

Press release

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## Cooperation with APRA Europe: Remanufacturing – the highest form of recycling – to be featured at Automechanika

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**In collaboration with the Automotive Parts Remanufacturers Association (APRA), Automechanika Frankfurt will be presenting this diverse theme as part of a special ‘Automechanika Remanufacturing Day’.**

Automechanika has entered into a partnership with the international Automotive Parts Remanufacturers Association (APRA). APRA, which was established in the USA in 1941, is the only global association for companies in the automotive remanufacturing sector. 120 of the association’s approx. 600 member companies can be found in Europe, where they are served by Brussels-based APRA Europe. APRA represents the interests of the remanufacturing industry and plays a key role in ongoing efforts to achieve a circular economy. Remanufacturing offers tremendous ecological benefits and delivers good value as an alternative to new products.

According to Olaf Mußhoff, Director of Automechanika Frankfurt: “With APRA we have secured an expert partner that is one of the most important organisations in the remanufacturing sector. In a time where climate change and environmental protection are of such concern, the circular economy and remanufacturing are more important than ever.”

To raise the profile of this theme at Automechanika Frankfurt, a green remanufacturing logo has been developed that will now be placed directly on stands to identify exhibitors offering relevant products. Starting in mid-July, it will be possible to find out about these exhibitors online on the [Automechanika Frankfurt website](#) under the ‘Special Interest – Remanufacturing’ label in the exhibitor search. Before this feature goes online, the APRA association and Automechanika Frankfurt will assess the exhibiting companies according to a specific set of criteria.

Visitors will also be able to find out about the latest developments in the industry in specialist presentations being given on ‘Automechanika Remanufacturing Day’, which is making its debut as part of the Automechanika Academy. Experts and industry insiders can look forward to captivating discussions with participants followed by excellent networking opportunities.

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## **Remanufacturing: Sustainable and resource-friendly**

Remanufacturing is a standardised industrial process in which car parts are rebuilt to a state as good as or even better than the original with equivalent performance. The process ensures that all technical specifications – including design, quality and testing standards – are satisfied. As a result, an industrially remanufactured part also comes with the same guarantee as a new part, whereby the remanufactured part is clearly identified as such and the name of the remanufacturer is provided.

This is also good for the climate and the environment, because remanufacturing reduces CO<sub>2</sub> emissions by millions of tonnes worldwide every year. Dr. Daniel C. F. Köhler, Chairman of APRA Europe, welcomes the new partnership with Automechanika: “Remanufacturing is without a doubt one of the most sustainable businesses of the modern economy: compared to manufacturing new parts, remanufacturing uses nearly 90 percent less material, reduces CO<sub>2</sub> emissions by over 70 percent and requires 55 percent less energy.”

Automechanika Frankfurt will take place from 8 to 12 September 2020.

### **Press information and photographic material:**

[www.automechanika.com/presse](http://www.automechanika.com/presse)

### **Automechanika @ social media:**

[facebook.com/automechanika](https://www.facebook.com/automechanika)

<http://www.twitter.com/automechanika>

[instagram.com/automechanika\\_official](https://www.instagram.com/automechanika_official)

### **APRA Europe @ social media:**

<https://www.twitter.com/apraeurope>

<https://www.linkedin.com/company/apraeurope/>

### **Background information on Messe Frankfurt**

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With more than 2,600\* employees at 30 locations, the company generates annual sales of around €733\* million. We have close ties with our industry sectors and serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of the Group's key USPs is its closely knit global sales network, which extends throughout 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. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. Headquartered 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](http://www.messefrankfurt.com)

\* preliminary figures 2019

Automechanika  
The World's Leading Trade Fair for the  
Automotive Service Industry

Frankfurt am Main, 8 to 12 September 2020

### **Background information on APRA**

APRA is the only global association that has been representing the interests of automotive remanufacturing companies since 1941. APRA is well-known in Europe as APRA Europe,

which is based in Brussels, Belgium. The association's 120 European members (out of a total of approx. 600 members worldwide) are primarily tier 1 suppliers and independent remanufacturers. Together with other partners, APRA Europe represents approx. two-thirds of all employees in the European automotive remanufacturing industry.

APRA Europe promotes remanufacturing as an integral part of the circular economy and represents the interests of the industry, including free trade, an independent aftermarket and legal certainty. Members benefit from the organisation's close integration with other industry associations, receiving guidance and support for business matters. APRA Europe also holds its own conferences and other events to bring together supply and demand – for the benefit of each. APRA is the voice of remanufacturing since 1941.

Further information: [www.apra.org/europe](http://www.apra.org/europe)

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