



Press release

EQUIP AUTO Paris 2025: 50th anniversary edition special features

Paris, 6 October 2025 – To celebrate its 50th anniversary, EQUIP AUTO Paris 2025 has concocted an ambitious programme of events combining foresight, experience sharing and festive occasions. True to its promise “United by the same passion”, the show is set to be the definitive place where French and international professionals come together to invent the future of mobility.

The Arena at EQUIP AUTO: at the heart of the debate

Pavilion 1

The EQUIP AUTO Arena will be the backdrop for more than 25 talks, technical workshops and round tables with contributions from close to 100 speakers. In particular, it will host the **Grand European Forum for automotive distribution and services** and the **awards ceremony for the International Grands Prix for Automotive Innovation**. Located in Pavilion 1, the Arena will feature a programme that embodies the tradeshow's desire to offer a platform to the entire industry and together decipher the major transformations of the automotive aftermarket (connected cars, electric vehicle repair and maintenance, tyre technology developments, circular economy and depollution, future of the industry, car fleets, used vehicles, etc.).

Attendees will be able to take advantage of **simultaneous interpreting in eight languages** (French, English, Spanish, Italian, German, Arabic, Turkish and Chinese).

Tech Academy and its outdoor testing zone: a dive into the heart of innovation

Pavilion 7.1

One of the headlining new features in 2025, the **Tech Academy** will be the unmissable place to understand the technological developments making waves in the automotive industry today. **Four days of keynotes and round tables** will give a platform to manufacturers, parts suppliers, experts and distributors on themes such as Software Defined Vehicles, AI, cybersecurity, battery reparability, smart auto glass and automotive lighting.

In its drive to promote skill transfer, the show is organising **a hackathon bringing together students and professionals to invent the mobility of the future** around six major challenges: autonomous and inclusive mobility, electrification, sustainable materials, remanufacturing, cybersecurity and social and ethical acceptability.

The pitches resulting from the hackathon will be delivered on the Tech Academy stage on 17 October from 4.30 to 5.30 pm. The prizes will be presented immediately afterwards at 6.00 pm.

The **outdoor testing zone**, meanwhile, will offer a **real-scale playground for try-outs**: connected vehicles, electrification solutions and technological innovations will be displayed and tested, transforming demonstrations into tangible experiences for visitors.

“(R)ÉVOLUTION”: 50 years of history and a glimpse of the future

Pavilion 7.1

The anniversary expo “(R)ÉVOLUTION” invites visitors to travel back in time. Designed as a living retrospective, it showcases **50 emblematic innovations and personalities that have shaped the automobile and its aftermarket since 1975**: from ABS and the airbag to solid-state batteries, and including the remote control ‘beeper’, adaptive LED headlights and particulate filters. The display covers the entirety of the value chain (research, design, production, distribution, maintenance and recycling) while paying tribute to pioneering figures such as Paul-Jean Souriau, Pierre Burelle, Annie Easley or Maurice Paquette.

And **the expo’s scope is not limited to exploring the past**: it also opens a window onto the future of mobility, between autonomous vehicles, embedded AI, self-parking and zero emission electric mobility. Special features, autograph sessions and prize draws will feature throughout the trail, all of which will make “(R)ÉVOLUTION” **an interactive and prospective experience, at the crossroads between history and future.**

Talent, transmission and creativity

Students and teaching staff from the GARAC training college will present **the professional techniques and skills needed to work on live electric vehicles.**

Practical training in real-life conditions, with the additional bonus of a virtual reality experience to dive into the heart of tomorrow’s new technologies and professions. A guaranteed immersion!

From the creative world, the **Artists’ Gallery** will transform Pavilion 3 into an original art gallery, with nine artists offering their take on the garage world through a mix of art and auto. Every day, members of the public will be able to vote for their favourite work, with the winner receiving their prize on Saturday on the EQUIP AUTO Arena.

International competitions to celebrate the automotive world

The **International Grands Prix for Automotive Innovation** will be celebrating their 40th anniversary on 15 October with an **international judging panel of 100 journalists** presenting awards in eight categories - Bodywork, paintwork and auto glass; 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 – and, new this year, a special CSR award. The awards ceremony will be held on the EQUIP AUTO Arena in pavilion 1 on Wednesday 15 October from 4.45 to 5.45 pm.

Another highlight at the show: EQUIP AUTO Paris 2025 is setting up an exclusive space in partnership with the **Automobile Awards** presenting the 25 cars competing for the award

of “France’s Favourite Car” and offering trade visitors the chance to discover the models for themselves before they vote.

The other major events happening during the week

The Tyre and Innovation Village, organised in partnership with the Syndicat du Pneu in **pavilion 3**, will put on **an original expo on the technical developments** in the sector. The central feature of this presentation is the upcoming integration of RFID chips in tyres, thus marking the beginning of a new digital era for the category. The expo will bring together exhibitors presenting the most recent market innovations along with sneak previews of other products, illustrating the tyre’s profound transformation towards connected and smart solutions. Automotive history will also be celebrated with the **Willys Jeep dismantling and reassembly game** run by François Allain, a nod to mechanical robustness and skills transfer.

Finally, **Saturday 18 October** will be given over to a series of highlights on the EQUIP AUTO Arena. At 9.30 am, a **driving simulator challenge entitled “Who’s the real racing driver?”** will offer visitors the chance to pit their driving skills against other competitors, with the grand final scheduled for 2.30 pm. From 11.00 to 12.00 a **masterclass presented by Yann Delplanque** (the creator of a podcast entitled Dans la Boîte à Gants) will explore the stories behind automobile content creators and the opportunities offered by social media to transform a passion into an actual career. At 3.00 pm an **autograph session** will give visitors a chance to meet several personalities from the automotive world.

The day will conclude with trophy presentation for the **EQUIP AUTO Art Challenge**, recognising the artist behind the visitors’ and exhibitors’ favourite work of art from the Artists’ Gallery.

Official anniversary edition shop

To celebrate the show’s 50th anniversary, the official EQUIP AUTO Paris 2025 shop offers a collection of merchandise exclusively for visitors and exhibitors, available online today and on sale in the shop located on the Pont des Expositions between pavilions 1 and 2.

To view the **full list of talks, events and features**, click [here](#).

To apply for **accreditation** for EQUIP AUTO Paris 2025, click [here](#).

To consult the exhibition’s **press kit**, click [here](#).

About:

EQUIP’AUTO SAS organises and develops **international-scale, industry-acclaimed trade events for the automotive industry, aftermarket and services sector**. EQUIP AUTO’s vocation is to bring together all the figures and know-how in the automotive value chain to **reinvent services for mobility**, and it aims to constantly remain at the centre of exchanges and its ecosystem. EQUIP AUTO is a powerful brand that is active every year through events in Paris, French regional capitals and abroad. EQUIP AUTO events are events owned by the investment fund **Keyros, FIEV**, - Federation of Vehicle Equipment Industries -, the **FFC** - French Bodywork Federation - and the **Comexposium** Group, and are organised by **EQUIP’AUTO SAS**.

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For the EQUIP AUTO podcast series “50 years of passion”
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2025-2026 events programme:



14-18 October 2025
Paris Expo Porte de Versailles
50th anniversary edition!



30 March – 2 April 2026
Palais des Expositions – Pins Maritimes – Algiers
19th edition

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