



CLOSING REPORT

June 2017

AUTOMOTIVE ENGINEERING EXPO enjoys further growth

- **More exhibitors, space and trade visitors**
- **Successful launch for AEE Innovation Award**
- **AUTOMOTIVE ENGINEERING CONGRESS also a success**

The **AUTOMOTIVE ENGINEERING EXPO** and accompanying **AUTOMOTIVE ENGINEERING CONGRESS** brought two successful days to a close on 31 May 2017. “We are more than satisfied with the evolution of the AEE,” say the organisers, Vincentz Network and NürnbergMesse. “With 97 exhibitors (2015: 69), a 20 percent increase in the exhibition area and 1,202 trade visitors (2015: 1,022), the third trade fair in this series proved that it has an established position in the industry. The AEE is the only platform that covers the car body process chain with the necessary professional depth – and this approach is proving a success.”

Exhibitors and visitors were impressed in equal measure by the products and services offered by AEE, and they sum up: new materials and the latest processes, together with digitalisation of the entire process chain, are the most important subjects concerning the industry right now. The decision-makers at the AEE take the positive feedback as encouragement to offer an outlook for the future of the event: “The sustainable and high-quality concept underlying the AEE has proved itself once again. The objective for 2019 will be to continue its current stable and healthy growth to consolidate its importance for the industry,” the organisers note.

The next **AUTOMOTIVE ENGINEERING EXPO** will be held at the Exhibition Centre Nuremberg on 4-5 June 2019.

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Organization

NürnbergMesse GmbH
Messezentrum
90471 Nürnberg
Germany
T +49 9 11 86 06-0
F +49 9 11 86 06-82 28
aee@nuernbergmesse.de
automotive-engineering-expo.com

Chairman of the Supervisory Board

Dr. Ulrich Maly
Lord Mayor of the
City of Nuremberg

CEOs

Dr. Roland Fleck, Peter Ottmann

Registration Number

HRB 761 Nürnberg

Organizer

Vincenz Network GmbH & Co. KG
Plathnerstr. 4c
30175 Hannover
Germany
T +49 5 11 99 10-3 80
F +49 5 11 99 10-3 79
info@automotive-circle.com
automotive-circle.com

Exhibitors and visitors confirm event success

Eight out of ten exhibitors were happy with the outcome of their attendance, and about three-quarters said they had made new business connections. They had praise for the high technical level of the visitors and the in-depth nature of the discussions at the stands, so there are high expectations in terms of post-show business. Feedback from the trade visitors, mostly decision-makers or individuals involved in the decision-making process, tallies perfectly with this: 94 percent were happy with the products on display. A high proportion of both groups intends to visit again.

Innovations in state-of-the-art car body construction

The ‘Innovation Alley’ was once again a highlight of the exhibition, highlighting the dynamism of the industry. It provided a podium for 15 products and solutions that had been named “AEE Innovation Stars” ahead of the event by the international OEM Advisory Committee and the Supplier Advisory Committee. A new development this year was the choice of a winner from among all the innovations: the OEM and Supplier Advisory Committees, trade visitors and congress participants voted while the trade fair was in progress, and chose EDAG Solutions GmbH & Co. KG, with its media free gripper system, as the winner of the “AEE Innovation Award 2017”, which was presented in the afternoon of the second day of the event.

Magnet for visitors: OEM guided tours along the process chain

The exhibition tours designed especially for trade visitors and congress participants were extremely popular. Leading automotive engineers and members of the OEM Advisory Committee took participants through the exhibition hall, where the companies explained their innovations, and encouraged a dialogue between the experts on both sides. The participants then had the opportunity to appraise the most innovative car bodies and components of the past year that were showcased: Alfa Romeo Giulia, Audi A8 (rear panel), Audi RS5 Coupé, Aston Martin DB 11 (body shell), BMW 5-series, Land Rover Discovery, Renault Espace (tailgate), Škoda Kodiaq and the Volvo V90.

Learning from the trail-blazers: picking up expertise in the Presentation Arena

Knowhow in a nutshell, at the very heart of the show's events: the exhibitors at the AEE once again had the opportunity to display and describe their technical innovations, products and services to the visitors in short 15-minute presentations. This free, open forum offered large numbers of exhibition visitors the chance to learn about the latest developments in the industry. Examples included how aluminium subframes in shell construction are used, or the role that composites can play in automotive applications.

Congress with a focus on materials and processes

To accompany the AUTOMOTIVE ENGINEERING EXPO, the AUTOMOTIVE ENGINEERING CONGRESS once again provided the central knowledge platform for the world of car body construction. Four hundred and sixty tickets were issued for this top-quality congress, in which participants from 17 countries discussed this year's core topic, "The right materials and the most appropriate processes across the entire digital car body process chain". In 65 presentations, system vendors and research institutes introduced the results from their research and development.

The keynote speech by Dr Bernd Brinkmeier from Siemens Industry Software GmbH on the topic "Approaches to an integrated simulation chain in vehicle development" opened the programme on the first day of the Congress. The panel discussion provided exclusive insights into the current and future worlds of automobile manufacture from a range of OEM engineers representing companies such as Adam Opel AG, Audi AG, Daimler AG, Fiat Chrysler Automobiles S.p.A., Jaguar Land Rover Ltd., Renault SAS and Volkswagen AG.

Contacts for press and media

Bertold Brackemeier, Stefanie Haug, Lena Vogl

T +49 9 11 86 06-83 23

F +49 9 11 86 06-12 83 23

lena.vogl@nuernbergmesse.de

For all press releases, further information and photos please go to:

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