

UNITED BY
THE SAME PASSION



EQUIP' AUTO

THE INTERNATIONAL EXHIBITION
FOR AUTOMOTIVE PROFESSIONALS



TALENT VILLAGE

Careers, Training and Employment



14-18 OCTOBER 2025 • PARIS EXPO PORTE DE VERSAILLES

equipauto.com

#equipauto in x f @ d v

An exhibition by *Keyos*

Fiev



COMEXPOSIUM

Organised by EQUIP'AUTO SAS

1975 50 YEARS 2025

EQUIP AUTO celebrates half a century of innovation, encounters and progress in the automotive sector, its aftermarket and services for connected mobility. Founded in 1975, it is **the premier tradeshow** for the automotive industry in France.

This anniversary edition marks an important milestone for the automotive industry, bringing together in Paris the various players in the value chain as a whole: **PC, LCV, HGV, motorised two-three, licence-free cars**. An opportunity for the sector's professionals, exhibitors, visitors and journalists, whether from France or abroad, to share their vision of the future.

50 years: a tradeshow committed to sustainable solutions!

The tradeshow EQUIP AUTO, its exhibitors and its visitors will



Philippe BAUDIN,
Chairman of
tradeshow



Aurélie JOUVE,
Exhibition Director

come together again from 14 to 18 October in Paris to celebrate 50 years of business, innovation and encounters.

EQUIP AUTO has evolved and adapted over the course of these

50 years thanks to the loyal support of its exhibitors and the arrival of new emerging companies in the automotive industry, offering the opportunity at each new edition to decode challenges, do business and reveal the many innovations in the sector.

In 2025, we will also be celebrating the 40th anniversary of the International Grands Prix for Automotive Innovation, an unavoidable event for presenting to professionals the major innovations of today and tomorrow that are shaping the future of the automotive, mobility and services sector.

EQUIP AUTO is already hard at work to make this fiftieth anniversary a headline event, fully embracing sustainability in all its forms. We strongly believe that this collective determination will mark a positive turning point for our industry and make our events even more relevant.

This new edition of EQUIP AUTO, at Paris Expo Porte de Versailles, will be a unique opportunity for sharing and collaboration.



Creation of
EQUIP'AUTO

1975



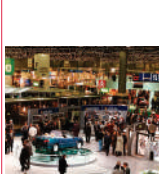
1977



1979



1987



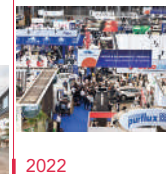
1990



1995



2017



2022

50th
anniversary
EQUIP AUTO

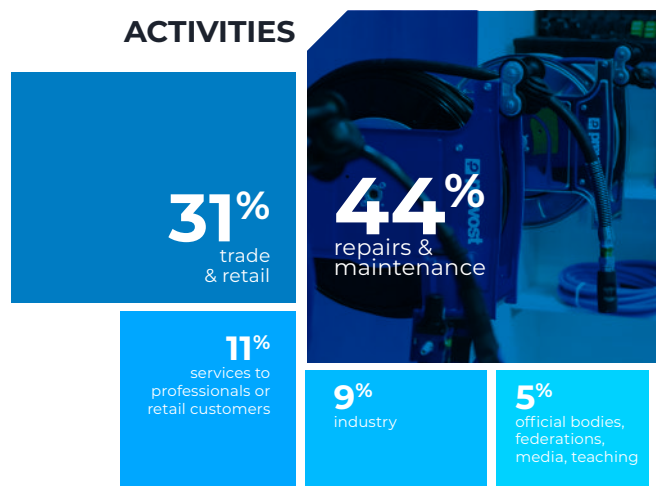
2025

EQUIP AUTO Paris

A diverse visitor audience

representative of the automotive sector,
its aftermarket, and mobility-related services

ACTIVITIES



POSITIONS



*Figures for EQUIP AUTO Paris 2022

Main visiting goals

Top 10 visiting countries (excl. France)

1.	BELGIUM	
2.	ITALY	
3.	ALGERIA	
4.	GERMANY	
5.	TUNISIA	
6.	SPAIN	
7.	TÜRKIYE	
8.	NETHERLANDS	
9.	MOROCCO	
10.	UNITED KINGDOM	

36%
new visitors



See
new products or
services



Find out
about certain
products or services
in particular



Meet
new suppliers

90%

of visitors consider
EQUIP AUTO Paris to be
important for their business
activities



**Visitors with
projects**

83%
are decision
makers

81%
came
with a project

72%
fulfilled their
visiting goal

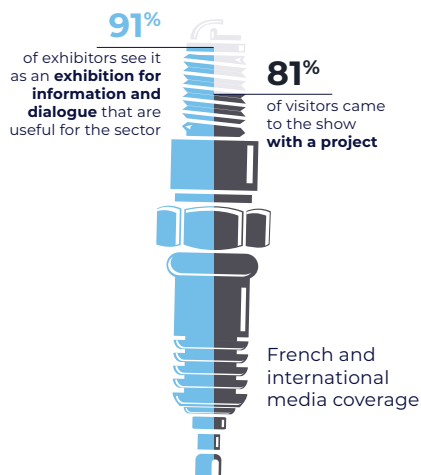
*Figures for EQUIP AUTO Paris 2022

Exhibitors with innovative and wide ranging offerings

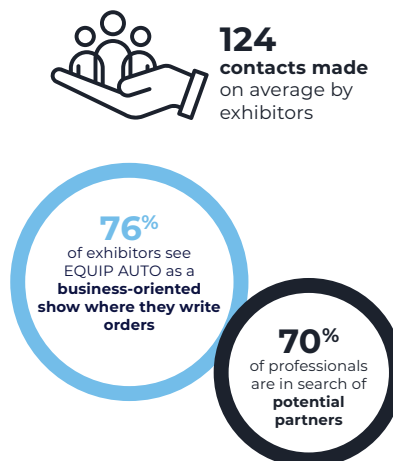
- Bodywork, Paintwork, Auto glass
- NEW** • Connectivity, Autonomous driving, Infotainment
- NEW** • Energy: Energy suppliers, EV charging points, Fuel and Retrofitting
- Vehicle equipment: Spare parts, Original equipment innovations, Electronic components
- Car washes, Vehicle care products, Lubricants, Additives, Service areas
- Tyres (manufacturers, distribution and maintenance networks), Vehicle accessories
- Repair and maintenance: ADAS, Diagnostics, Tooling, Workshop fittings
- Distribution networks (workshop equipment, parts and services)
- Manufacturer and multi-make aftersales networks; Roadworthiness testing
- Trade organisations, official, standardisation and certification bodies
- Used vehicles, Reusable parts, Remanufacturing, Recycling
- Services to professionals (initial and continuing training, recruitment, finance, insurance, e-commerce, media and publishing)
- NEW** • Digital solutions: IT, Workshop management, Customer relationship management
- Motorised 2-3 wheelers and licence-free vehicles: workshop equipment, roadworthiness testing, parts and accessories, services for professionals

Good reasons to exhibit at EQUIP AUTO Paris 2025

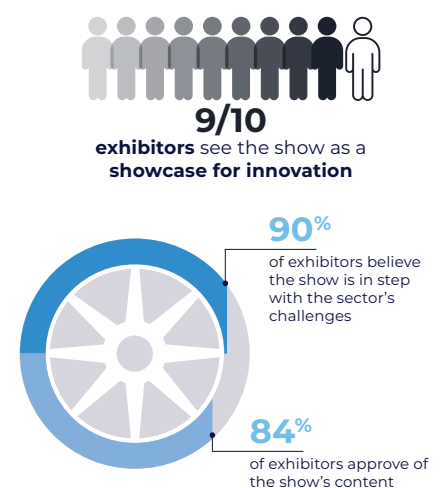
THE MEETING PLACE for all market players



An opportunity to develop **YOUR BUSINESS**



The show that illustrates and addresses **INDUSTRY TRENDS**



by EQUIP AUTO

Careers, Training and Employment

- Initial training.
- Continuing education.
- Technical support for professionals.
- Professional organizations.
- Skills operators.
- Recruiters specializing in the automotive industry.
- Job dating events.
- Business succession planning.



Pavilions

Non-contractual visual

Everything included in your participation

WITH OUR **ALL-INCLUSIVE TURNKEY CONCEPT**, CONCENTRATE ON DEVELOPING YOUR BUSINESS WITH PEACE OF MIND, WHILE YOU TAKE ADVANTAGE OF THE SHOW AND YOUR NETWORKING SPACE.

We've got everything covered!

Signage and organisation of the "Talent Village: Careers, Training and Employment" to guarantee the best visibility and drive visitor footfall

- At the heart of the Village, a **socialising and reception area** for exhibitors, your current/potential customers and visitors, [the bar] with unlimited access
- Access to the **TV corner** and provision of media content filmed in studio quality during the show for your communications materials
- Your ready-to-exhibit **premium stand**
- Digital **displays of your solutions** (HD screens)
- **Catering** service for your teams and guests
- **Security** of the Village and your space (guards in duty in the evening and overnight)
- **Daily cleaning** of the Village, your stand and top-ups
- **Logistical support**
- Access to the **concierge service**
- **Admin fees**

Exhibitor status

- **E-invitations** to the show in **unlimited** quantity
- At least **5 exhibitor badges** per company (depending on choice of stand)
- At least **2 VIP passes** (depending on choice of stand)
- **1 badge reader**
- **1 media kit**
- Up to **3 car park passes**
- EQUIP AUTO has signed up to an **active CSR policy** with stands made from recycled materials that are sustainable and easy to handle
- Listing in the **exhibitor list** on the exhibition website
- Listing on the **EQUIP AUTO website** and augmented visibility
- Listing of your company on the **interactive plan, directional plans and visitor guide**
 - Listing of your **events** or **special features** on the website
 - Citation in EQUIP AUTO **press releases**
 - Free publication of your press releases and **videos** on the exhibition website
 - Opportunity to enter the **International Grands Prix for Automotive Innovation**

EXCLUSIVE EQUIP AUTO 50TH ANNIVERSARY SPECIAL

-1 **unlimited invitation code** to invite all your customers and sales prospects to the 5 days of the exhibition free of charge:
"**FREE CODE** for EQUIP AUTO 50th anniversary"

-Your **press release** available in digital version in the Press Lounge

Promotion of your brand

OPTIMISE YOUR COMMUNICATIONS AND ACCELERATE YOUR VISIBILITY!

BEFORE

- Regular mentions of the Village in various **trade media** titles
- Regular mentions of the Village on the exhibition's **social media** [LinkedIn, etc.]
- Production of **podcasts** to announce your presence and increase your visibility
- Regular mailouts of **newsletters** to more than 85,000 industry professionals
- Provision of co-branded **advertising tools** to help you communicate around the event
- Organisation of **digital workshops** and other **remote events** for your promotion
- EQUIP AUTO **press conferences and releases**
- Possibility of being mentioned on **press releases** relating to the event
- Sending and follow up of your **invitations** to the show
- Your presence on the EQUIP AUTO **website** to accelerate the discovery of your company and appointment making

DURING

- Participation in **daily video workshops** in the TV corner of the Village [themes to be defined]
- Access and opportunity to use the Village **TV corner** [equipment and technical team included]
- Organisation of **press conferences** on the area and support from the event
- **Regular updating of the space's latest news** on the website and social media
- Specific promotion on the **website** with a page dedicated to the Village
- **Media area** accessible to all. Provision of an interview space with other trade media
- Opportunity to organise **press conferences** on the area
- Guided tours through the **"Expert Trails"**. We will invite potential customers every day.

AFTER

- **Review report** of the Village five days after the end of the show
- **Circulation** of the review on all our materials and all media.

Specificities by stand option

3 exhibiting options: Corner - 9sqm - 15sqm

Access to the Village and its amenities (TV corner, bar, etc.):

- Access to shared meeting area
- 2 meal trays/day

Exhibitor status:

- 3 exhibitor badges
- 2 VIP badges
- Car park pass on option
- Badge readers: 1 licence

Your stand:

- POS promotion (high sign, wall panels, reception desk...)
- 1 TV screen on option
- Top- end furniture
- Shared store cupboard
- Wi-Fi connection

CORNER Stand



Non-contractual visuals

9sqm Stand

Accès au Village et ses commodités (corner TV, bar ...):

- Accès espace de réunion partagé
- 4 plateaux repas / jour

Statut exposant :

- 9 badges exposants
- 2 badges VIP
- Place de parking en option
- Lecteur de badges : 1 licence

Votre stand :

- 2 faces ouvertes minimum
- PLV (enseigne haute, panneaux cloisons, banque hôtesse...)
- 1 écran TV (min 47 pouces)
- Mobilier haut de gamme
- Réserve personnelle
- Connexion WI-FI



Non-contractual visuals

Access to the Village and its amenities (TV corner, bar, etc.):

- Access to shared meeting area
- 5 meal trays/day

Exhibitor status:

- 15 exhibitor badges
- 2 VIP badges
- Car park pass on option
- Badge readers: 1 licence

Your stand:

- 2 open sides minimum
- Customisable partitions and reception desks
- POS promotion (high sign, wall panels, reception desk...)
- 1 TV screen (minimum 55")
- Fridge on option
- Top- end furniture
- Private store cupboard
- Wi-Fi connection

15sqm Stand



Non-contractual visuals

International Grands Prix for Automotive Innovation



As a crossroads for innovation, **EQUIP AUTO celebrates the 40th anniversary of its International Grands Prix for Automotive Innovation.** Awarded by a jury made up of nearly 100 French and international journalists from 25 countries, they recognise emerging automotive technologies and reflect an international dynamic around companies' know-how, skills and innovations.

The excellence of an entire industry rewarded at EQUIP AUTO Paris

FEATURING AWARDS IN EACH OF 8 CATEGORIES:

Special CSR award

Lubricants, vehicle care products, washing and roadside services

Original equipment

Tyres: products and solutions

Parts, equipment and components for aftersales

Garage tooling and equipment

Digital solutions & connectivity

Energy transition, sustainability, circular economy

Special CSR award

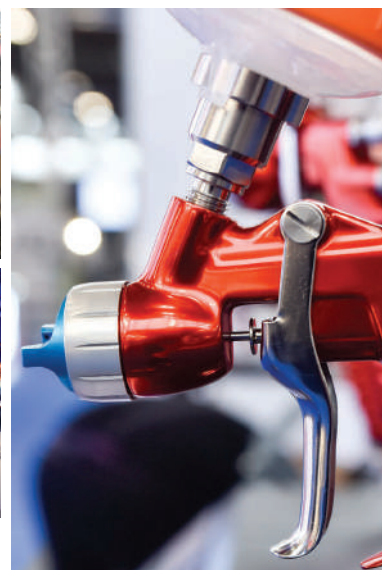
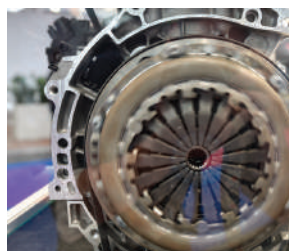
Entries for the Grands Prix are only open to EQUIP AUTO exhibitors

Why exhibit

at EQUIP AUTO Paris 2025

Our assets for this 27th edition

- An unprecedented and exceptional anniversary edition
- 5 Pavilions: a bigger show
- New sectors of activity
- New sector organisation
- New theme Villages
- A programme celebrating 50 years of history looking towards the future of our industry
- The 40th anniversary of the International Grands Prix for Automotive Innovation
- A gala evening
- 2 late night openings for your customer parties
- Extensive reach in France and abroad
- A sales team in 22 countries
- A visionary and connected show
- Technology and innovation placed back at the centre of the show, covering upstream to down
- A major CSR plan
- An event federating multi-specialist players
- The must-attend show for repair professionals
- A reinforced and renewed DNA: "Business, Innovation and Conviviality"



EQUIP AUTO Paris 2025 in figures

1,400
exhibitors &
brands

100,000
professionals

5
pavilions

100,000+
m² exhibition space



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An exhibition by



Fiev



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