

2025
REPORT

UNITED BY
THE SAME PASSION



EQUIP' AUTO

THE INTERNATIONAL EXHIBITION
FOR AUTOMOTIVE PROFESSIONALS

PARIS

equipauto.com

#equipauto in X f @ d y

Organised by EQUIP'AUTO SAS

EQUIP AUTO Paris, the trade show for an entire industry

91,500
PROFESSIONALS

Top 10 visiting countries outside France

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

18%
international
visitors
118 countries

47%
new
visitors
vs 36% in 2022

Top 6 reasons for attending

- Discover **new products or services**
- Meet their regular **suppliers**
- Meet **new suppliers**
- Learn about specific products or services
- Meet **potential partners**
- Attend **demonstrations**

92%
of visitors consider
the show important for
their business

83%
found solutions
to move their
projects forward

81%
came with
a purchasing
project

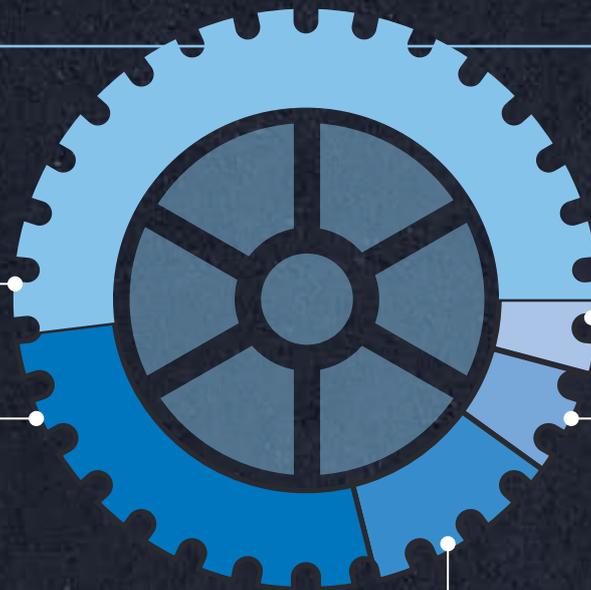




THEIR ACTIVITIES

52%
Repair
Maintenance

27%
Trade &
Retail



4%
Official bodies,
Federations, Media,
Teaching

6%
Industry

11%
Services to professionals or
individuals

THEIR ROLES



1/2*
are
decision-makers

38%
Tradesmen,
Managing
owners

16%
Technician, Engineer,
Manual worker

9%
Head of Department,
Foremen



19%
Commercial, Sales,
Marketing manager

12%
Managing Director,
Director, CFO

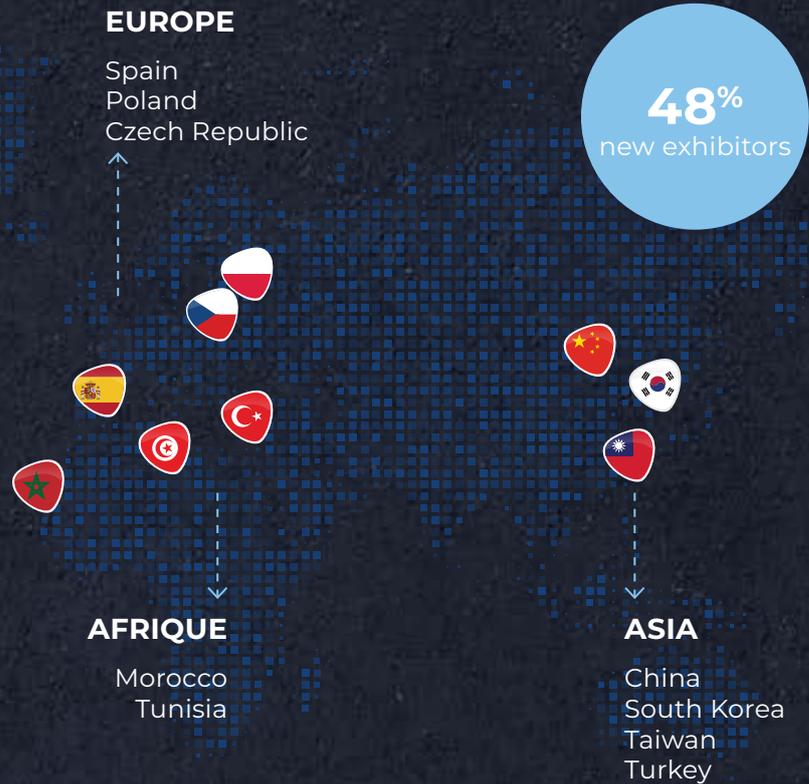
6%
Purchasing Directors,
Purchaser,
Fleet manager

100,000 sqm
covering the entire automotive value chain

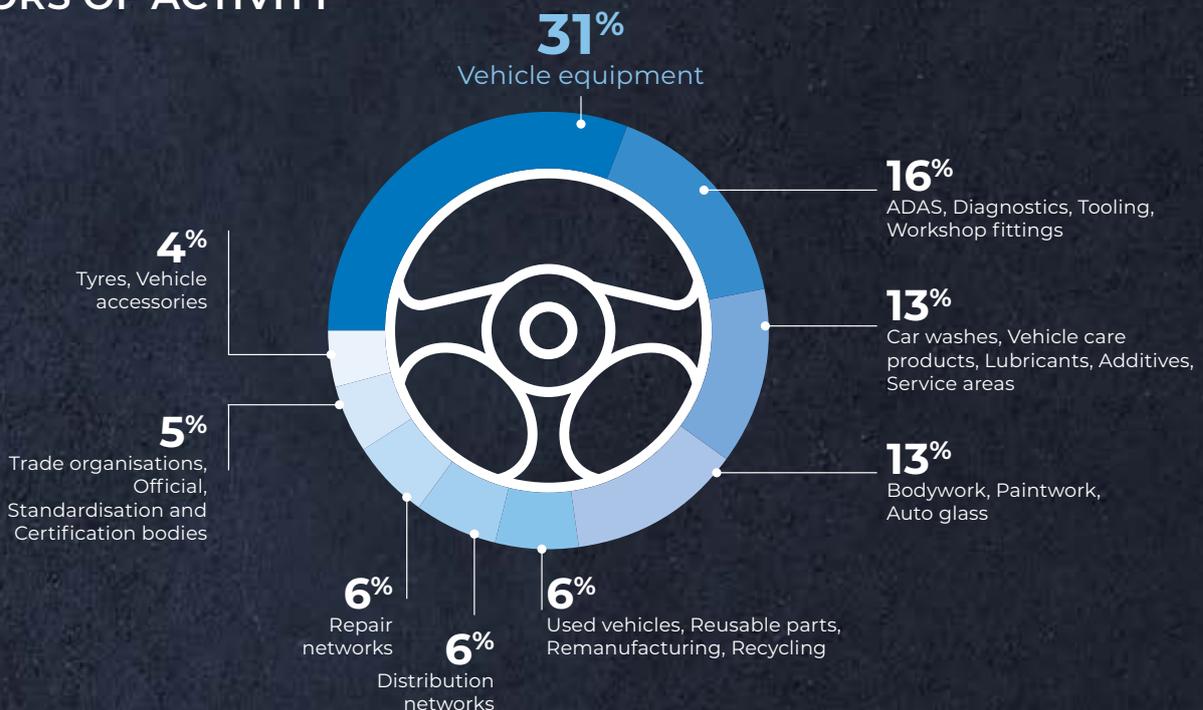
1,400
EXHIBITORS & BRANDS

55%
international exhibitors

9 INTERNATIONAL PAVILIONS
35 COUNTRIES REPRESENTED



SECTORS OF ACTIVITY





1



2



3



4



5



6



8



7

8 Thematic Villages

NEW for Paris 2025

- 1 | **Bodywork-Paintwork Village**
in partnership with the FFC
- 2 | **Univers VO (used vehicles) Village**
- 3 | **Circular Economy Village**
Reuse, Remanufacturing & Recycling
- 4 | **Startups Village**
- 5 | **Energy Village**
Energy suppliers, Oil companies, Battery technology, Charging infrastructure & Retrofitting
- 6 | **Talent Village**
Careers, Training & Employment
- 7 | **Tyre & Innovation Village**
in partnership with the Syndicat du Pneu
- 8 | **Tech Village**

EQUIP AUTO Paris, what exhibitors think



LAVANCE

Sandrine COCAULT,
Deputy Chief Executive Officer

The show was a fantastic opportunity to make new contacts as well as reconnect with our loyal customers, whom we were delighted to welcome to our stand. (...) We leave the show with numerous orders, concrete projects, and the energy of a very promising post-show period. All signs are green!

SINATEC EUROPE

Bas VERHOEVEN,
Director of Operations

We had a very positive experience participating in EQUIP AUTO for the first time. We reached a wider international audience than we had anticipated. It was also the perfect way for us as a company to introduce ourselves to the French market.

BOSCH

Fidji ZENOUDA,
*Team Leader Trade Marketing & Communication
France and Benelux*

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. (...) 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.

RÉSEAU CENTAURE

Cindy PEIXOTO,
Marketing Officer

The 2025 edition of EQUIP AUTO was a very positive experience for Groupe Centaure. The strong attendance allowed us to make numerous valuable connections, strengthening our visibility and opening up great prospects for growth. (...) A big thank you to everyone in the industry for making this event a success — see you in two years for new opportunities!

MANN+HUMMEL

Philippe ASTIER,
Automotive Aftermarket Director, France and Benelux

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.





95%
of exhibitors consider EQUIP AUTO to be a show providing useful **information and valuable exchanges for the industry**

90%
of exhibitors believe the show is **important for their business**

86%
of exhibitors describe EQUIP AUTO as **a showcase for innovation**

KEY STRENGTHS OF THE SHOW

- Meet **new potential clients**
- Meet existing clients and **strengthen professional relationships**
- **Increase visibility** and enhance company image
- Present a **new product, equipment, or service**

84%

of exhibitors are **satisfied with the quality of visitors**



110
contacts
established on
average

41%
new

* OJS figures and results from the EQUIP AUTO Paris 2025 surveys

Key highlights to celebrate 50 years of innovation

A RICH AND DIVERSE PROGRAMME

- **3 conference areas:**
EQUIP AUTO Arena, Tech Academy, Circular Economy Village Agora
- **1 European Grand Forum**
- **+120 conferences, round tables, workshops, meetings**
Simultaneous translation in 8 languages
- **+225 speakers and moderators**



EVENTS & HIGHLIGHTS

- Outdoor Testing Zone
- Educational exhibition:
“The future of tyres is on display here!”,
in partnership with the Syndicat du Pneu
- A job dating day,
in partnership with WAVE - Les Elles de l'Auto
- (R)évolution, the “50 Years” exhibition
- The EQUIP AUTO Hackathon
- The “Automobile Awards” car exhibition
- The Artists' Workshop
- The Jeep Willys Assembly/Disassembly Challenge
- The EQUIP AUTO Shop
- Guided tours
- Anniversary happenings throughout the aisles

7 THEMATIC TRAILS

- Motorised 2-3 wheelers
- Commercial Vehicules & Industrial Vehicle Aftermarket
- Committed to sustainability
- FNA Contest “Win a Garage!”
- Recruitment & Job offers
- Shortlisted & Winner Grands Prix
- License-free vehicules (VSP)

INTERNATIONAL GRANDS PRIX FOR AUTOMOTIVE INNOVATION



In 2025, the Grands Prix celebrated their **40th anniversary** with 166 entries, reviewed by a jury of **100 French and international journalists**, resulting in the **selection of 44 innovations** and the **recognition of 9 award winners**.



- 1 — ORIGINAL EQUIPMENT
PHINIA
Hydrogen Injection System
- 2 — LUBRICANTS, VEHICLE CARE PRODUCTS, WASHING AND
ROADSIDE SERVICES
TOTALENERGIES
Quartz EV3R concept
- 3 — GARAGE TOOLING AND EQUIPEMENT
MAHA FRANCE
MAIA
- 4 — PARTS, EQUIPMENT AND COMPONENTS FOR AFTERSALES
VALEO
DQ250 remanufactured dual clutch
- 5 — TYRES: PRODUCTS AND SOLUTIONS
CAROL
ScanDrive
- 6 — DIGITAL SOLUTIONS & CONNECTIVITY
ZF AFTERMARKET
ZF [pro]Manager
- 7 — ENERGY TRANSITION, SUSTAINABILITY DEVELOPMENT AND
CIRCULAR ECONOMY
THE REMARKERS
Manufacturing offer for electric vehicles (electric engine
and power electronics)
- NEW** 8 — SPECIAL CSR AWARD
DELPHI
Hydrogen Injection System
- 9 — AJTE FAVOURITES
(Association of Technical and Economic Journalists)
ÉRÉPAR
Electronic diagnostics by license plate number
FRANCE DÉBOSSÉLAGE
"Milan" 3D Laser Scanner
FEBI (BILSTEIN GROUP)
Smart Oil Tester
- NEW** 10 — ECO-DESIGN STAND AWARD
VALEO

The 50th Anniversary Gala Dinner of EQUIP AUTO

An exceptional gala dinner brought together 400 guests at the Palais Brongniart. This milestone anniversary was celebrated in a warm atmosphere, marked by a spirit of sharing and passion.



A multichannel communication strategy rolled out France and internationally

OUTSTANDING INSTITUTIONAL AND INTERNATIONAL PRESENCE

Placed under the High Patronage of the President of the French Republic, the show received strong institutional support, with members of Parliament sponsoring Villages and events, representatives from public authorities, several national and European elected officials, as well as embassies (Belgium, Egypt, Spain, Luxembourg, Morocco, the Czech Republic, Slovakia and Tunisia), confirming the event's international dimension.



STRONG MEDIA REACH

- Large-scale international promotion: in **30 countries** across **5 continents**
- A press tour and press conferences held in **8 countries**: Belgium, Spain, France, Italy, Morocco, the Netherlands, Tunisia, and Turkey
- Extensive coverage in France and internationally, including special broadcasts programs



STRONG SOCIAL MEDIA PRESENCE BEFORE, DURING, AND AFTER THE SHOW



PODCAST

“EQUIP AUTO : 50 YEARS OF PASSION”: 12 monthly episodes celebrating half a century of history and expertise in the automotive, aftermarket, and services sectors.

A community of **41,000+** followers

Over one year (Nov. 2024 – Nov. 2025):

+11,5% followers
+1,400,000 impressions

During the show:

261 posts & **117** stories
+640,000 impressions
+1,800 followers
Amplified by **34** influencers present over the 5 days



EQUIP AUTO YOUTUBE CHANNEL



- «Les Quotidiennes», daily recap videos posted each day during the show, hosted by -Laurence PERAUD (Journalist, Host, Presenter) -Yann DELPLANQUE (Producer, Author, Speaker)
- Conference replays available online



Photos from the EQUIP AUTO show available on paris.equipauto.com

Together, we go further toward a more sustainable exhibition

NO CLAIMS WITHOUT PROOF

External OTI audit: our figures will be independently verified

ENSEMBLE, ON VA PLUS LOIN... TOGETHER, WE GO FURTHER...

VERS UN SALON PLUS DURABLE TOWARDS A MORE SUSTAINABLE SHOW

1 Avril 2024 QU'EST-CE QUI FAIT LA DURABILITÉ ?

2 QU'EST-CE QUI COMPTE VRAIMENT ?

3 VOICI LE DÉFI DURABLE DES IMPACTS DU SALON

4 TRANSPORT LOGISTIQUE, STANDS ÉQUIPÉS ET STANDS AUX ROISSONS HORTICOLE, ÉCLAIRAGE, CHAUFFAGE, LOGISTIQUE ET FRET. MESURER L'IMPACT POUR GUIDER NOS CHOIX.

5 LES PERSONNES AU CŒUR DU SALON

6 L'IMPACT DU SALON, C'EST NOUS TOUS

7 OBJECTIF -30% Réduire de -30% l'empreinte carbone du salon

8 PLAN D'ACTION JANVIER 2025

9 CHANGEMENT CLIMATIQUE

10 BIODIVERSITÉ

11 ÉCONOMIE CIRCULAIRE

12 NOTRE EAU, NOS OCÉANS

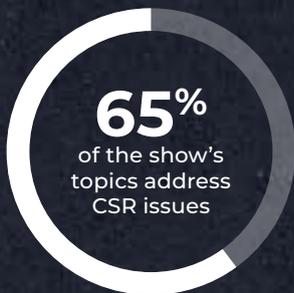
13 POLLUTION DE LAIR EN VILLE

14 COLLABORATEURS TRAVAILLEURS CLIENTS, PARTENAIRES TROUSSEUS.

LES ACTIONS COUP DE CŒUR 2025

ET VOUS VOS IDÉES POUR 2027 ?

1st international trade show to voluntarily adopt the **CSR/ESRS framework***



TAKING ACTION, EDITION AFTER EDITION

- Shared taxis to and from train stations & airports
- Secure bike and scooter parking
- Visitor transport carbon footprint assessment
- Eco-Design Guide for all exhibitors
- Thematic Trail highlighting committed exhibitors
- CSR Wall (showcasing the show's sustainability initiatives)
- Overall carbon footprint of the show

1 single TRIP to meet 23 SUPPLIERS

- **23 stands visited in a single trip**.**

According to ADEME and UFI, a trade show reduces emissions by 3 to 8 times compared to equivalent dispersed meetings. It is not an event to offset, it is an environmental lever in its own right.

SUSTAINABILITY TAKES CENTER STAGE

— SPECIAL CSR AWARD

No statements without evidence. A solid submission, measurable results, and genuine recognition.

Winner: PHINIA,
Hydrogen Injection System

— ECO-DESIGN STAND AWARD

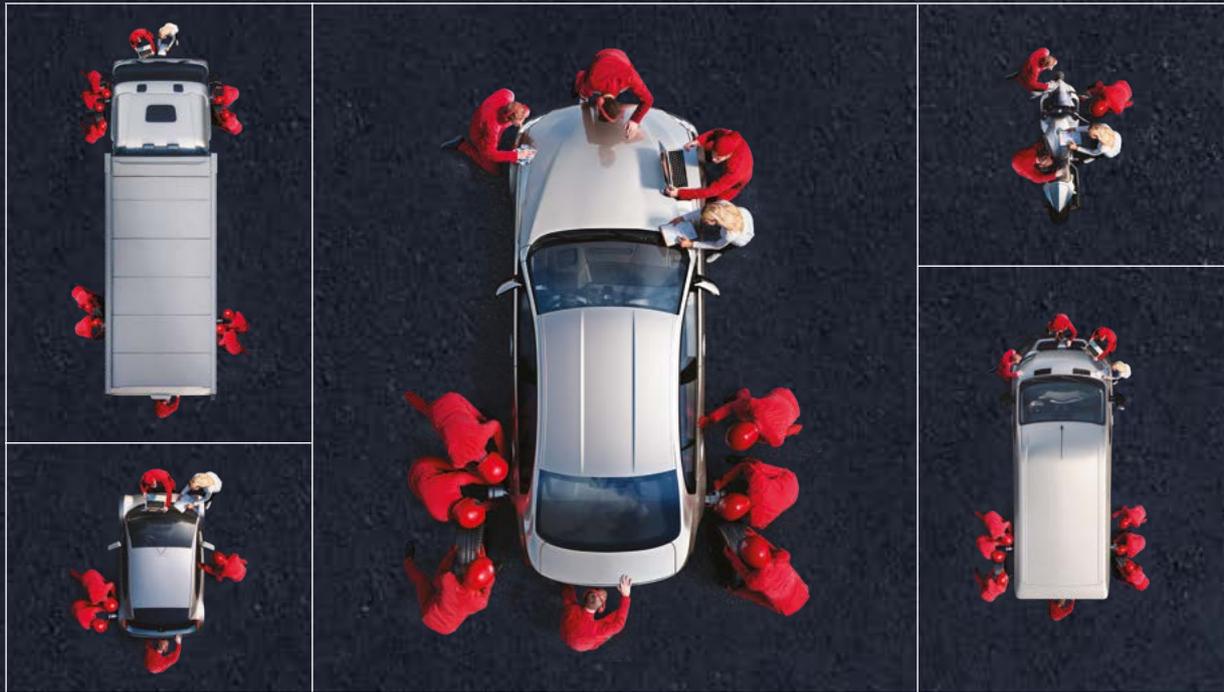
Materials, reuse, logistics: a dedicated jury and concrete criteria.

Winner: VALEO



*Corporate Sustainability Reporting Directive/ European Sustainability Reporting Standards
** OJS figures and results from the EQUIP AUTO Paris 2025 surveys

UNITED BY THE SAME PASSION



Our upcoming events



5 meetings in
2026



Algiers
March 30 - April 2
2026

20TH ANNIVERSARY EDITION



Abidjan
November 26-28
2026



Paris
October 12-16
2027

For any further information
or to exhibit

sales@equipauto.com

equipauto.com

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