



PRESS RELEASE

**THE
EXTRA
MILE** BY EQUIP AUTO

THE EXTRA MILE by EQUIP AUTO, the first edition of this new business event kicks off EQUIP AUTO Paris 2025

On Wednesday 16 October, La Seine Musicale hosted THE EXTRA MILE by EQUIP AUTO, the new European business event for the upstream and downstream automotive industry. This half-day and evening event gave professionals the opportunity to take part in panel discussions on the major challenges facing the automotive, aftersales and service sectors, and to discover the new programme for the 50th edition of EQUIP AUTO Paris 2025.

An afternoon of panel discussions

The automotive sector is facing a revolution – electrification and the ecological transition – which requires all of its players to have an overall view, a clear understanding of the issues and a high level of understanding of all the changes ahead.

EQUIP AUTO demonstrated the spirit of the sector with this first edition of THE EXTRA MILE. Three panel discussions brought together upstream and downstream automotive industry players, covering the new challenges of mobility for everyone.

The first panel discussion took place in the glass and wood setting of the Patrick Devedjian Auditorium, on a topical theme: "Electric and ultra-connected cars: the challenges of democratisation?". Car manufacturers (Ampère-Groupe Renault, BMW Group), their OEM partners (ACC, Continental Automotive France, Forvia, Capgemini), large professional organisations (PFA Filière Automobile et Mobilités, CCFA, Mobilians, FIEV), market specialists (Inovev, Feria) and technical experts (France AutoTech, Orsay Consulting) all came together on the same stage. They all gave their vision of tomorrow's electric and ultra-connected car. After pointing out that the date of 2035 is not being challenged by the industry, the panel highlighted the two essential conditions for electrification to succeed: widen the electric range from the bottom (segments B, B-SUV and A); bring the next generation of electric cars to market as quickly as possible, equipped with robust and affordable technological choices (electric powertrain, battery technologies), and designed around the new Software Defined Vehicle architecture.

The afternoon continued with the second panel discussion: "Is the aftersales sector moving away from its mission of affordable maintenance?". Whether for collision repairs with the increase in the average cost of repair, mechanical maintenance with soaring prices of parts or charges, particularly energy, or used vehicles with the sharp rise in the price of second-hand cars in recent years, the issue of the vehicle's affordability throughout its life cycle cannot be ignored. Major players in the collision repair (France Assureurs, SRA-Sécurité et Réparation Automobile, FFC Mobilité et Services), maintenance (PHE-Autodistribution, Figiefa, CFPA-Centre de Formation des Professionnels de l'Automobile) and used vehicle sectors (leboncoin, L'Argus) shed light on this issue and identified the precise causes. Participants were invited to share their thoughts on how to maintain an aftersales service that is affordable for as many people as possible.

Finally, the panel discussion “What are the commitments and strategies of the sector's major players to maintain a competitive, sustainable and affordable aftersales service?” concluded this afternoon of discussions. Four major themes were covered: maintenance, collision repair, maintenance of electrified vehicles, remanufacturing and repairability. Participants revealed their strategies and their commitments to mobility for all. The insurance world (Allianz, Covea) and costing services (Solera) have campaigned for the repairability of parts affected by impacts to be taken into account from the vehicle design phase; and also for the "contradictory" relationship between insurance assessors and body repairers to generate a greater volume of repaired parts. In mechanical maintenance, PHE-Autodistribution, FEDA and Figiefa reiterated the essential role of distribution, campaigned for networks to be strengthened, reaffirmed with the FNA the vital role of training and the need to maintain a constant watch on access to data. In a focus on tyres, the Syndicat du Pneu showed that, faced with the challenges of reducing the global ecological footprint, manufacturers are working on ultra-low consumption technologies with greater sustainability and with complete traceability for casings. A survey conducted by GIPA on electric vehicle maintenance in seven countries in Europe showed that, as electric cars age, they need more and more maintenance and generate aftersales business that is comparable in value to combustion vehicles. The Midas France network illustrated the commitment of the Mobivia group regarding the maintenance of electric vehicles ('Midas City hybrid – electric' concept). Finally, concerning the circular economy, Renault-The Future is Neutral and Valeo – major players in the aftersales market – revealed the forthcoming launch of a range of remanufactured components for electric cars. The start-up, Revolte E-Garages, ended the afternoon with a reminder that electric cars generate breakdowns and repair training requirements in an electrified aftersales service that has yet to be built.

Before continuing with a convivial cocktail reception, at the end of the afternoon an announcement was made, to music, about major new features for the future of the show. In particular, the strategy and the new identity for 2025 were revealed. EQUIP AUTO aims to be the international show for automotive professionals.

Kick-off for EQUIP AUTO Paris 2025

The international show for automotive professionals will be taking place in Paris in 2025. As the chairman of EQUIP AUTO, **Philippe Baudin**, and the show director, **Aurélie Jouve**, explained, the event organisers have big ambitions, starting with the space, which will cover over 100 000 m² in five halls. The aim is to propose stands that are more open, convivial and interactive, to enhance the visitor experience.

There will be new themed Villages, including:

- **The Energy Village**, dedicated to energy companies, oil companies, battery technologies and charging infrastructures.
- **The Tech village**, focused on new technologies, Artificial Intelligence, connectivity, autonomous driving and infotainment.
- **The Tyre and Innovation Village**, in partnership with the Syndicat du Pneu, will spotlight the latest technological developments, with previews of futuristic products.
- **The Future Village**, a space dedicated to promoting automotive sector professions, aims to attract new talent and focus on training and recruitment.
- These new spaces will join the historic Villages, such as those for **bodywork and painting in partnership with the FFC**, **used cars in partnership with Univers VO** and **the circular economy**.

THE EXTRA MILE was also the opportunity to announce a **partnership with the Automobiles Awards**. EQUIP AUTO will have the honour of awarding the prize for the best equipment of the year at the 2024 and 2025 editions. At EQUIP AUTO Paris 2025, visitors will also be able to discover the exhibition of cars competing in the Automobile Awards Grand Prix 2025.

Bringing together the entire ecosystem of the automotive and mobility industries to enhance exhibitors' and visitors' experience is a key priority, together with EQUIP AUTO maintaining its DNA, based on exchanges, trade, demonstrations, festive moments and conviviality. The management team is also focussing on the integration of the younger generation, in particular with a 48-hour hackathon in the automotive and mobility sector with leading engineering schools, and themed conferences designed to pique their interest in the aftersales sector.

The 2025 edition will bring automotive professionals together around a shared passion

One of the key announcements made by Philippe Baudin is **an anniversary exhibition called "(R)Evolution"**, which will feature at EQUIP AUTO Paris. This exhibition will present the portraits of 50 personalities who have marked the automotive industry and the technologies that have transformed everyday life for users.

The 2025 edition will also be the **40th anniversary of the International Grands Prix for Automotive Innovation**. A panel of over 100 French and international journalists will reward emerging technologies in the automotive and service sectors.

With the aim of making this 2025 edition "*a committed and responsible show in a world in movement*", EQUIP AUTO has set the target of becoming an exemplary show in terms of **sustainability**, with the ambition of reducing its environmental impact by 30%: "*a strong, but necessary ambition*", according to Aurélie Jouve.

The management team has also identified new trends affecting the automotive industry and intends to adapt to them in order to remain in phase with the market and its players. These challenges include the energy transition, the digital transformation, the circular economy, decarbonisation, and the growth of emerging markets, forcing the European market to reconsider its offers. For this, **EQUIP AUTO Paris 2025 will adapt its conferences and its offer to meet these challenges**.

To make the countdown to EQUIP AUTO Paris 2025 official, **the show's new identity has been revealed**, symbolised by the raison d'être that will accompany this fiftieth edition: "*United by the same passion*". This promise, beyond symbolising the link that unites EQUIP AUTO and its visitors, exhibitors and partners, calls for the entire automotive industry, upstream to downstream, to unite around shared values and a collective drive.

To see the photos of THE EXTRA MILE by EQUIP AUTO, click [here](#).
For more information on EQUIP AUTO Paris 2025, click [here](#).

About:

EQUIP'AUTO SAS organises and develops **international-scale, industry-acclaimed trade events in the field of automotive aftersales and services**. 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 in France and in other countries. EQUIP AUTO events are events owned by the **Keyros investment fund**, **FIEV** (Federation of Vehicle Equipment Industries), the **FFC** (French Bodywork Federation), and the **Comexposium** group.

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[Events schedule for 2025:](#)



17 to 20 February 2025
Palais des Expositions – Pins Maritimes – Alger
18th edition



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