

# auto MÄSSAN 2026

**THE LARGEST MEETING PLACE FOR THE AUTOMOTIVE  
SERVICE AND AFTERMARKET INDUSTRY IN THE NORDICS**

**14–17 January 2026** Gothenburg

## **A unique meeting place for the most important Nordic actors**

Automässan is a dynamic meeting platform for business opportunities. Over four intensive days, the trade fair gathers resolute visitors with strong purchasing power from all over the Nordic region for the purpose of doing business, meeting with experts, sharing expertise and experiences and networking with colleagues in the industry. Participating exhibitors will display new products and innovations from the industry's top brands. Don't miss your chance to be part of this exciting meeting place. Book your participation now.

### **FOCUS AREAS**

**Digitalisation**

**Electrification**

**automassan.se**

AUTOMÄSSAN IS ORGANIZED BY:



IN COLLABORATION WITH:





# Why participate in Automässan

## Business Opportunities

Automässan offers broad exposure and contact with customers in the midst of a buying process with strong purchasing power. With nearly 20,000 visitors, this is the place to inspire, offer solutions and make new business contacts.

## Cost-effective

Reach the right visitors – 85% of whom have influence over their company’s investments, all gathered under the same roof. 61% of trade fair visitors are senior decision makers, such as CEOs, workshop managers and service marketing managers.

## Brand Building

Establish yourself as an industry-leading brand in the Nordic market. Here you have the opportunity to strengthen your presence and create a lasting impression.

Automässan 2023 figures

**19 301** visitors

**36** countries

**244** exhibitors

**+1000** brands

### Meet visitors from many different segments:

Car service and repair, Auto parts and accessories, Tyre and wheel services/ Tyre sales, Vehicle industry, Sheet metal and Sheet metal painting services, Training, Vehicle service and repair for trucks and buses, IT and telecom, Car dealerships, Car servicing companies

### Visitors are interested in the following product groups:

- |                       |                               |
|-----------------------|-------------------------------|
| Workshop equipment    | Electronics/Digital solutions |
| Spare parts           | Chemicals/Car care products   |
| Tyres and accessories | Oils and lubricants           |
| Consumables           | Environment                   |
| Car accessories       | Heavy/Commercial vehicles     |



### SATISFIED EXHIBITORS

**90%** felt that the overall outcome of exhibiting at Automässan was positive.

### SATISFIED VISITORS

**96%** stated that their overall impression of the trade fair was positive.

### VISITORS WITH PURCHASING POWER

**80%** planned to invest in something they had seen at the trade fair within 12 months.

### RETURNING EXHIBITORS

**78%** planned to exhibit again at the 2026 Automässan trade fair.

## Get in touch

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