

New south access: Europa-Allee entrance to open in time for Automechanika

Frankfurt am Main, September 2026. Messe Frankfurt will be officially opening its new entrance on Europa-Allee in time for this year's Automechanika. The addition of this four-storey entrance building means that the exhibition grounds can now be accessed from the south as well. Messe Frankfurt will also be putting into operation its extended Via Mobile – the glass-covered moving walkway now connects the new south access directly with Hall 12 and the rest of the exhibition grounds.

The new entrance shortens routes, provides additional comfort for visitors and allows them to find their way around the grounds intuitively. On an area of around 5,000 square metres of total floor area, the building offers a spacious entrance hall with additional areas for events, meetings and food services. The square in front of the entrance connects it directly with Europa-Allee and the Europaviertel district. Soon, the extended underground line will also allow visitors to reach the southern part of the Messe Frankfurt exhibition grounds more quickly. This is because the new entrance is near the underground train stop for the U5 line, which is currently being extended to include the Europaviertel district.

Wolfgang Marzin, President and Chief Executive Officer of Messe Frankfurt, commented: "The new entrance is the final part in our master plan to expand and complete our unique inner-city exhibition grounds. In future, our customers will be able to reach us from all directions – directly, quickly and easily. The new building ensemble combines state-of-the-art working environments, hotels and trade fair infrastructure at a central location and adds a strong urban architectural feel to the Europaviertel district."

Faster access to Hall 12

Trade fair participants will be able to pass through the new entrance for the first time when attending Automechanika Frankfurt, the global meeting point of the automotive industry, which will be held between 8 and 12 September 2026. Around 4,400 companies from over 80 countries will be presenting innovations for the entire automotive aftermarket. The direct connection to Hall 12, which first opened its doors in 2018, is especially beneficial to the companies exhibiting there and their visitors. As Detlef Braun, Member of the Executive Board of Messe Frankfurt GmbH, explains: "Automechanika, one of our strongest international brands, will be the first event to benefit from the new entrance. Most of all, the direct proximity to Hall 12 and the rapid connection to the other halls will make visiting the trade fair a more comfortable experience, as well as creating additional flexibility for managing visitor traffic."



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Trade fair entrance with office space, hotel, bar and café

The Europa-Allee entrance is part of a new building ensemble at the Emser Bridge that also includes the Sparda-Bank Tower, which is 124 metres high with 34 above-ground floors. Sparda-Bank Hessen is relocating its headquarters to the building. Messe Frankfurt will be using office space in the high-rise as well. With the Atlantic Hotel Frankfurt, there will also be a four-star superior hotel with 373 rooms and suites, which offers its guests direct access to the Via Mobile moving walkway and, in turn, to the exhibition grounds. As well as this, there will be conference areas, fitness and wellness spaces, a Sky Bar on the 20th floor of the Atlantic Hotel and a café next to the entrance hall, which is open all year round and is operated by Accente Gastronomie Service GmbH.

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Your contact:

Markus Quint

Tel.: +49 69 75 75-5905

markus.quint@messefrankfurt.com

Messe Frankfurt GmbH

Ludwig-Erhard-Anlage 1

60327 Frankfurt am Main, Germany

www.messefrankfurt.com

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