

UNITED BY
THE SAME PASSION



Under the High Patronage of
Mr Emmanuel MACRON
President of the French Republic



EQUIP AUTO
THE INTERNATIONAL EXHIBITION
FOR AUTOMOTIVE PROFESSIONALS



TECH VILLAGE

PARIS
2025
14-18
OCT.

PARIS EXPO
PORTE DE VERSAILLES

1975

50 YEARS

2025

EQUIPAUTO celebrates half a century of innovation, encounters and progress in the automotive sector, its aftermarket and services for connected mobility. Founded in 1975, it is **the premier tradeshow** for the automotive industry in France.

This anniversary edition marks an important milestone for the automotive industry, bringing together in Paris the various players in the value chain as a whole: **PC, LCV, HGV, motorised 2-3 wheelers, licence-free cars**. An opportunity for the sector's professionals, exhibitors, visitors and journalists, whether from France or abroad, to share their vision of the future.

Creation of
EQUIPAUTO

1975



1977



1979



1987



1990



1995



2017



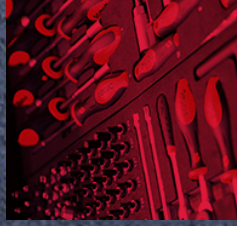
2022

50th
anniversary
EQUIP AUTO

2025

EQUIP AUTO Paris 2025 in figures

1,400
Exhibitors
and Brands



100,000

Professionals

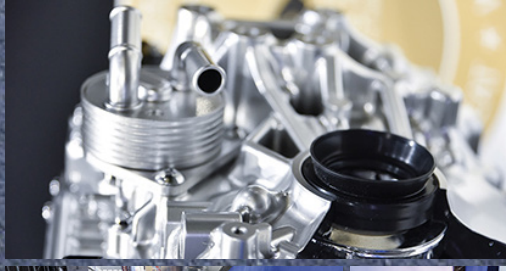


5

Pavilions

100,000+

M² exhibition space



Paris

A CENTRAL SHOWCASE

Influencing extending beyond
european borders



PARIS

Europe
Paris

36%
new
visitors

90%

of visitors consider
EQUIP AUTO Paris to be
important for their business
activities

Top 10 visiting countries (excl. France)

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



See
new products or
services



Find out
about certain
products or services
in particular



Meet
new suppliers

A diverse visitor audience

representative of the automotive sector,
its aftermarket, and mobility-related services

ACTIVITIES

31%
trade
& retail

11%
services to
professionals or
retail customers

44%
repairs &
maintenance

9%
industry

5%
official bodies,
federations,
media, teaching

POSITIONS

38%
tradesmen, managing owners

19%
heads of department, foremen

14%
managing directors, directors, CFO

12%
purchasing directors, purchasers

7%
commercial, sales, marketing managers

5%
technicians, engineers, manual workers

5%
fleet managers

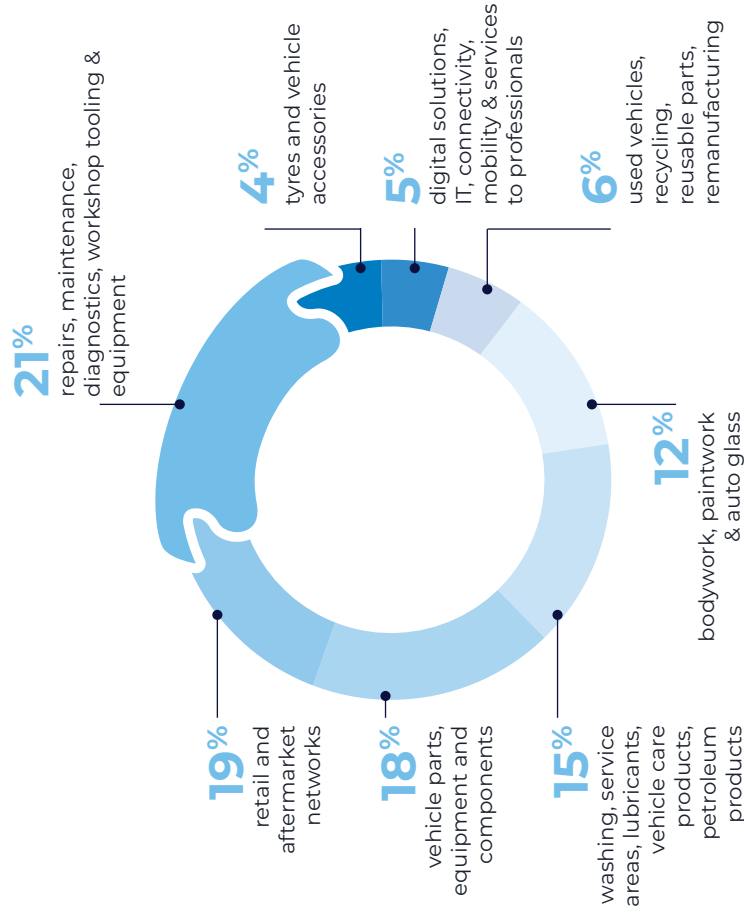
*Figures for EQUIP AUTO Paris 2022

EXHIBITORS FROM around the world



*Figures for EQUIP AUTO Paris 2019 & 2022

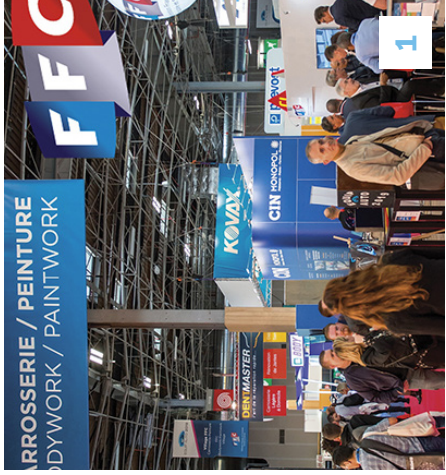
BREAKDOWN OF sectors of activity



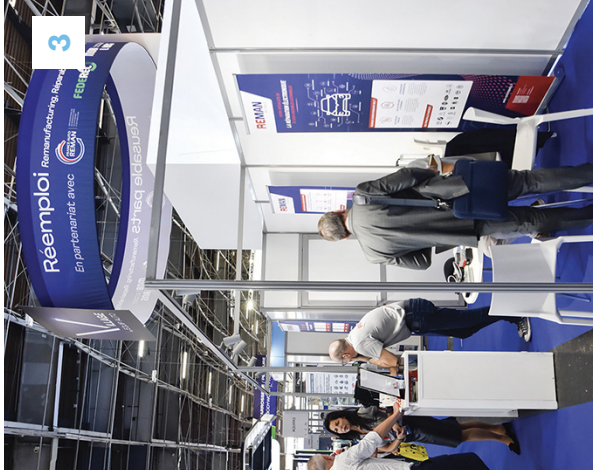
*Figures for EQUIP AUTO Paris 2022

VILLAGES

by EQUIP AUTO



Theme-based forums for meetings in the show, the **Villages** are an opportunity to discover and discuss the latest innovations, products and services, sector by sector. Establish strategic contacts, and reinforce your visibility and position in your area of business.



- 1 Bodywork-Paintwork Village
- 2 Univers VO Village (used vehicles)
- 3 Circular Economy Village:
Reuse, Remanufacturing & Recycling
- 4 Startups Village

NEW for Paris 2025

Tyre & Innovation Village

Tech Village

Energy Village:

Energy suppliers, Oil companies, Battery technology, Charging infrastructure & Retrofitting

Talent Village:

Careers, Training & Employment



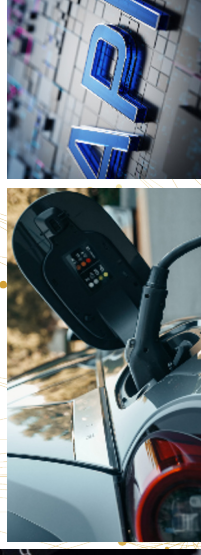
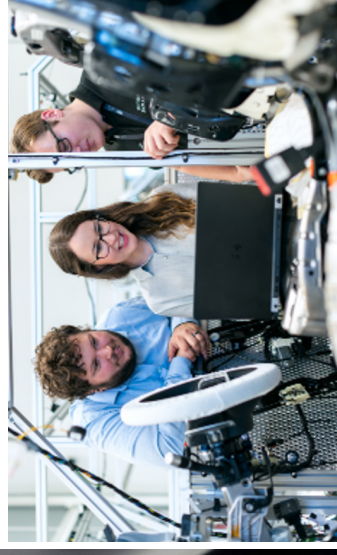
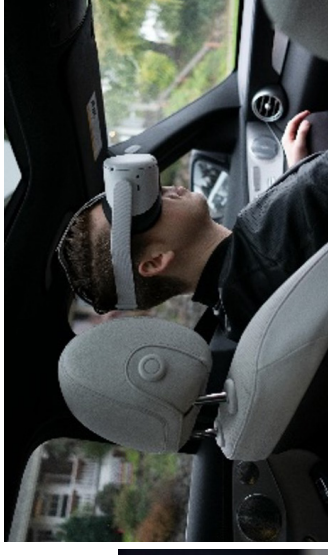
Syndicat du Pneu
représentant de la filière depuis 1929

Tech Village

at EQUIP AUTO Paris 2025

A federating event for automotive Tech

- A **central gathering in Paris** for global players
- A **theme-driven Village dedicated to Tech**
- Helping you **make contacts** and generate business **leads** to widen your professional network
- An **outdoor live display area** to present and test your innovations in real conditions
- Key **emphasis on offering an experience** to customers and potential clients
- **Demonstrations** before journalists, influencers and specifiers
- **Media coverage**
- **Targeted focus themes**
- **Speaking opportunities** in the Village's Tech Academy



Tech Village

at EQUIP AUTO Paris 2025

The growing influence of technology in the automotive industry

The automotive sector is experiencing a profound transformation, driven by technological progress.

Software defined vehicles (SDV) are reshaping traditional vehicles by placing software at the centre of their workings. These vehicles, in which over-the-air (OTA) software updating can improve performance or add new features, are illustrations of a transition to increasingly connected and scalable mobility.

Artificial intelligence (AI) also plays a central role, not only in the development of driver assistance systems but also in the individualisation of the user experience.

In parallel, the transition to electric powertrains is shaking up the market on the back of growing environmental concerns and ever more stringent regulations.

The arrival of new market players means that the leadership of the future is up for grabs now, as these players are arriving with a novel approach combining technology, performance and sustainability.

The importance of exhibiting at EQUIP AUTO Paris 2025 in a fast-moving market

Develop your business, brand awareness and gain new market share:

- An opportunity to **present your innovations** in the area of SDV, AI, batteries and more generally tomorrow's mobility.
- **Make yourself known** to the people who will be doing the aftersales support on your vehicles, equipment and innovations launched on these markets.
- **Develop your European distribution** and aftersales network.
- **Increase your visibility** and profile on European and global markets.
- **Live demonstrations** before journalists, influencers and other professionals on our outdoor space will help you maximise **media coverage**.



Paris is an international showcase which will bring you extended reach across all of Europe and boost your activity with European automotive sector professionals.

Tech Village

at EQUIP AUTO Paris 2025



Themes addressed:

- Software defined vehicles (SDV)
- Current and future infotainment
- Smartphone connection and convergence
- AI in vehicles / OS
- Smart auto glass
- Autonomous vehicles
- Smart paint
- Vehicle marketing and distribution, network development
- Advanced driver assistance systems (ADAS)
- Chassis control, equipment
- New powertrains: electric and hydrogen vehicles
- OTA-controlled remote vehicle servicing and maintenance (software and hardware)
- Remote troubleshooting
- The role of robots in automotive services

Tech Village

What types of market players attending EQUIP AUTO Paris 2025

will transform the automotive supply chain and
aftermarket in the coming years.

1. Manufacturers & OES

Historic vehicle manufacturers and
original equipment suppliers
New market entrants



2.

Tech players

GAFAM
BATX
Start-ups
New players from
the smartphone sector



3.

Service companies

Advisory
Innovation
Support



Outdoor testing area at EQUIP AUTO Paris 2025

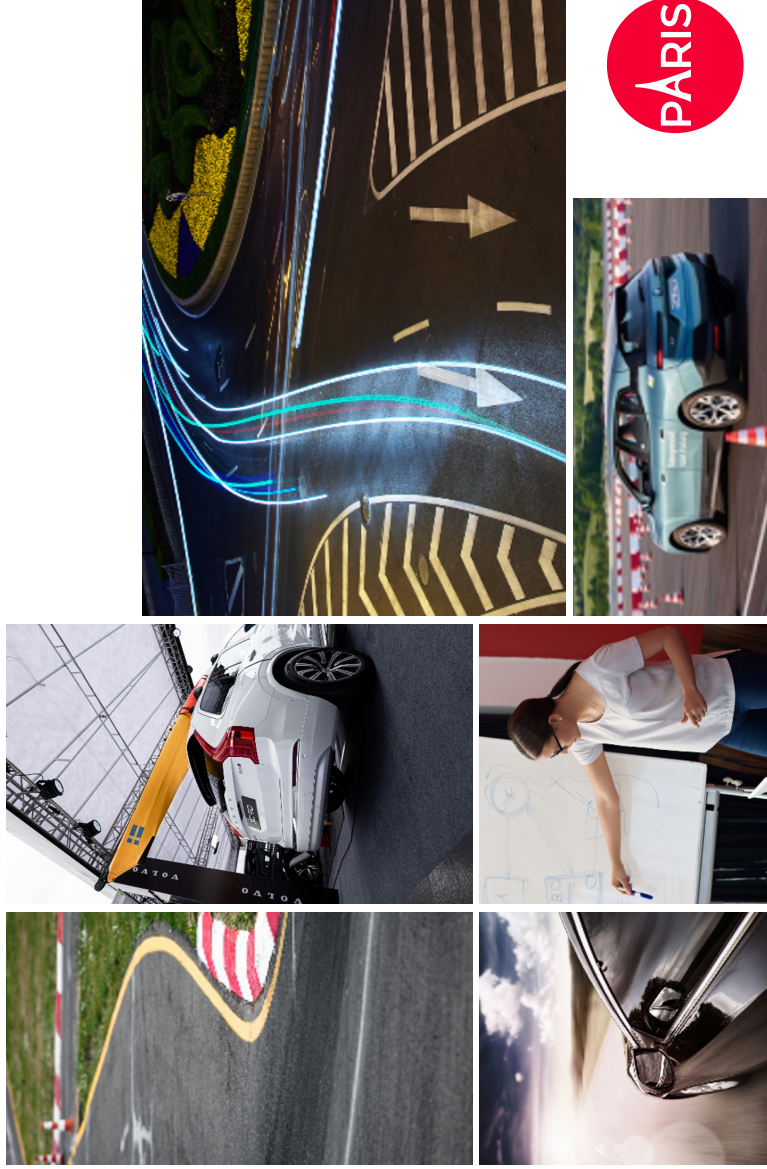
The advantages offered to you by this demonstration zone

— EQUIP AUTO Paris is positioned as an exclusive meeting place for **sharing and experiences**. The demonstration zone offers an ideal opportunity to stand out from the competition and get the most out of your presence at the show. By offering your customers and sales leads the chance to try out your vehicles and technologies in real-life conditions, you will turn a conventional presentation into a tangible and memorable experience. Your innovations, whether in electric drivetrains, features around software defined vehicles (SDV) or advanced driver assistance systems, can therefore be seen and appreciated directly and persuasively. This immersive impact will reinforce trust in your products, arouse interest in your solutions, and position your brand as a forerunner in innovation.

Innovation and Technology

— EQUIP AUTO Paris aims to be at the forefront of **upcoming industry developments and breakthroughs**. The show is designed as a point of convergence where experts and professionals decipher and analyse market developments, from original equipment to the aftermarket and connected mobility services.

Live demonstrations before journalists, influencers and other professionals on the outdoor testing area will help you maximise media coverage.



Exhibition map

PARIS EXPO PORTE DE VERSAILLES

Pavilions
1 | 2.2 | 2.3 | 3 | 7.1

OUTDOOR TESTING AREA

Rue Marcel Vol

Pav. 7.1

P7

Tech Academy

TECH & STARTUPS VILLAGES

Rue du 4 Septembre

(R)Evolution "50 years" display

PONT DES EXPOSITIONS

● EQUIP AUTO Classic

PAVILION 1

- Repair-maintenance: ADAS, Diagnostics, Tooling, Workshop fittings
- Spare parts, Vehicle equipment & Networks
- Lubricants & Additives
- Used vehicles, Reusable parts, Remanufacturing & Recycling
- ✓ Univers VO Village (used vehicles)

Automobile Awards display

PONT DES EXPOSITIONS

Pav. 3

Pav. 2.3

Pav. 2.2

PAVILIONS 2.2 / 2.3

- Spare parts, Vehicle equipment & Networks
- Used vehicles, Reusable parts, Remanufacturing & Recycling
- ✓ Circular Economy Village

PAVILION 3

- Spare parts, Vehicle equipment & Networks
- Tyres & Vehicle accessories
- ✓ Tyre and Innovation Village
- Car washes, Service areas & Vehicle care products
- Bodywork, Paintwork & Auto glass
- ✓ Bodywork-Paintwork Village

● Reception **VIP** Lounge

● Press Lounge

PAVILION 7.1

- Energy suppliers, Oil companies, Battery technology, Charging infrastructure & Retrofitting
- ✓ Energy Village
- Services: finance, insurance, e-commerce
- Digital Solutions: IT, Workshop management, Customer relationship management
- Employment, Training, Recruitment & Education
- ✓ Talent Village
- Connectivity, Autonomous driving & Infotainment
- ✓ Startups Village
- ✓ Tech Village

P1

T

BUS

Rue d'Oradour-sur-Clane

ENTRANCE PAV. 1

Pav. 1

EQUIP AUTO Arena

MAIN ENTRANCE PAV. 1

V

Boulevard Victor

T

BUS

13

Porte de Versailles

A2

Porte

M

T

BUS

P

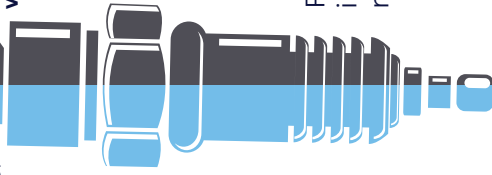
Good reasons to exhibit

at EQUIP AUTO Paris 2025

THE MEETING PLACE
for all market players

91% of exhibitors see it as an **exhibition for information and dialogue** that are useful for the sector

81% of visitors came to the show **with a project**



French and international media coverage

An opportunity to develop **YOUR BUSINESS**



124 contacts made on average by exhibitors



The show that illustrates and addresses **INDUSTRY TRENDS**

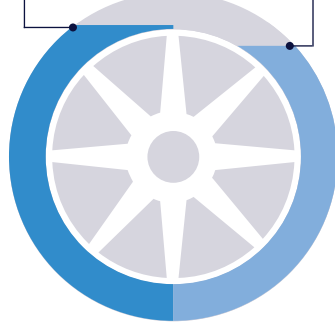


9/10

exhibitors see the show as a **showcase for innovation**

90%

of exhibitors believe the show is in step with the sector's challenges



84%

of exhibitors approve of the show's content

International Grands Prix for Automotive Innovation

40
years



The excellence of an entire industry
rewarded at EQUIP AUTO Paris

FEATURING

AWARDS IN EACH OF 8 CATEGORIES:

Special CSR award

Lubricants, vehicle care products, washing and roadside services

Original equipment

Tyres: products and solutions

Parts, equipment and components for aftersales

Garage tooling and equipment

Digital solutions & connectivity

Energy transition, sustainability, circular economy

Special CSR award

As a crossroads for innovation, **EQUIP AUTO** celebrates the 40th anniversary of its **International Grands Prix for Automotive Innovation**. Awarded by a jury made up of nearly 100 French and international journalists from 25 countries, they recognise emerging automotive technologies and reflect an international dynamic around companies' know-how, skills and innovations.

**Entries for the Grands Prix
are only open to EQUIP AUTO
exhibitors**

Stand options

suited to all types of exhibitors
and equipment

1.

BARE Stand

starting from **30m²**

2.

ESSENTIAL stand

starting from **9m²**
up to **30m²**

3.

PREMIUM stand

3 options available,
starting from:
18m² / 36m² / 80m²

4.

OUTDOOR stand

• **€100/m² ex.VAT**

for companies already exhibiting (options 1, 2 or 3)
AND taking a space in the outdoor testing area

• **€200/m² ex.VAT**

for a stand or space solely in the outdoor testing area

An extended service with **the Exhibitor Pack**

A more comprehensive and enhanced Exhibitor Pack to help you get the most from your show and promote your company. Includes:

- **Exhibitor and VIP** passes
- **1 badge reader**
- **Unlimited e-invitations**
- **1 media kit**
- **Inclusion in the exhibitor list** on the website
- Listing of your company on the interactive floor plan, display board plans and visitor guide
- Listing of your events or features on the website
- Entry in the **International Grands Prix for Automotive Innovation**

EXCLUSIVE

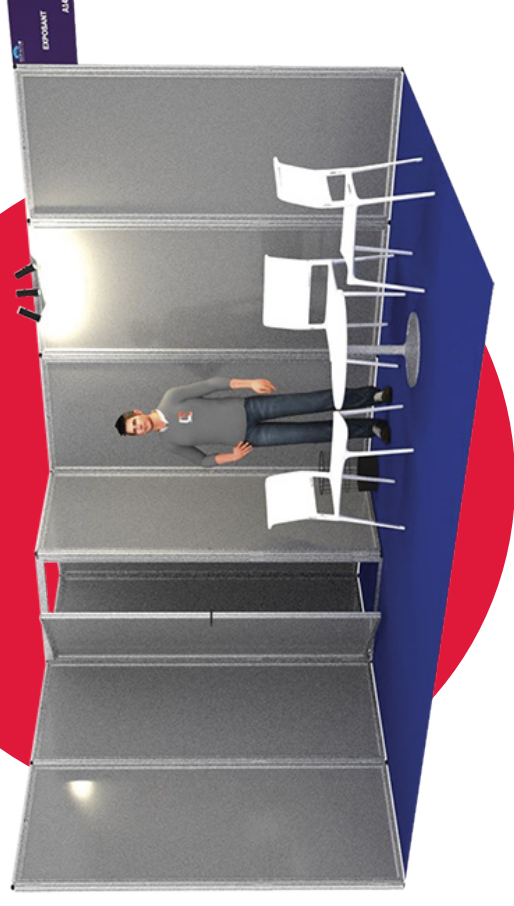
EQUIP AUTO 50TH anniversary Special

- **1 unlimited invitation code** to invite all your customers and sales prospects to the 5 days of the exhibition free of charge: "**FREE CODE** for EQUIP AUTO 50th anniversary"
- Your **press release** available in digital version in the Press Lounge

Essentiel Stand

Available from
9m² up to **30m²**

Optional: printed stretch canvas in your branding.



- **CSR partitions** and structure, grey, 2.40m high
- **Blue carpet**
- **1 m² store cupboard**
- **Flag stand sign** with your company name and stand number
- **Lighting** on a track with 3 spotlights per 9m² of stand space
- **Non-continuous power supply** from 1kW to 3 kW
- **Daily stand cleaning**
- **Furniture allowance:** credit of €200

Optional wrap

Printed stretched canvas covering your partitions in your own branding.

Sustainability note

The partitions used for this stand are made entirely from infinitely recyclable products. Featuring an aluminium frame and ultra-resistant polycarbonate filling, they are designed to resist impacts and last over time. Weighing just 13 kg per linear metre, these partitions facilitate handling and assembly: fewer human resources, no heavy loads to carry, and less forklift handling.

Premium Stand

3 OPTIONS:

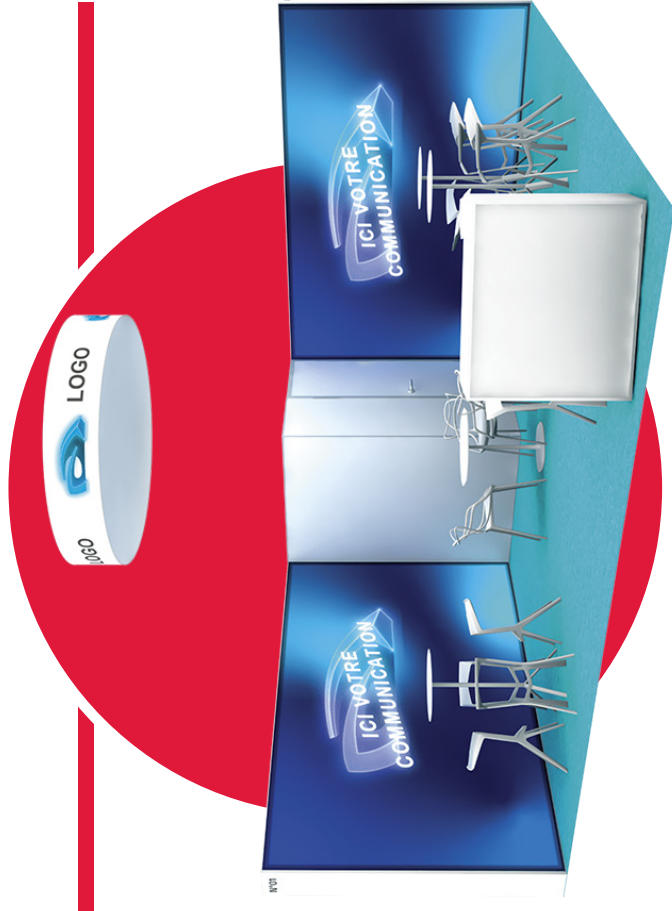
Available starting from
18m² / 36m² / 80m²

A turnkey solution, customised to your branding.

- **Partitions:** height 2.50m to 3m
- **Carpet:** turquoise, royal blue or anthracite
- **Your personalised visuals printed on a backlit canvas**
- **Store cupboard** from 1 m² to 3 m²
- Suspended circle stand banner
- Non-continuous power supply from 3 kW to 10 kW
- Daily stand cleaning
- Furniture allowance: €600 to €1,500 credit

For stands of 80m² and above

- A business lounge
- A central store cupboard
- Independent self-standing walls



Sustainability note

This stand incorporates numerous sustainability criteria upstream of the design stage to reduce its impact and throughout its entire life cycle.

The equipment proposed is selected according to its manufacturing characteristics and design materials, the number of journeys to transport this equipment is limited, and electric vehicles are favoured according to their freight capacity; waste is reduced, and the materials used are recycled.

Why exhibit

at EQUIP AUTO Paris 2025



Our assets for this 27th edition

- **An unprecedented and exceptional anniversary edition**
- **5 Pavilions: a bigger show**
- **New sectors of activity**
- New sector organisation
- **New theme Villages**
- A programme celebrating 50 years of history looking towards the future of our industry
- **The 40th anniversary of the International Grands Prix for Automotive Innovation**
- A gala evening
- 2 late night openings for your customer parties
- Extensive reach in France and abroad
- A sales team in 22 countries
- A visionary and connected show
- Technology and innovation placed back at the centre of the show, covering upstream to down
- **A major CSR plan**
- An event federating multi-specialist players
- The must-attend show for repair professionals
- A reinforced and renewed DNA: "Business, Innovation and Conviviality"



Estimate your cost of participation

on equipauto.com

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VILLAGES by EQUIP AUTO

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- Energy Village: Energy suppliers, Oil companies, Battery technology, Charging infrastructure & Retrofitting
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- Talent Village: Careers, Training & Employment
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EQUIP AUTO
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FOR AUTOMOTIVE PROFESSIONALS



50
YEARS

PARIS 2025
14-18 OCT.
PARIS EXPO PORTE DE VERSAILLES

Contact us • sales@equipauto.com

equipauto.com #equipauto in     

An exhibition by 

FleW 

COME X-POSIUM

Organised by **EQUIPAUTO SAS**