



PRESS RELEASE – FLASH NEWS

EQUIP AUTO Paris 2027 partners with ALCOPA Auction and launches a motorcycle auction at the heart of its 2–3 Motorised Wheels & Light Vehicles without Licence Village

Paris, April 23, 2026 – EQUIP AUTO Paris 2027 announces a groundbreaking partnership with ALCOPA Auction, a leading European player in used vehicle auctions. Together, they will introduce a “phygital” motorcycle auction integrated into the 2–3 Motorised Wheels & Light Vehicles without Licence Village, a new strategic space dedicated to industry professionals.

A lever to structure a B2B offer in the 2/3-wheel sector

In a context of strong market momentum, EQUIP AUTO is accelerating the development of its offer dedicated to motorized mobility, with a clear ambition: to become the leading B2B meeting point for 2/3-wheel professionals.

This partnership with ALCOPA Auction fully aligns with this strategy by adding a concrete and transactional dimension to the exhibition.

A unique motorcycle auction at a professional trade show

Organized for the first time within EQUIP AUTO, this auction will take the form of a hybrid setup combining physical and digital presence:

- A selection of around 100 motorcycles offered for sale
- 30 to 40 motorcycles displayed on site within the 2–3 Motorised Wheels & Light Vehicles without Licence Village
- A live auction session led by an auctioneer
- Simultaneous online participation via the ALCOPA Auction platform

- Real-time broadcasting on screens, allowing buyers to follow and bid remotely

Beyond the event itself, this initiative aims to showcase new distribution channels and foster exchanges between professionals, fully in a B2B approach.

2–3 Motorised Wheels & Light Vehicles without Licence Village : a new business hub within the exhibition

The auction is part of the 2–3 Motorised Wheels & Light Vehicles without Licence Village, designed as a key structuring area of the show, bringing together the entire ecosystem:

- equipment manufacturers and parts distributors
- maintenance and repair professionals
- workshop equipment manufacturers
- technical inspection and aftermarket player.

Conceived as a true business hub, the Village will also feature demonstrations, educational content, and speaking sessions to support market growth and generate business opportunities.

A collaboration supporting market development

For ALCOPA Auction, this partnership is an opportunity to strengthen its visibility among motorcycle industry professionals and support the development of this activity.

For EQUIP AUTO, this initiative brings a high value-added highlight to the show, aligned with market trends and professionals' expectations.

« With this motorcycle auction, we aim to offer a concrete, useful, and business-oriented experience for professionals. It fully reflects our ambition to build a strong offering for the motorized 2/3-wheel sector within EQUIP AUTO. »

— Aurélie Jouve, EQUIP AUTO Exhibition Director

« This partnership with EQUIP AUTO allows us to introduce our model to a wide professional audience and support the growth dynamics of the motorcycle market. »

— Jean-François Maréchal, Director of ALCOPA Auction

About EQUIP'AUTO SAS

EQUIP'AUTO SAS designs and develops leading international trade events dedicated to the automotive industry, aftersales and services sector. Our mission is to bring together all stakeholders, innovations and areas of expertise across the automotive value chain to imagine and build the mobility of tomorrow. We are committed to remaining at the heart of industry exchanges, trends and ecosystem developments.

Since 1975, EQUIP AUTO has established itself as a strong and recognized brand, present every year through events organized in Paris, across the regions and internationally.

About ALCOPA Auction

ALCOPA Auction is the French leader in auctions, with more than €950 million in sales in 2025 (cars, motorcycles, industrial equipment), supported by seven auction sites and a high-performance digital platform.

Our events in France and around the world



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