

news +++ Automechanika Frankfurt
13 - 17 September 2022

automechanika
FRANKFURT

Automechanika Frankfurt promotes safe and sustainable driving through FIA Smart Driving Challenge Subevent

Frankfurt am Main, 16 September 2022. Automechanika Frankfurt, the world's leading trade fair for the automotive aftermarket, has identified the smartest driver among its exhibitors and visitors who participated in an FIA Smart Driving Challenge (FIA SDC) Subevent. Doing so, Automechanika Frankfurt has contributed to promote safe and eco-friendly driving.

Together with the Fédération Internationale de l'Automobile (FIA) and the Swedish Artificial Intelligence (AI) and insurtech company Greater Than, Automechanika Frankfurt invited participants to join the FIA SDC Subevent during May and June, in the lead-up to the trade fair. On average, participants achieved a CO₂ saving of 9%¹ through their driving during the pre-challenge and the challenge, and positively contributed to cleaner roads. The winning driver, Mr Alexandre Stricher, achieved an impressive CO₂ saving of 33% and was awarded a prize during a dedicated ceremony that took place today at Automechanika Frankfurt.



From left to right: Sarah Lindsey (Director Business Development Mobility & Logistics, Messe Frankfurt Exhibition GmbH), Alexandre Stricher (winning driver), Johanna Forseke (Chief Business Officer, Greater Than)

¹ The percentage of CO₂ savings is calculated based on Greater Than's AI technology. The data of each trip is analysed and transformed into a unique DriverDNA profile that is then compared to a database of over 7 billion DriverDNA profiles to evaluate CO₂ savings.

“As we are an international meeting place for key players in the automotive aftermarket industry, sustainability is high on our agenda. Taking part in this challenge helped us to raise awareness of the importance of a safe, sustainable driving style and enhanced our own international event networking by engaging exhibitors and visitors alike in the months prior to the event,” said Olaf Mußhoff, Director of Automechanika Frankfurt.

The goal of Automechanika Frankfurt’s FIA SDC Subevent was to help exhibitors and visitors assess their impact on road safety and CO₂ emissions when at the wheel and invite them to adopt smart driving in an enjoyable way.

“Partnering with leading international events such as Automechanika Frankfurt is the perfect opportunity to encourage key players in the industry to demonstrate the importance of safe and sustainable driving. We need to work together and act quickly to improve our road environments, save lives and tackle climate change,” said Onika Miller, FIA Secretary General for Automobile Mobility and Tourism ad interim.

The FIA SDC, developed by Greater Than and the FIA, is the world’s first challenge rewarding smart skills at the wheel. It is a global competition where everyday drivers can challenge each other and themselves to become smarter on the road. Companies, Mobility Clubs and other organisations can join the FIA SDC and launch their own challenges to encourage employees, members, sponsors, or users of any kind, to adopt a safer and more sustainable driving behaviour.

By joining, motorists can quickly learn how to drive smarter, lower their environmental impact and reduce their risk of being involved in a crash thanks to the analysis of their driving patterns in real-time carried out by the AI technology used in the challenge and developed by Greater Than.

“We’re thrilled that Automechanika Frankfurt has been able to identify the contribution they’ve made to sustainable mobility by encouraging exhibitors and visitors to take part in the FIA SDC. Large industry events are the ideal opportunity to engage and raise awareness of important topics such as road safety and its relationship with the environment. I encourage other companies behind key events to follow Automechanika Frankfurt’s lead and use their extensive connections to support this important mission,” said Johanna Forseke, Chief Business Officer at Greater Than.

Automechanika: at home worldwide

With 13 events in 13 countries, Automechanika is the world’s most successful B2B trade fair brand. The brand represents some 20,000 exhibitors and 600,000 trade visitors. The newest addition to the international trade fair brand was when Automechanika Astana in Kazakhstan opened its doors for the first time in March 2019. The very first Automechanika took place in Frankfurt in 1971, when it was launched as a replacement for the International Motor Show (IAA) that was cancelled that year on account of the economic crisis. As the automotive industry has become increasingly globalised, Automechanika has followed suit by continually adding new venues worldwide since the 1990s. Together with some 120 partners, supporters and leading associations from the automotive aftermarket, Messe Frankfurt now organises the event in 13 countries across four continents.

Every one of the 13 Automechanika trade fairs is tailored to the requirements of its region. The trade fairs are supplemented by extensive supporting programmes featuring training, networking events and special areas of emphasis, making each of them the place to be for business interactions, professional development and a comprehensive overview of the market.

Further Details can be found at: automechanika.messefrankfurt.com

About the Fédération Internationale de l'Automobile (FIA)

The Fédération Internationale de l'Automobile (FIA) is the governing body for world motor sport and the federation of the world's leading mobility organisations. Founded in 1904, with headquarters in Paris and Geneva, the FIA is a non-profit organisation. It brings together 244 Member Organisations from 146 countries on five continents. Its Member Clubs represent over 80 million road users and their families. The FIA promotes safe, sustainable and accessible mobility for all road users around the world.

Further details can be found at www.fia.com.

About Greater Than

Greater Than is an AI data analytics company that predicts crash probability and CO₂ impact per driver in real-time, revolutionising auto insurance pricing and new business solutions for the automotive, new mobility and fleet industries.

Our AI has experienced the equivalent of 855,000 man-years of real driving and has to date discovered over 7 billion unique driver DNAs: learning that makes it the most experienced AI driver in the world.

Greater Than is appointed as an InsurTech100 company and AIFinTech100 company and has been named Provider of AI Automotive Product of the year, 2021. Greater Than (GREAT.SE) is listed on Nasdaq First North Growth Market. FNCA Sweden AB is the Company's Certified Adviser. Learn more at www.greaterthan.eu.

Press information and photographic material

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Background information on Messe Frankfurt

The Messe Frankfurt Group is one of the world's leading trade fair, congress and event organisers with their own exhibition grounds. With a workforce of 2,200 people at its headquarters in Frankfurt am Main and in 28 subsidiaries, it organises events around the world. As in the previous year, annual sales for 2021 were significantly lower owing to the COVID-19 pandemic: approximately €154 million compared with Group sales as high as €736 million in pre-pandemic 2019. We serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. Sustainable business practices are a central pillar in our corporate strategy and strike a healthy balance between ecological and economic interests, social responsibility and diversity. Another of Messe Frankfurt's strengths is its powerful and closely knit global sales network, which covers around 180 countries in all regions of 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. We are using our digital expertise to develop new business models. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services.

With its headquarters 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