve the best times and the improvements in times were dramatic as processes were adapted to suit the environment and the equipment.

The business owners were also on hand to provide moral support for the competitors and found themselves caught up in the excitement of the competition.

The competitors worked extremely hard to deflate, strip, refit, inflate the tyre and also balance the wheel correctly.

Johannes Mputi from Supa Quick Silverton reached the fastest time of an unbelievably quick 1 minute 58 seconds, walking away with a trip to Automechanika Frankfurt in 2020, and a Leaderquip Forte tyre changing machine.



automechanika innovationaward

HONOURING PRODUCT INNOVATION

A wide range of automotive products regarded as innovative by their manufacturers, importers or distributors were under scrutiny by a panel of experts who decide which of the items will win Automechanika Johannesburg 2019's Innovation Awards competition.

The products – span a variety of automotive applications – have one thing in common: they are deemed by their manufacturers, importers or distributors to incorporate qualities that, from an automotive viewpoint, make them game-changing.

The task of deciding which were truly innovative and worthy of top honours were in the hands of this year's jury members – Jakkie Olivier of the RMI, Dr Norman Lamprecht of NAAMSA, and David Furlonger, industrial editor of the Financial Mail.

In selecting the finalists, the jury has gone through a process of assessing nearly two dozen entries, rating each product individually in terms of perceived pioneering prowess, as well as quality, practicality, efficiency, benefits to users, environmental friendliness and value for money.

Presentations of gold, silver, bronze and highly commended certificates were presented at an official prize-giving ceremony, which took place on September 18 at the National Exhibition Centre, Nasrec.

Winners of the 2019's Innovation Awards competition, are as follows:

1st place, Serco's Thermally Efficient Refrigerated Trailer, the first in South Africa to achieve SABS approval for meeting standards related to the transport of frozen and fresh food produce, and which, thanks to its design, materials and techniques used in its manufacture, also serves to reduce the amount of carbon generated by the on-board, diesel-powered refrigeration unit;

2nd place, MWM Plastic Welder, a nitrogen-based, energy-efficient system that has been designed to repair polypropylene parts – which make up about 90% of all plastics used on cars today, including bumpers and headlights – reducing the need for replacements and helping to curb plastic waste.

3rd place, Valeo's AquaBlade Windscreen Wiping System, which does away with traditional washer jets mounted beneath a windscreen to project fluid directly onto the glass through channels that run along the length of the wiper blade. The result is improved cleaning performance across the windscreen, regardless of vehicle speed or wind conditions, as well as less waste of wiper fluid, with smoother and quieter operation of the blade.

'Highly Commended' products include, the Fibertex Insulating Materials, Herrmann Lack Technik Anti-Static Ionstar Spray Gun and the Catalfer Dry Sander.



ABSA Enterprise Development Den

SUPPORTING SMALL BUSINESS GROWTH

As part of the focus to support local businesses, the ABSA Enterprise Development Den initiative took place at Automechanika Johannesburg and saw 3 locally owned SMEs win up to R200,000 to support their business as well as business mentorship programmes sponsored by ABSA bank.

This was an opportunity for any local company meeting this criteria to 'pitch' their products or services to a panel of judges from ABSA Bank, during Automechanika Johannesburg 2019. The list of finalists had a 15-minute opportunity to pitch their unique products and services to a panel. The three winners were announced on Friday 20th September, at the ABSA stand situated in hall 6, with total cash prizes to the value of R200,000, 1st prize being R100 000 that was directed towards further development of their company in a form of a Grant from the enterprise development team.

The business person presented that their business/idea was scalable and has a competitive advantage in the sector as well as displaying a financial need.

Kgabo Cars - Isaac Boshomane took first place and was offered a business mentorship programme from ABSA bank that included funding, assistance in developing a business plan and advice on managing cash flow. Followed by **Sandile Sithole, owner of Sithole Operations & Supply** in second place and in third was **Mpumelelo Mahlangu owner of Style at Its Best**.



Truck Test Drives

The market in SA for medium, heavy, and extra-heavy trucks showed positive growth in the first four months of 2019, which bodes well for exhibitors looking to sell their vehicles at Futuroad Expo.

As such, a truck test drive area was arranged for the first time at the event to aid exhibitors in demonstrating their vehicles to potential buyers. Visitors were able to get a first-hand experience on the handling and technical capabilities of trucks on display.

Exhibitors such as UD Trucks, Volvo and TATA Motors took advantage of the opportunity to demonstrate their vehicles in the truck test drive area at Futuroad Expo.

Used Truck Shop

If you were looking for a great deal on used commercial vehicles, this was found at the Used Truck Shop at Futuroad Expo, brought to you by AutoTrader.

This was a great opportunity for visitors to view used trucks at the event which were on sale exclusively to visitors who were interested in purchasing a pre-owned commercial vehicle.

AutoTrader

What our Exhibitors had to say

"Well organised show with lots of visitors. There has been a good African presence. We received plenty of enquiries. Good Show!"

Walter Lenaerts, CEO, AER-O-CURE

Fantastic Expo! Great solid leads generated. Will definitely be back in 2021."

Michael Boshoff, Dixon Batteries

"Gaydons Motor Spares is a leader in the Motor Industry. Automechanika has been a great success. We have achieved our goals. Thank you for having us at this event. Looking forward to the next event."

Imthiaz Bassa, Managing Director, Gaydons Motor Spares

"The amount of people that have attended has been amazing. We are very happy with our stand and everyone here. Overall the exhibition was great and incredible."

Resul Eraydin, Tekno SA

"We had a very successful show - with many orders on Diesel Test benches (Bosch & Hortridge). The organisation & their staff have been more than helpful and assisted wherever possible."

Fred Bengsh, Managing Director, Diesel Electric Group

"Overall good experience. All exhibitors were professional. Good amount of leads generated. Good cross-border exposure. Will be back in 2021."

Dinesh Singh, Turbo Direct

"A Great Show. Met a lot of potential clients and current customers. Great way of showcasing quality products. We will be back for the next show."

Arshad Bhamjee, Director, Pride Tools cc T/A Toptul

Skills Development Programme

A structured and comprehensive skills development programme for the automotive industry was planned for three of the four show days, with six topics being handled each day, ranging from automotive batteries and powertrain technologies to a demonstration of how a diesel fuel injector functions and the advancement of the turbocharger.

The speakers were well qualified and included several from overseas, such as Vincent Valette, from France (Innovation in drive systems for future scenarios); Santiago Malabran, from Italy (Digital ADAS solutions); Roberto Dal Corso, from Switzerland (Accelerate the automotive aftermarket adventure) and Nolan Smith, from Germany (Machine learning and artificial intelligence in transport planning).

The skills development programme was well-received by visitors looking to educate themselves and enrich their knowledge.



automechanika
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15-18 March 2022



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Automotive Aftermarket Trade Show


JHB Expo Centre, Nasrec

www.automechanika.co.za

futuroad expo
JOHANNESBURG

15-18 March 2022



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Truck and Bus Show

JHB Expo Centre, Nasrec

www.futuroad.co.za

We look forward to seeing you in 2022

Be a part of South Africa's leading international trade fair for the automotive service industry, truck, bus and commercial vehicle sectors in the Sub-Saharan Region.

Date: 15-18 September 2022

Venue: JHB Expo Centre, Nasrec

To book your space for 2022, contact:

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Messe Frankfurt South Africa 2022 Calendar Of Events

