



autopromotec

21 - 24 May 2025

Bologna - Italy



**30th International Biennial Exhibition
of Automotive Equipment
and Aftermarket Products**

60 YEARS!

The manufacturers' exhibition

Now in its thirtieth edition and **60 years of history** (the oldest event in the sector in Europe and the world), Autopromotec has grown along with its audience, thanks to the increasingly qualified exhibitors, and is now considered the **main International trade show** gathering all automotive aftermarket product groups under one roof: **from tyres to car service, from workshop equipment to spare parts.**

Product innovations and industrial excellence, cutting edge technologies and market opportunities, high-level conventions and **B2B meetings** draw manufacturers and professional operators **from all over the world** to a venue designed to create globally oriented networks, to boost business growth and gather important strategic input.

This is what now makes Autopromotec **the most specialised international** exhibition of automotive equipment and aftermarket products.

Focus

583 product categories covering all aftermarket product subsectors.

There is not a single aspect of the automotive after-sales assistance services that is not extensively covered by the Autopromotec exhibition: equipment, spare parts, car washes, tyres, accessories, including even the most sophisticated software and ICT solutions, regardless of whether they are produced by the largest multinationals or by small innovative start-ups.

The horizontal completeness and strong vertical specialisation make each Autopromotec hall a true "show within a show"



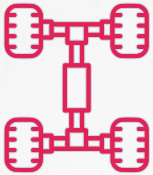
3 Product areas that make Autopromotec famous worldwide



The best aftermarket workshop tools available on the market

The automotive equipment sector makes Autopromotec the international benchmark for the automotive aftermarket industry, thanks to the high number of companies gathered in one of the most important venues at global level.

A hub for excellence and innovation serving mechatronics, mechanics and tyre specialists, workshops, body shops, car dealers, service stations, car washes and auto repair centres.



Everything that revolves around the wheel: tyres and tyre equipment

New and retreaded tyres, rims, accessories, equipment and products for the sale, service, diagnostics and repair of tyres, in addition to the entire tyre retreading sector: machines, equipment, moulds and materials. The presence of leading manufacturers and highly specialised sector professionals means that Autopromotec presents the best products available worldwide in terms of quality, research and innovation for all these areas.



Spare parts and car service: technological excellence on show

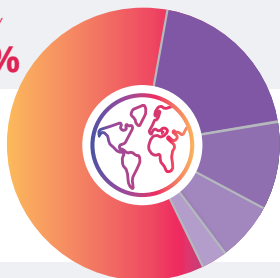
To date, the strongest innovation drive comes from the auto components sector, as can be seen by the number of visitors to halls dedicated to spare parts, car components and car service. This is a sector that Autopromotec has developed and consolidated over the years to become a strong complement to other sectors and which today has allowed the exhibition to represent every aspect and element of the automotive aftermarket industry.

Professional operators present



Origin of exhibitors

ITALY
69%



INTERNATIONAL
31%

Edition 2022

Top 10 countries represented
Germany, China, Poland, Turkey,
Holland, Spain, United Kingdom,
France, USA, India, Belgium

- > **1,311** participating companies
- > **46** countries represented

Italian exhibitors

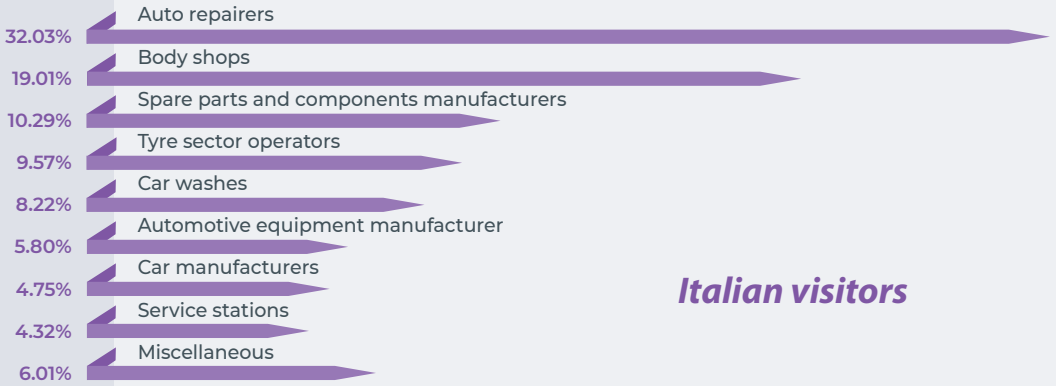
Edition 2019 > **914**

Edition 2022 > **898**

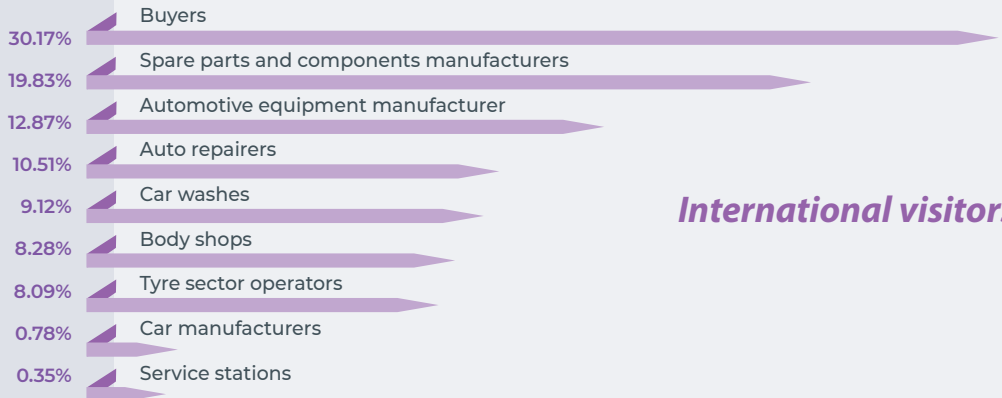
International exhibitors

Edition 2019 > **685**

Edition 2022 > **413**



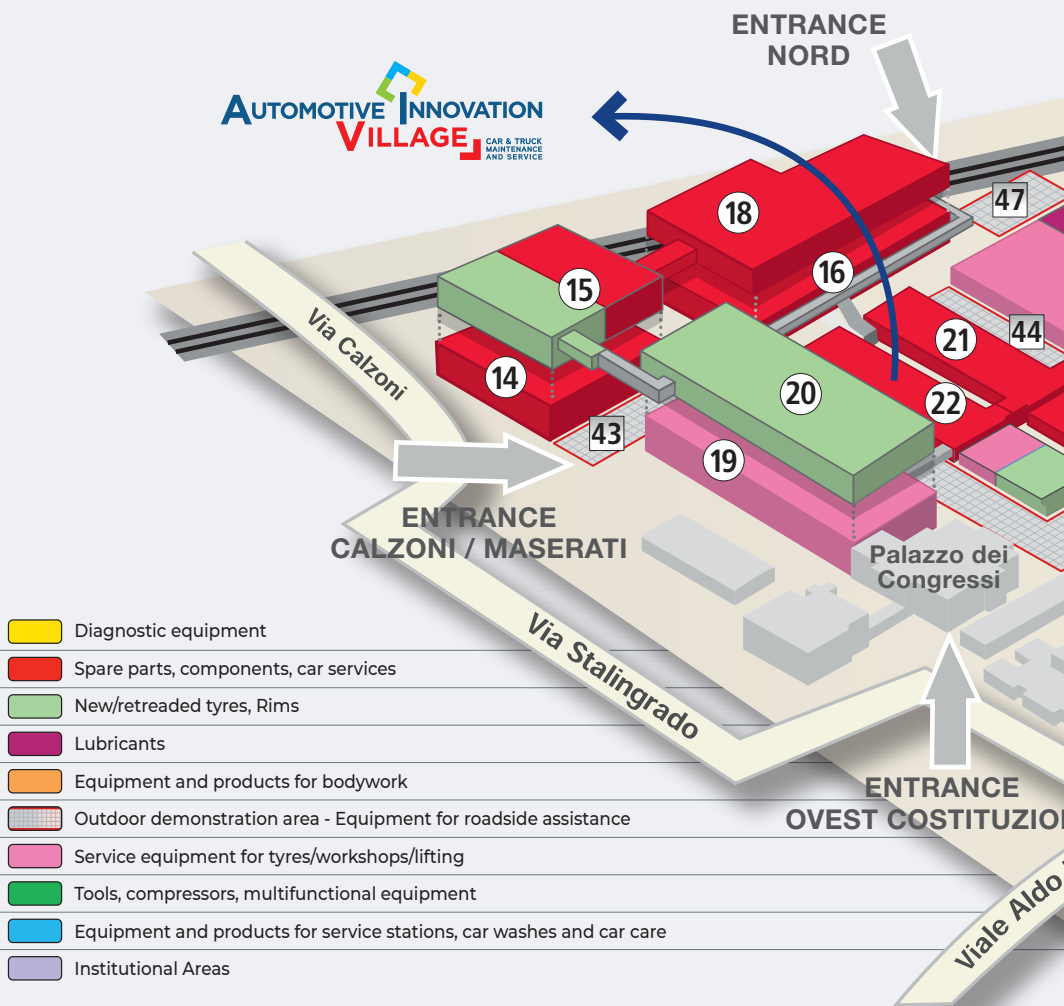
Italian visitors



International visitors



Product map



15 halls



7 outdoor areas



165,000 m² of exhibition space

Autopromotec2025



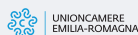
Internationalization, Delegations, B2B, IAMs



Ministry of Foreign Affairs
and International Cooperation



ITALIAN TRADE AGENCY



Thanks to the support of MAECI (Italian Ministry of Foreign Affairs and International Cooperation) and ICE Agenzia, over 160 official buyers from over 40 world markets attended Autopromotec 2022. More than 800 validated meetings were held, both in the B2B Area and directly at the stands, involving over 150 manufacturers.

The buyers represented the markets of Australia, Azerbaijan, Canada, Egypt, Ethiopia, Finland, Indonesia, Iran, Israel, Japan, Jordan, Kazakhstan, Kenya, Kuwait, Libya, Malaysia, Mexico, Morocco, Saudi Arabia, South Korea, South Africa, Tanzania, Thailand, United States, Uzbekistan, and Vietnam. In addition, selected operators from Argentina, Brazil, Chile, Colombia, Croatia, India, UAE, Lithuania, Poland, Romania, and Turkey participated in the business matching meetings, which were coordinated directly by the organisers with the support of the Emilia-Romagna Region and Unioncamere.

The next edition of Autopromotec aims to be the most international to date in terms of the buyers, operators and international stakeholders it will host, also through the "Buyer's Club" project.



Autopromotec2025



Autopromotec 2025 will host workshops and coordinate events dedicated to international networking. The new edition of “IAM - International Aftermarket Meetings” will feature the world’s leading associations and companies as well as provide international insights dedicated to foreign spare part distributors, the future of the bodywork sector and garage equipment that is facing the challenge of vehicle electrification, providing a unique opportunity for players in the supply chain to keep up to date and exchange ideas.

The IAM workshop experience is based on the excellent internationality achieved by Autopromotec and on the strong relationship it has with the main industrial associations at both European and world level.

Conferences, training, networking

AutopromotecEDU, the largest forum for exchanging ideas and discussing the most current and innovative issues in the automotive aftersales sector, featured more than 20 conferences, more than 100 speakers from the media, companies, associations and institutions, and attracted more than 2,300 participants over the 4 days of the event.

In 2025, the programme will continue to offer a wide range of events on the various aspects of car repair, focusing on all players in the industry, including the international trends symposium (the now famous International Aftermarket Meeting – IAM), country presentations on strategic markets, specific workshops on marketing and management topics, and a series of meetings dedicated to specific professional categories.

Exchange information, analysis and trends, discuss new scenarios together with the most authoritative voices in the sector: as always, AutopromotecEDU will offer concrete ideas to optimise, innovate and grow your business, keeping pace with the rapid innovations in our world.



Autopromotec 2025

Over the years, Autopromotec has established itself as the place to meet and exchange ideas for the entire aftermarket industry, both at an Italian and at an international level.

The close collaboration with public bodies and the main associations has made the event a real hub for the sector, recognised as a driving force and lever for the development for all operators.

In the next edition, 4 areas will be analysed in greater depth. These will focus on the major changes that will have an impact on the sector and, more generally, on all industrial processes.





Autopromotec 2025 Focus & Strategy

Sustainability/ESG

Sustainability and **ESG criteria** (Environmental, Social and Governance) are becoming increasingly important in the automotive maintenance sector: the use of sustainable and eco-friendly materials, energy efficiency, and waste management.

In addition, on the environmental side, the implementation of technologies to **reduce emissions** during repairs; on the social side, workplace safety, continuous staff training, **inclusion and diversity**; and on the governance side, the adoption of transparent practices in managing operations and in communicating with customers, as well as regulatory compliance.

The ESG criteria will also have an impact on the specific maintenance of electric vehicles: staff training and the need for different skills compared to internal combustion engine vehicles, as well as investment in infrastructure for charging electric vehicles in workshops.

Integrating sustainability and ESG criteria into the automotive maintenance sector will not only help protect the environment and improve social conditions, but will also provide **an opportunity for companies** to differentiate themselves and enhance their reputation.

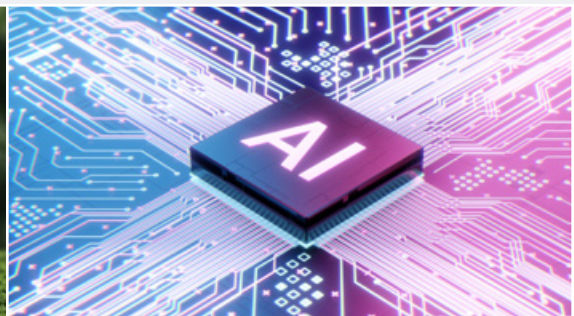
AI & Aftermarket

Artificial Intelligence (AI) is transforming the automotive aftermarket industry, driving innovations that improve efficiency, accuracy and customer experience.

Some areas of focus will be predictive **maintenance**, using sensors and telematics devices to collect real-time data on the condition of vehicles and **advanced diagnostics** that will identify faults more accurately than traditional methods.

Spare part management will also be transformed, with AI predicting spare part demand and inventory levels to reduce costs and improve availability, and making personalised recommendations for maintenance and the replacement.

The benefits will range from cost reduction, improved service quality, operational efficiency and **continuous innovation**.



Car-Connectivity-Workshop

The integration of connectivity technology in automotive workshops will improve efficiency and quality of service, using various technologies to transform the way workshops operate and interact with vehicles and customers: **remote diagnostics** will evolve thanks to connectivity, and **vehicles will be able to send data directly to the workshop**. This will allow technicians to identify problems before the vehicle even arrives at the workshop, **reducing waiting times** and improving the efficiency of the repair process.

Remote software updates, fleet management and monitoring, increased **customer interaction**, improved part management and technician **training** with access to online training resources are also areas where workshop connectivity will have an impact.

Autopromotec & Motor Valley

The Italian **Motor Valley**, famous for being home to some of the world's most prestigious car and motorcycle brands, is located in **Emilia-Romagna**. The region is also renowned for its culture and passion for cars, with museums, private collections and racetracks attracting enthusiasts from all over the world.

Bologna, in the heart of the Motor Valley, is also home to Autopromotec, making the exhibition easily accessible to local companies and international visitors interested in exploring this iconic region. At the same time, **the proximity to the Motor Valley allows Autopromotec to benefit from the strong industrial base and network of technical skills** available in the area.

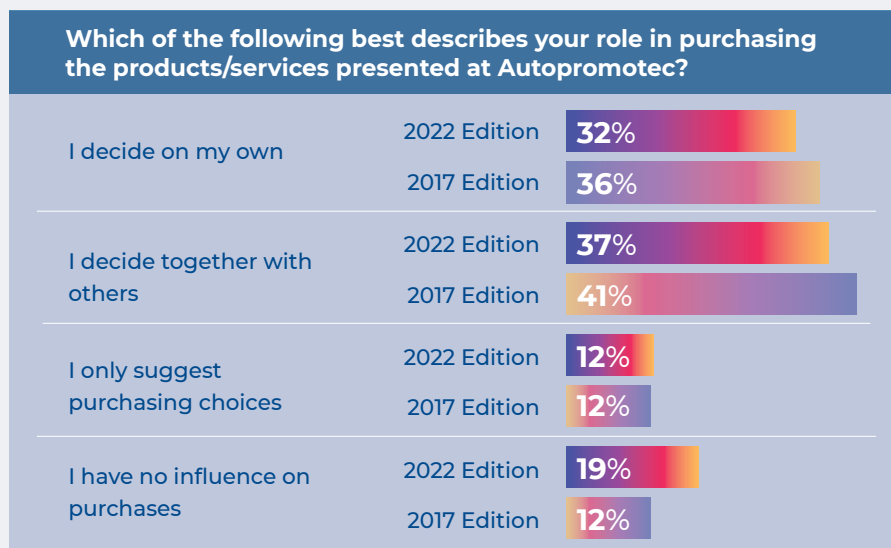
The combination of a world-class exhibition and an iconic automotive district creates a unique environment for growth, innovation and collaboration among automotive professionals.



The 2022 edition of Autopromotec marked an important step towards normality for the automotive aftermarket sector after the long months of the pandemic. The numbers for the 29th edition were extremely favourable, as can be seen by the survey conducted by GRS Explori that involved Visitors and Exhibitors.

Customer satisfaction analysis - VISITORS

by GRS Explori



Customer satisfaction analysis - EXHIBITORS

by GRS Explori

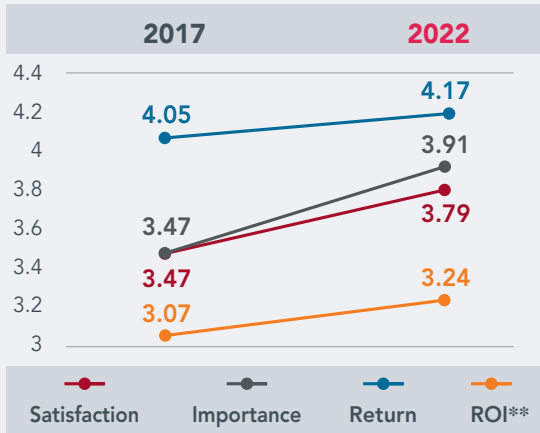
Autopromotec performance indicators All exhibitor KPIs are up compared to 2017

Satisfaction: there is no significant difference between exhibitors from Italy and those from abroad, while the 'average' exhibitors (between 60 and 100 square metres) achieved greater satisfaction (4.1) than larger ones (over 100 square metres, 3.6) and small ones (less than 60 square metres, 3.7).

Importance: significantly more important for Italian exhibitors compared to foreign exhibitors (4.0 vs 3.3); the same is true in terms of satisfaction with regard to square metres (average very satisfied, large and small less so).

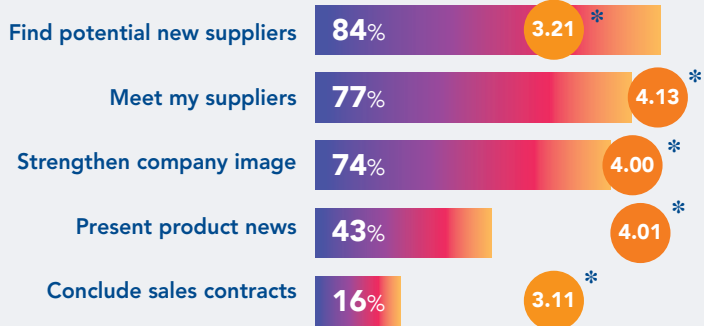
Return: high for all exhibitors, more of a certainty than a probability.

ROI: also increasing, although on average remaining the lowest among the KPIs



**ROI (Return On Investment) indicates the profit from an investment deriving from the invested capital "Return on investment"

What were the objectives of your visit to Autopromotec? How far do you think you achieved them?



(*)LEGEND:

Objectives achieved by participating in the fair

1: no objectives achieved

5: all objectives achieved

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