

Celebrating excellence
and innovation in
automotive aftermarket

automechanika
DUBAI

AWARDS
2024



About Automechanika Dubai Awards



The 4th edition of Automechanika Dubai Awards is a prestigious event that celebrates excellence and innovation in the automotive aftermarket and services industry.

There are 13 diverse range of award categories which will recognize outstanding achievements, highlighting advancements and showcase the industry's evolution and commitment to innovation that drive positive change in the automotive aftermarket sector.

Entries are evaluated by a panel of regional and international industry experts, emphasizing criteria such as sustainable development, technological advancements, and industry transformation. The Automechanika Dubai Awards aim to honor and celebrate the remarkable contributions of individuals and organizations that are shaping the future of the automotive aftermarket industry.

[SUBMIT YOUR ENTRY](#)

OEM

Distributors
Suppliers

Garages
Body shops
Workshops
Service
provider

Technology
services
Solutions
provider

Mobil car
service

Quick service
stations

Key Dates

- Submission Deadline
30 August 2024
- Shortlist Announcement
October 2024
- Awards Ceremony
11 December 2024



2024 Award Categories

SERVICE EXCELLENCE

Body Shop of the Year (Passenger Cars)
Workshop of the Year (Passenger Cars)
Service Provider of the Year (Commercial Vehicle)
Car Care Specialist of the Year
Mobile Services Provider of the Year

PEOPLE

Women in Automotive Market
Special Recognition Award

PRODUCTS

Innovation Product of the Year
Sustainability Product of the Year
Safety Product of the Year
Digital Product of the Year

TRANSFORMATION

Digitalization Project of the Year
Start Up of the Year



Why Enter?

1

Recognize and celebrate achievements:

Recognize and celebrate the hard work, dedication, commitment and achievements of you and your colleagues by submitting your entries.

2

Boost brand awareness:

Being shortlisted at the Automechanika Dubai awards can improve your brand awareness and promote your business amongst your existing and prospective customers.

3

Leverage network and PR benefits:

Nominating for the awards enables you to benefit from the Automechanika Dubai's network and a strong PR and marketing activity for the awards promoting all categories and nominees.

4

Industry endorsement:

A win, making a shortlist, or being nominated is a strong endorsement by the industry for your business, thus becoming a positive way of differentiating yourself from your competitors.

5

Build trust and credibility:

Entry into the awards will build trust and credibility and can play a key part in a potential new customer's decision to choose you.

6

Networking opportunities:

The awards evening offers plenty of opportunities to meet and network with the leading industry players and discuss new opportunities.

How to Enter?

1

Register online to view submissions online

2

Decide on award categories you wish to enter and complete the submission forms

3

All entries must be submitted online before 30 August 2024

ENTER NOW



Our esteemed 2024 judges:

**Abdulla
Almheiri**

Strategies and
Organizational
Excellence

Office Manager
Dubai Government
Workshop



Alan Whaley

Founder and
Chairman

AMENA Auto



**Dr. Maya
Ben Dror**

Mobility Expert



**Dr. Nima
Mehrdadi**

Vice President
Aftermarket Middle
East, Africa, CA &
India

Managing Director
Hella Middle East
FZE/LLC



**Graham
Threlfall**

Business
Development
Manager MEA

Akzo Nobel UAE
Paints LLC



Michel Malik

Group Publisher &
CEO

BodyShop News
International Pty Ltd



Our esteemed 2024 judges:

**Nasir Saif
Sultan
AlSeeri**

Head of VIP Vehicles
Maintenance Section

Dubai Government
Workshop



**Nisreen
Akhtar**

Managing Director
Startec Lubricants



**Subhashree
Ramarathnam**

Associate Director
Frost & Sullivan



Tufan Baysal

Director –
Aftermarket

Niterra Middle East
FZE



**Vishal
Pandey**

Director

Glasgow Research
& Consulting



Zuhri Yusof

Board Advisor –

Global Automotive
and Mobility Industry
Contigo Mobility



Hints & Tips

1

Allocate time to write your entry forms:

Share the tasks with colleagues, so no rush is involved when drafting your responses. Ensure to submit your submissions before the deadline – **30 August 2024**

2

Answer all questions:

Make sure to answer all the questions on the award submission portal.

3

Adhere to the word limit:

Your answers should be succinct, well phrased and provide the most important information to prove why you should win the award.

4

Provide concise answers:

Carefully read every question to have a good understanding of how you should respond. Always proofread and spell-check your answers before submitting.

5

Provide evidence:

Provide evidence to support your submission by including facts and figures to back up your statements. Upload supporting documents/videos to your online entry.



Captivate a global audience with our expansive marketing campaign.

466K

Dedicated awards
Email sent

201K

Total reach on dedicated
awards digital campaign

52K

Social media
followers

598K

Website
views

99K

New website
users

60+

Media partners
and associations

*2023 campaign figures



Looking back on an extraordinary 2023

12

Awards categories

09

Renowned judges

250+

Attendees

“

Winning the prestigious Automechanika Dubai Awards has had a tremendously positive impact on our business. It has helped to solidify our reputation as the go-to destination for European and German car repair and maintenance in Dubai. We have observed a significant increase in customer trust and loyalty, as well as an influx of new clients seeking our services. The recognition has also allowed us to attract and retain top-tier automotive technicians, further enhancing the quality of our work. Additionally, the awards have provided us with valuable industry credibility, opening up new opportunities for growth and collaboration.

We have also leveraged the awards in our customer outreach and engagement, using them to build trust, showcase our expertise, and highlight the exceptional service that our customers can expect.”

Abraham Michael, Munich Motor Works

Past Winner

Munich Motor Works

Workshop of the Year Passenger Cars



2023 Winners

SERVICE EXCELLENCE	Body Shop of the Year (Passenger Cars) Workshop of the Year (Passenger Cars) Service Provider of the Year (Commercial Vehicle) Customization Specialist of the Year	Winners Al Shirawi Enterprises.LLC Munich Motors Works Eurodiesel Services LLC D Luxe Car Care
PEOPLE	Women in Automotive Market Special Recognition Award	Winners Mrs. Akhter Ahmed Bahrozyan
TRANSFORMATION	Digitalization Project of the Year	Winners GaragePlug Inc. (GaragePlug's multi-country digital transformation project for Valvoline Express Care International)
PRODUCTS	Start Up of the Year Digital Product of the Year Product of the Year Sustainable Product of the Year Innovation Product of the Year Safety Product of the Year	Winners Autobia Autosmart Audit GuniWheel GS27 SSL Light by HELLA Fastest Inflating Mechanical Airbags for motorcycle rider safety (Samir Odeh)

Get recognized for excellence and innovation
Submit your success stories with a simple click

ENTER NOW

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