

Press release

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## ADAS systems: New technologies and road safety

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**Messe Frankfurt Italia promoted the series of digital meetings "MFinTalk - road to Automechanika" offering training, dialogue and insights to keep in touch with the Italian aftermarket community in this situation**

The last event, held on February 24<sup>th</sup> and organized in collaboration with the media partner Autotecnica, was titled "**The new ADAS challenge for car repairers**". An interesting and effective opportunity has been created for discussion on the very topical issue of advanced driver assistance systems.

The level of interaction during the event was high and caused numerous questions from the trade audience, thanks to the panel of speakers who were able to develop the topic and also offer practical information about the topic.

In these last decades the automotive sector has been experiencing an important transformation with processes involving new technologies and new habits. Among the most important innovations, the autonomous driving has recently had a strong development with clear next steps for the future. Despite the decline in car sales in 2020, over 60% of registered vehicles were equipped with ADAS systems (over 40% in 2019). To improve safety on the roads, the legislation stipulates that starting in 2022 all newly registered vehicles have to be equipped as standard with some ADAS, including for example the automatic emergency braking system (aeb).

At the beginning of the event, Andrea Debernardis, Head of Economic & Internationalization Department and Director of Components Suppliers of **ANFIA (Associazione Nazionale Filiera Industria Automobilistica)**: "The technological trends marking today the automotive sector range from electrification to shared and connected mobility, up to autonomous driving. On the basis of these trends, ANFIA has carried out a study on the positioning of the Italian components supply chain to better understand its strengths and weakness. The analysis provided also useful information for the supply chain to be competitive in global challenges.

As even proven by the recent Stellantis operation, the car manufacturers will produce a minimum of 8-10 million vehicles that will need to have a whole series of integrated services from the supply chain. Historically, the strong points of the Italian supply chain are mechanical and motor components. Looking at the new technological domains, we are strong on the development of electric motors and on the management of the thermal system, for example, but we can still improve on the sensor technology, where we already have Italian excellences with growth potential, on the software side and on the management of the battery pack".

This evolution of the ADAS systems has a huge impact on the driving experience, being a great convenience for the driver, but also represents a new challenge for the car repair world.

In order to better deal with interventions on these systems, it is necessary to have the right skills and these could be obtained through an adequate **training**.

**Training** and **safety** are also two of the key pillars of the company **Bosch Automotive Aftermarket** which this year celebrates the 100th anniversary of the Bosch Car Service network of workshops. "Bosch works side by side with his car repairers who are actually entrepreneurs and know the challenges they have to face. We offer them continuous training courses on both systems and equipment," said Paolo Ricci, Equipment Product Specialist at Bosch Automotive Aftermarket, during his speech. "In line with the Bosch slogan 'Technologies for life', we develop innovative technologies aimed at improving people lives and safety on the road as well. For the maintenance of ADAS systems the key is to use an adequate equipment that gives a guarantee during calibration and sensor replacement, so that all maintenance activities become professional".

**Texa Spa**, an important Italian company in the diagnostics sector, also took part in the event by presenting its approach in line with the needs of market development and providing concrete support to car repairers. To completion of its equipment it supplies assistance and training services.

The current moment therefore represents a transition phase, where ADAS systems are an intermediate step towards autonomous driving, which is the goal for all car manufacturers and not just a challenge but a great opportunity for repairers.

The event (in Italian language) is available on the Messe Frankfurt Italia YouTube channel: [clicca qui](#)

The ADAS systems will be the focus (with even more technical information) of a next digital event of the series 'MFInTalk - road to Automechanika' (*date to be defined - spring 2021*).

### **Automechanika Frankfurt: 14 – 18 September 2021**

Since its first edition in 1971, Automechanika Frankfurt has always been the leading platform for owners and employees of mechanical workshops. The 'live' meeting point for the automotive aftermarket sector is from 14 to 18 September 2021 in Frankfurt.

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

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

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. The Messe Frankfurt Group employs around 2,500\* people in a total of 30 subsidiaries. The company generated annual sales of approximately €250\* million in 2020. Even in difficult times caused by the coronavirus pandemic, we are globally networked with our industry sectors. 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. We are expanding our digital expertise with new business models. 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 2020