

Cromax® formerly DuPont Refinish – returns as new brand  
After twelve years, a paint manufacturer from the field of automobile repair paint is returning to Automechanika: Cromax®, which used to be one of many products made by DuPont Refinish, will make its trade-fair debut as a new brand in Frankfurt from 16 to 20 September. Cromax® belongs to the newly founded, independent company, Axalta Coating Systems. The company has over 140 years' experience in the paint sector and supplies more than 120,000 customers in 130 countries.

Cromax Marketing Manager Hartmut Krause is a proponent of trade fairs as marketing tools: "We had no difficulty in choosing the fair as our marketing tool, especially for the Cromax® launch. We believe in the international Automechanika brand. For us, it is an ideal opportunity to show existing and potential customers that, although the Cromax® brand is new, we remain the experts with regard to workshop productivity and are suppliers of more than just paint. Naturally, this will also be one of the key themes at our exhibition stand. Moreover, Cromax® will not only make a presentation in Frankfurt but also at Automechanika Dubai from 3 to 5 June."

The Automechanika shows in Dubai and Frankfurt are on track for a full success. Both shows are 90 percent booked.

Automechanika Dubai, being the largest international automotive aftermarket trade exhibition in the wider Middle East is heading towards another record breaking show. Recent market figures show that demand for automobiles and auto components continues to grow at an impressive rate across the region. The increasingly attractive automotive aftermarket in the region is drawing enormous interest from international manufacturers and suppliers who see it as an opportunity to increase market presence.

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Automechanika Frankfurt

Frankfurt am Main, 16 to 20 September 2014

Analysis from research firm Frost & Sullivan estimates that the replacement market for auto parts, tyres and batteries in the GCC is expected to double in size by 2017 beyond 2012 levels.

Automechanika Frankfurt undertakes an exciting topic in Hall 10 from 16 to 20 September 2014: Tomorrow's Mobility.

Automobile manufacturers, component contractors and suppliers of infrastructure solutions, training facilities and key communicators as well as official agencies will present solutions, products and concepts for sustainable mobility. Special pictographs will illustrate the various areas of application at a glance so visitors will be able to find their way around the product worlds quickly and easily, e.g., storage technologies, power supply and infrastructure, mobility concepts, motors / electronics / lightweight construction, basic and advanced training, repairs and servicing. In the outdoor area and visitors can test drive vehicles with alternative drives.

Background information on Messe Frankfurt

Messe Frankfurt is one of the world's leading trade show organisers with around 543\* million euros in sales and 2,026\* employees worldwide. The Messe Frankfurt Group has a global network of 28 subsidiaries and approx. 50 international Sales Partners, giving it a presence for its customers in more than 150 countries. Events "made by Messe Frankfurt" take place at more than 30 locations around the globe. In 2013, Messe Frankfurt organised 114\* trade fairs, of which more than half took place outside Germany.

Messe Frankfurt's exhibition grounds, featuring 578,000 square metres, are currently home to ten exhibition halls and an adjacent Congress Center. The company is publicly

owned, with the City of Frankfurt holding 60 percent and the State of Hesse 40 percent.  
For more information, please visit our website at: [www.messefrankfurt.com](http://www.messefrankfurt.com)  
\* preliminary numbers (2013)