



FLASH INFO PRESSE

Detailing and automotive cosmetics make their debut at EQUIP AUTO Paris 2027 through a unique strategic partnership

Paris, Thursday May 28, 2026 – EQUIP AUTO Paris is taking a new step forward in the development of its automotive aesthetics offering by announcing the signing of a strategic partnership with Formation Detailing, a leading player in the detailing industry and professional training sector dedicated to this field.



A true market trend and a new generation of automotive aesthetics, detailing offers a premium approach to vehicle care, focused on precision, high standards and vehicle enhancement. Through advanced cleaning, correction, restoration and protection techniques, detailing enhances every aspect of a vehicle to reveal its full aesthetic potential while preserving its appearance over time.

As part of the 2027 edition, this partnership will lead to the creation of a brand-new area entirely dedicated to automotive cosmetics and detailing, ideally located between the car wash and body repair sectors in order to strengthen the consistency between professions linked to vehicle aesthetics and refurbishment.

Designed as a genuine space for entertainment, demonstrations and knowledge sharing, this new highlight of the exhibition will feature throughout the 5 days:

- live demonstrations,
- daily entertainment and activities,
- masterclasses and expert talks,

- before-and-after educational showcases,
- as well as a spotlight on careers and opportunities within the detailing industry.

The highlight of this area will be the live restoration of a “barn find” vehicle throughout the entire exhibition. A spectacular transformation carried out by the teams and experts present on the detailing area, showcasing the expertise, technical skills and passion that drive professionals in the sector.

Through this partnership, EQUIP AUTO Paris confirms its ambition to sustainably structure this fast-growing market, promote detailing expertise and support the evolution of aftersales and automotive service professions.

“This partnership marks an important step in the development of new high-potential sectors for EQUIP AUTO. Detailing and automotive cosmetics are responding to growing expectations from both the market and industry professionals. We want to provide this sector with a platform for expression, visibility and demonstration that reflects its dynamism,” says Aurélie Jouve, Director of EQUIP AUTO exhibitions.

Formation Detailing will play a central role in the project, maintaining a continuous presence throughout the exhibition while bringing together industry professionals, specialist centres, partner brands and future talents of the detailing sector.

With this new area, EQUIP AUTO Paris continues its mission: anticipating developments in the automotive aftersales and services market while bringing together all industry stakeholders around emerging trends, innovations and professional expertise.

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 FORMATION DETAILING

Based in Trappes, France, Formation Detailing is a training organization specialized in detailing, automotive aesthetics and high-end vehicle preparation. Recognized as a leading player in the industry, the organization supports professionals, entrepreneurs and enthusiasts through technical and certified training programs dedicated to polishing, premium car washing, wrapping, PPF, interior restoration and leather care.

Thanks to its partnerships with Chambers of Trades and Crafts (CMA), Chambers of Commerce and Industry (CCI), as well as various institutional and professional stakeholders, Formation Detailing helps

make these professions and training programs accessible throughout France, across the North, East, South and West regions, while actively contributing to the structuring and professionalization of the automotive aesthetics sector.

<https://formationdetailing.com>

Our events in France and around the world


THE EXTRA MILE Le Club
5 rendez-vous en 2026
Exclusive to members


EQUIP AUTO Côte d'Ivoire
November 26 to 28, 2026
TO EXHIBIT


EQUIP AUTO Morocco
January 21 to 24, 2027
TO EXHIBIT


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


EQUIP AUTO Paris
October 12 to 16, 2027
TO EXHIBIT

Information and bookings:

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