

Celebrating excellence
and innovation in
automotive aftermarket

automechanika

DUBAI

AWARDS

2 0 2 5

FIFTH EDITION



About Automechanika Dubai Awards



The 5th edition of the Automechanika Dubai Awards is a renowned event that celebrates excellence, innovation, and transformation in the automotive aftermarket and services industry. This year's awards will recognise outstanding achievements across 15 diverse categories, highlighting advancements that showcase the industry's evolution and its unwavering commitment to driving positive change.

The awards will honour individuals, organisations, and initiatives that are shaping the future of the automotive aftermarket sector, with a focus on sustainability, digitalisation, safety, and innovation. Entries will be evaluated by a distinguished panel of regional and international industry experts, emphasising criteria such as sustainable development, technological advancements, and transformative contributions to the industry.

[SUBMIT YOUR ENTRY](#)

Who should enter?

OEMs/
Product
Developers

Distributors
Suppliers

Garages
Bodyshops
Workshops

Technology
Services/
Solution
Providers

Mobile Service
Provider (on-the-go)
Car Maintenance/
Repair Services

Key Dates

- Submission Deadline
15 August 2025
- Shortlist Announcement
October 2025
- Awards Ceremony
10 December 2025



2025 Award Categories

SERVICE EXCELLENCE

Body Shop of the Year (Passenger Cars)
Workshop of the Year (Passenger Cars)
Service Provider of the Year (Commercial Vehicles)
Car Care Specialist of the Year
Mobile Services Provider of the Year
Distributor of the Year **NEW**

PEOPLE

Women in Automotive Market
Rising Star in Automotive Aftermarket **NEW**
Special Recognition Award

PRODUCTS

Innovative Product of the Year
Sustainable Product of the Year
Safety Product of the Year
Digital Product of the Year

TRANSFORMATION

Digitalisation Project of the Year
Start-up of the Year



Why Enter?

1

Recognise and celebrate achievements:

Recognise 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 15 August 2025

ENTER NOW



Our esteemed 2025 judges:

Alan Whaley

**Founder and
Chairman**

AMENA Auto



**Frank
Schlehuber**

**Senior Consultant
Market Affairs**

European
Association of
Automotive Suppliers



**Gaitri
Jeswani**

**Chief Operating
Officer**

Eurodiesel Services
LLC



**Ghanim
Mohammad
Al Falasi**

**Senior Vice
President Director
General Office**

Dubai Silicon Oasis
(DSO)



**Graham
Threlfall**

**Business
Development
Manager MEA**

Akzo Nobel UAE
Paints LLC



Our esteemed 2025 judges:

Dr. Hamad Al Jassmi

Director of
Emirates Center
for Mobility
Research

United Arab
Emirates University



Heiko Seitz

Global & Middle
East eMobility
Leader | Partner

PwC



Dr. Hemachandran K

Group Publisher &
Director – AI
Research Centre

Woxen University



Dr. Maya Ben Dror

Co-founder and
COO,
ComplexChaos –
Chairperson

Women in Mobility
Venture Partner –
NextGear Ventures



Nasir Saif Sultan AlSeeri

Head of VIP
Vehicles
Maintenance
Section

Dubai Government
Workshop



Our esteemed 2025 judges:

**Dr. Nima
Mehrdadi**

**Vice President
Aftermarket Middle
East, Africa,
CA & India
Managing Director**

Hella Middle East
FZE/LLC



**Subhashree
Ramarathnam**

Associate Director

Frost & Sullivan



Tufan Baysal

**Director –
Aftermarket**

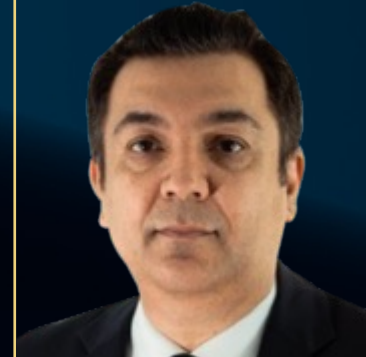
Niterra Middle East
FZE



**Vishal
Pandey**

Director

Glasgow Research
& Consulting



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 – **15 August 2025**

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.**

775K

Dedicated awards
Emails sent

29K

Total reach on dedicated
awards digital campaign

60K

Social media
followers

2.3M

Website
views

444K

New website
users

60+

Media partners
and associations

*2024 campaign figures



Looking back on an extraordinary 2024

13

Awards categories

11

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

2024 Winner
Bodyshop of the Year (Passenger Cars)
Workshop of the Year (Passenger Cars)



2024 Winners

SERVICE EXCELLENCE	Bodyshop of the Year (Passenger Cars) Workshop of the Year (Passenger Cars) Service Provider of the Year (Commercial Vehicles) Mobile Services Provider of the Year (x2 Winners)	Winners Munich Motor Works Munich Motor Works Performansion CAFU Orient Motors LLC
	PEOPLE	Winners Gaitri Jeswani, Chief Operating Officer, Eurodiesel Services LLC Surender Singh Kandhari, Chairman and Founder, AI Dobowi Group
	TRANSFORMATION	Winners Company Name: GaragePlug Inc. Project Name: GaragePlug FUUSE EV Conversions LLC
	PRODUCTS	Winners Company Name: CAMAUTO Product Name: Glue Pulling System Company Name: Team Young Technology Co. Ltd. Product Name: B-Power Lasting Battery Company Name: HELLA Middle East FZE Product Name: HELLA Braking System Company Name: Cyber Automotive Solutions Product Name: IGMMA

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Submit your success stories with a simple click

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