



Press release

EQUIP AUTO Paris 2025 show report: A shared passion, an accelerating tradeshow



From 14 to 18 October 2025, EQUIP AUTO Paris celebrated its 50th anniversary in style at Paris Expo Porte de Versailles, France. Under the banner “United by the same passion”, the show drew 91,500 professionals from all over the world and 1,400 exhibitors and brands, confirming its position as the unmissable event for the automotive industry, aftermarket and services sector.

A highly qualified visitor audience, reflecting the transformation and economic vitality of the sector

Spread across 100,000 square metres and five pavilions, EQUIP AUTO Paris 2025 welcomed a highly qualified visitor audience made up of decision makers, buyers, investors and project developers. Exhibitors were unanimous in their appreciation of visitor quality and the value of business opportunities generated over the five-day duration.

The stands of outstanding quality demonstrated a level of professionalism and creativity acknowledged by all. The density of discussions, positive atmosphere and ambient conviviality created a true climate of trade and collaboration, consolidating EQUIP AUTO's status as a premier venue for business and relationship building for the whole industry in France and Europe.

Renewed interest from abroad

With 55% of exhibitors hailing from 35 foreign countries and 48% of companies new to the show, EQUIP AUTO Paris confirmed its extensive international reach, also welcoming 18% of its visitors from 118 foreign countries. This expansion was further exemplified through the attendance of many diplomatic and ambassadorial delegations from countries including Belgium, China, Czechia, Egypt, Germany, Luxembourg, Morocco, Spain, Slovakia, Tunisia and Türkiye, alongside the visits of France and European institutional representatives who came to praise the tradeshow's economic vibrancy and commercial vitality.

Special events to celebrate 50 years of innovation

Placed under the high patronage of Monsieur Emmanuel Macron, President of the French Republic, this edition shone a light on five decades of innovation through several iconic features: the EQUIP AUTO Arena, the central platform for debate, notably hosting the first Major European Forum on the future of automotive distribution and its aftermarket, the anniversary expo (R)EVOLUTION, and the 40th anniversary of the International Grands Prix for Automotive Innovation. The new theme villages, the Tech Academy and the educational expo "The future of tyres is on display here" helped confirm the role of the exhibition as a showcase for the foremost technological developments, while the Artists' Gallery and the Automobile Awards lineup – featuring a broad spectrum of carmakers – contributed to the exhaustivity of the event.

This momentum was prolonged at an exceptional gala evening held at Palais Brongniart on the first evening of the show, bringing together decision makers and the event's partners in a majestic setting. This exclusive occasion, featuring a mix of tributes, discussions and celebrations marking 50 years of history, left a lasting impression and symbolised the spirit of conviviality and excellence of EQUIP AUTO in its drive to support the industry towards an innovative and sustainable future.

A hackathon looking to the future

EQUIP AUTO Paris's first ever hackathon brought together students, startups and manufacturers around visionary projects. On its conclusion, three initiatives were distinguished: "HealthCar" by 5 Degrés, an engine noise diagnostic application; "NextRide" by NEOMA Business School, a 3-in-1 electric bus combining solar power and on-the-go charging; and "Eclipse" by GARAC, smart auto glass to modulate glare and temperature. These three concrete innovations illustrated the show's spirit of enterprise and modernity.

What the exhibitors said

"A massive success for AD. Our stand was packed from Wednesday to Saturday, while Tuesday was a good day for building up to full speed. We welcomed 7,200 customers onto our stand." **Yannick Savina, Head of Marketing, AUTODISTRIBUTION**

"This year marked the return of Facom to EQUIP AUTO. And it was a very positive and victorious comeback. We are delighted to have been part of the 50th anniversary of the show. It was a great success for our brand, with lots of encounters with enthusiasts of all things mechanical." **Pierre Gaulier, Head of Marketing, FACOM**

"EQUIP AUTO Paris 2025 is an excellent salon and is both unifying and strategic. Thanks to the Circular Economy Village, we had the chance to connect the entire ecosystem, consolidate our brand awareness and gauge real return on investment. The audience was qualified, eclectic and turned out in great number." **Hugo Barberot, Trade & Marketing Director, GPA Group**

"This 50th anniversary edition of EQUIP AUTO Paris was exceptional: a huge amount of traffic on the Bosch stand, well-attended special features, and interested, motivated visitors! Our teams displayed more motivation than ever before, welcoming industry professionals every day with enthusiasm and pride. It was also an opportunity for enjoyable and constructive customer meetings, reinforcing our ties with our partners. Beyond the talks and demonstrations, mainly on workshop equipment, the week was particularly remarkable for the team spirit and togetherness it engendered. every day. It was a magnificent collective event that illustrated to perfection the values of EQUIP AUTO and Bosch: passion, innovation, commitment and proximity." **Fidji Zenouda, Team Leader Trade Marketing & Communication for France and Benelux, BOSCH**

"We are very pleased to have taken part in the 50th anniversary edition of EQUIP AUTO, marked by an energetic buzz and a very positive mindset among our clients and partners. Being awarded the "Judges' Pick" award for the febi oil tester is a great source of pride for our teams: it recognises our commitment to offering tangible, innovative solutions ideally suited to the everyday needs of repair professionals." **Gildas du Cleuziou, Managing Director, BILSTEIN GROUP France**

"Following a several-year absence, coming back to exhibit at EQUIP AUTO Paris was a strategic decision. The event allows us to reinforce brand awareness, develop loyalty among our partners and assert our position on the market." **Benjamin Neu, Marketing and Sales Administration Director, IGOL**

"A well-mastered, pulsating and energetic anniversary edition. EQUIP AUTO Paris 2025 once again confirms that it remains the unavoidable event for the automotive and mobility industry. Congratulations to everyone involved for this big achievement, and to all the visitors who turned out to discuss innovation, quality and performance." **Philippe Astier, Automotive Aftermarket Director, France and Benelux, MANN+HUMMEL**

"We are very satisfied with this edition of EQUIP AUTO. It was a very dynamic show, with a lot of footfall and excellent quality in terms of the contacts we made, from key accounts to repair shops. We made new connections among all our targets." **Maggy Díaz, Chief Operating Officer, LACOUR GROUP**

"This 2025 vintage was very positive, with plenty of contacts and a lot of orders." **Cédric Viola, Chairman and CEO, VBSA**

Looking forward to EQUIP AUTO Paris 2027

On the back of this highly successful edition, EQUIP AUTO shows no signs of slowing down; the industry is now invited to save the dates of **12 to 16 October 2027 at Paris Expo Porte de Versailles** for a new edition held under the banner of innovation, business and automotive industry transition. An event resolutely reflecting sustainable practices, and one that will continue, show after show, to step up its commitments to environmental and social responsibility.

To view the EQUIP AUTO Paris 2025 photo library, click [here](#).

To watch the EQUIP AUTO Paris 2025 videos, 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**.

The latest news from EQUIP AUTO, the next podcast episodes, and much more:

[\[LinkedIn\]](#) | [\[X\]](#) | [\[Facebook\]](#) | [\[Instagram\]](#) | [\[YouTube\]](#) | [\[TikTok\]](#)

For the EQUIP AUTO podcast series "50 years of passion"

[\[Podcast\]](#)

2026-2027 events programme:



12 - 16 October 2027
Paris Expo Porte de Versailles
28th edition!



30 March – 2 April 2026
Palais des Expositions – Pins Maritimes – Algiers
19th edition – 20th anniversary

Media enquiries: YUCATAN for EQUIP AUTO | equipauto@yucatan.fr | +33 (0)1 53 63 27 27