



PRESS FLASH INFO

EQUIP AUTO strengthens its partnership with the Automobile Awards

Le Lundi 20 avril 2026 - EQUIP AUTO announces the strengthening of its partnership with the Automobile Awards for the 2026 and 2027 editions.

Engaged for the past two editions, this collaboration is reaching a new stage with a shared ambition: to further bring together manufacturers and equipment suppliers and support the transformation of the automotive industry.

In this context, EQUIP AUTO becomes co-organizer of the “Equipment Suppliers” segment of the Automobile Awards, with increased involvement across all dedicated categories:

- Equipment of the Year
- Technological Innovation
- Environmental Responsibility
- Design & User Experience
- Industrial Performance

EQUIP AUTO will also be associated with two mixed awards — the Partnership Award and the Advertising Award — which highlight collaborations between manufacturers and equipment suppliers.

This partnership will also take on a tangible dimension at EQUIP AUTO Paris 2027, taking place from October 12 to 16 at Paris Expo Porte de Versailles, with the implementation of an automotive exhibition showcasing a selection of vehicles competing for the “French People’s Favorite Car” award. This exhibition will be enhanced with dedicated content and interactive features designed to offer an

immersive experience to visitors and to showcase the vehicles in a more dynamic format.

“This partnership fully aligns with our development strategy and our ambition to make EQUIP AUTO a convergence point for the entire industry.” says Aurélie Jouve, EQUIP AUTO Exhibition Director



Lionel Robert, organizer of the Automobile Awards, adds:
“ The strengthening of this partnership with EQUIP AUTO will allow us to give greater prominence to equipment suppliers within the Automobile Awards.”

About EQUIP’AUTO SAS

EQUIP’AUTO SAS designs and develops leading international trade events dedicated to the automotive industry, aftersales and services sector

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.

Our events in France and around the world



THE EXTRA MILE Le Club
5 meetings in Paris in 2026
Exclusive to members



EQUIP AUTO CÔTE D'IVOIRE
November 26 to 28, 2026
TO EXHIBIT



EQUIP AUTO MAROC
EQUIP AUTO Algeria
March 29 to April 1, 2027
TO EXHIBIT



EQUIP AUTO ALGERIA
March 29 to April 1, 2027
TO EXHIBIT



EQUIP AUTO PARIS
October 12 to 16, 2027
TO EXHIBIT

Press Contact – Media Relations
Amélie HUVELIN – Head of Communication & Press Relations
amelie.huvelin@equipauto.com - +33 (0)6 10 59 37 38

To discover the latest news from EQUIP AUTO :

