



PRESS RELEASE

## EQUIP AUTO On Tour Reims: a look back on the second stage of the 2024 roadshow

Paris, 3 July 2024 – After its first stopover in Montpellier on 8 June, EQUIP AUTO On Tour, together with its exhibitors and partners, set up shop at the Reims exhibition centre on Saturday 29 June, in the heart of the Grand Est region. No fewer than 700 repairers, retailers and professionals from the automotive sector turned out to wander the aisles of the show in search of potential suppliers and partners and to get up to date on the latest market trends.

The event was marked by the attendance of **Pierre Georgin**, Vice chairman of Grand Reims council in charge of economic stimulus and employment, and **Emmanuel Mazingue**, Reims city councillor and a member of the Grand Reims council, who gave an introduction to the local aftermarket panorama.

The **extensive and immersive programme**, along with the quality of dialogue between professionals, enabled all the participants to get the most out of the event. Visitors were able to source information and improve their skills thanks to workshops led by experts, watch live technical demonstrations on the Repair Show stand, discover a selection of vintage vehicles in partnership with the Reims-Champagne car museum, and enjoy a unique experience with the special feature laid on by François Allain, where he took apart and reassembled a Willys Jeep.

This Reims edition dedicated to regional professionals from the automotive aftermarket and mobility services sector provided exhibitors with the chance to **meet their current and prospective regional customers, highlight their know-how and latest solutions towards an enthusiastic local audience, and generate valuable sales leads.**

“As the leading exhibition in the sector, EQUIP AUTO has brought us genuinely closer to our clients, which aligns perfectly with our values as a family-run company. We came to get visibility in our region: mission accomplished.”

**Benjamin Verlé – Head of Sales, Est Entrepôt**

“After Montpellier and before Rennes, we are delighted to have been at EQUIP AUTO On Tour Reims, where we presented our full equipment range. This is a first essential step before Paris 2025.”

**Benjamin Viaud – Commercial Director, Istobal France**

“EQUIP AUTO is generally a very good show and very valuable in its sector. We came to Reims because the show provides us with qualified leads and orders. We’re really looking forward to the Rennes stage now.”

**Miguel Orran – Regional Manager, Flexfuel Energy Development**

“We came to Reims to meet our audience of wholesalers, make ourselves better known and create order opportunities. We’re not disappointed!”

**Jean-Louis Rigaux – Key Account Manager, Aisin France**

“Our goal by taking part in the three dates of the roadshow was to present our brands and their added values directly to the repair professional. In the space of a morning, we met a lot of repair shops. This gave us benefits in terms of image, encounters and discussions.”

**Arnaud Pénot– Marketing and Customer Experience Director, Bilstein Group**

The organisers of EQUIP AUTO now invite professionals to meet up in **Rennes on 28 September** for the third and final stage of EQUIP AUTO On Tour 2024.

Click [here](#) for the photos of the show. Credits: Ghislene Ghourab.

Click [here](#) for the press kit.

**About:**

EQUIP AUTO SAS organises and develops **international-scale, industry-acclaimed trade events in the field of automotive aftersales and services relating to connected mobility**. EQUIP AUTO’s vocation is to bring together all the figures and know-how in the automotive value chain to **reinvent services for mobility**, and it aims to constantly remain at the centre of exchanges among the entire sector’s players. EQUIP AUTO intends to forge its status as a powerful brand that is visible and active every year through events and the development of new gatherings organised in other countries. EQUIP AUTO events are events owned by **FIEV**, - Federation of Vehicle Equipment Industries -, the **FFC** - French Bodywork Federation - and the **Comexposium** Group.

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Events schedule for 2024-2025:



EQUIP AUTO | ON  
TOUR

8 June 2024, Montpellier  
29 June 2024, Reims  
28 September 2024, Rennes  
2nd edition



16 October 2024  
La Seine Musicale, Paris



EQUIP AUTO | ALGERIA

17 - 20 February 2025  
Palais des Expositions –  
Pins Maritimes - Alger – 18th  
édition



EQUIP AUTO | PARIS

14-18 October 2025  
Paris Expo Porte de Versailles  
50th anniversary edition!