



# autopromotec

21 – 24 May 2025  
Bologna – Italy



**Facts & Figures 2025**

**30<sup>th</sup> International Biennial Exhibition  
of Automotive Equipment and  
Aftermarket Products**

## The manufacturers' exhibition

Autopromotec, the biennial international exhibition of automotive equipment and aftermarket products, with its **60 years of history**, making it the oldest event in the sector in Europe and the world, reached its 30<sup>th</sup> edition, confirming itself as the **most specialised event at international level**.

Growing together with its public, thanks to its always qualified exhibitors, Autopromotec brings together all the product sectors of the automotive aftermarket: from tyres to car service, from workshop equipment to spare parts.

Product innovations and industrial excellence, advanced technologies and market opportunities, high-level conferences and **B2B meetings** attract manufacturers and professional operators from **all over the world**, who meet here to network globally, to increase their business, and to identify important strategic trends.

## The associative base

Characterized as an **international exhibition** from the very beginning, Autopromotec (then called SARP - Salone Attrezzature Ricostruzione Pneumatici - Tyre Retreading Equipment Exhibition) was founded in **1965 in Rome** by AIRP (Associazione Italiana Ricostruttori Pneumatici - Italian Tyre Retreaders Association), with the aim of giving visibility to the technological development of the retreading sector in strong expansion in those years.

*From 1967, the biennial formula that still characterises the exhibition was consolidated in Bologna. 1973 was signed by the beginning of a new phase when **SARP** joined forces with **SIAC** (Salone Internazionale Attrezzature, Autofficine e Carrozzeria - International Exhibition of Equipment, Workshops and Bodywork), which together became Autopromotec in 1991.*

What distinguishes Autopromotec and makes the event the dialogue and comparison hub for the entire automotive aftermarket sector is the associative base formed by AICA and AIRP.



AICA, the Italian Garage Equipment Manufacturers Association, was founded in 1976 to represent industry professionals engaged in design, production and sales of plants, machinery and equipment for service, maintenance, and repair of transport equipment. This sector is strongly export-oriented and has earned a worldwide leadership position thanks to its innovative products and the entrepreneurial abilities of many Italian SMEs, which, in some cases, have achieved multinational status.

AIRP is the Italian Tyre Retreaders Association that was founded in 1963. It represents the category at a national and international level and promotes retreaded tyres as a safe product with a strong ecological and economic impact. AIRP is a member of BIPAVAR (European Tyre Retreaders Association) that plays an important role, not just at a national level, but also on the European scene, contributing to the sector policy making.

## Focus

**583 product categories covering all aftermarket product sub-sectors.**

There is not a single aspect of the automotive aftermarket that is not completely covered by Autopromotec's exhibition offering: equipment, spare parts, car washes, tyres, accessories, right up to the most sophisticated software solutions and ICT, whether produced by major multinational companies or by a small innovative start-up.

The horizontally complete offering and the strong vertical specialisation make every pavilion at Autopromotec a "fair within a fair".

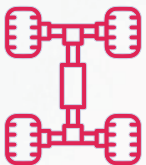
## 3 product areas that make Autopromotec known worldwide



### **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.

For each of these products Autopromotec displays the world's highest expression in terms of quality, research and innovation, thanks to the participation of major manufacturers and the most specialised operators.













### **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 in 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.

## Product map



	Diagnostic equipment		Outdoor demonstration area - Equipment for roadside assistance
	Spare parts, components, car services		Service equipment for tyres/workshops/lifting
	New/retread tyres, rims		Tools, compressors, multifunctional equipment
	Lubricants		Equipment and products for service stations, car washes and car care
	Equipment and products for bodywork		Institutional Area

## Exhibition area



**15** halls



**7** outdoor areas



**165,000sqm** of exhibition space



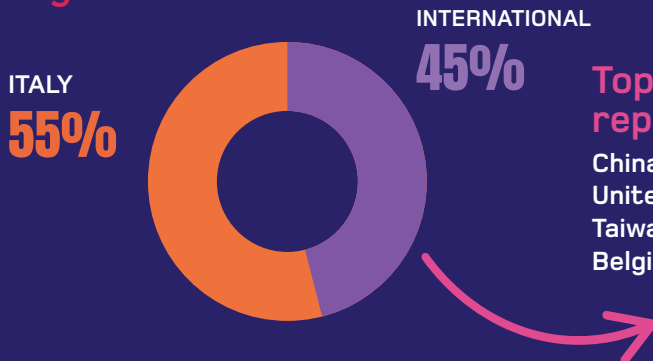
## Exhibitors per Country

Albania	1	Greece	3	Serbia	1
Andorra	1	Hungary	1	Singapore	5
Argentina	1	India	10	Slovak Republic	2
Austria	3	Indonesia	2	Slovenia	5
Belgium	15	Ireland	2	South Korea	3
Bulgaria	1	Italy	946	Spain	21
Canada	1	Japan	3	Sweden	6
China	318	Latvia	1	Switzerland	8
Colombia	5	Lebanon	1	Taiwan	24
Czech Republic	5	Lithuania	2	Thailand	3
Denmark	6	Luxembourg	3	Türkiye	31
Egypt	1	Netherlands	24	Ukraine	3
Estonia	3	Pakistan	1	United Kingdom	28
Finland	4	Poland	56	United States	20
France	17	Portugal	4		
Germany	85	San Marino	6		

**Total: 1,692**

including  
**61** represented  
brands

## Origin of exhibitors



## Top 10 countries represented

China, Germany, Poland, Türkiye, United Kingdom, Netherlands, Taiwan, Spain, United States, Belgium

**46** countries represented

## Attendance of professional operators



**80,799**

Professional operators  
ITALIAN

**16,549**

Professional operators  
INTERNATIONAL

Total:

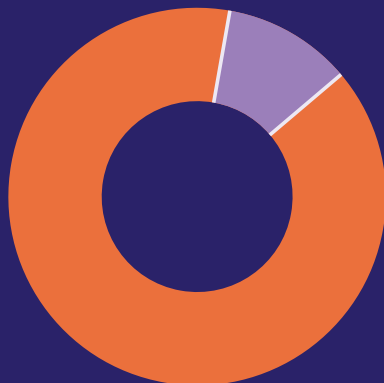
**97,348**

Professional  
operators  
ITALIAN

**83%**

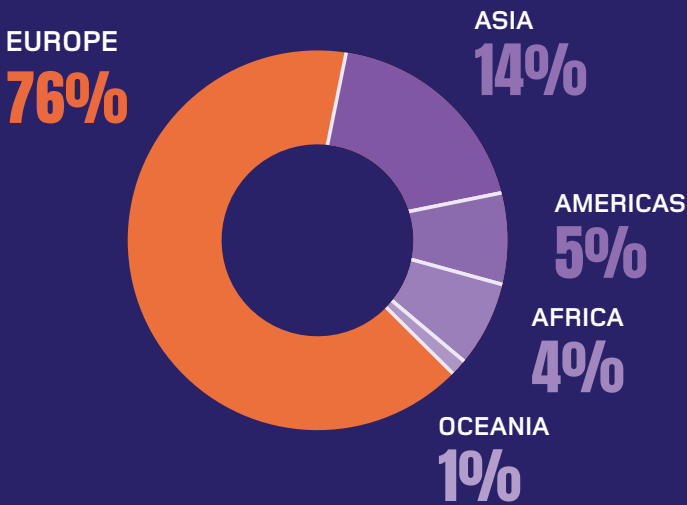
Professional  
operators  
INTERNATIONAL

**17%**

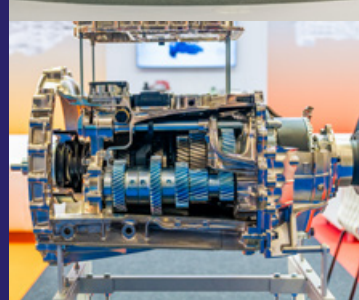




## Origin of international professional operators



**131+** Countries represented by professional operators



## Professional operators: attendance by sector



### Italian visitors

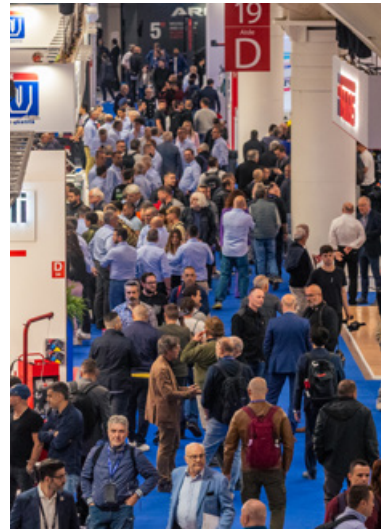
1	17,55	Auto repairers
2	14,32	Body shops
3	13,97	Spare parts and components manufacturers
4	9,77	Auto equipment – manufacturer/distributor
5	7,14	Tyre sector operators
6	4,47	Car wash
7	4,32	Rectifiers
8	2,99	Institutions/trade associations
9	2,72	Car care products – manufacturer/distributor
10	1,97	Lubricants – manufacturer/distributor
11	1,49	Vehicle inspection centre
12	1,48	Car manufacturer
13	0,8	Service station





## International visitors

1	<b>3,99</b>	Auto equipment - manufacturer/distributor
2	<b>2,73</b>	Tyre sector operators
3	<b>2,66</b>	Spare parts and components manufacturers
4	<b>1,82</b>	Auto repairers
5	<b>1,58</b>	Car care products - manufacturer/distributor
6	<b>1,48</b>	Car wash
7	<b>1,28</b>	Body shops
8	<b>0,42</b>	Institutions/trade associations
9	<b>0,41</b>	Lubricants - manufacturer/distributor
10	<b>0,23</b>	Rectifiers
11	<b>0,18</b>	Car manufacturer
12	<b>0,13</b>	Vehicle inspection centre
13	<b>0,07</b>	Service station



## International promotion activities



**250** delegates from  
**40** countries



Autopromotec advertising  
in **11** countries and **5** continents



**400+** international  
journalists



**50+** meetings with associations,  
journalists and companies from the  
world automotive scene



**800+** business matching  
meetings between importers  
and producers



**300+** invited international  
associations

### PRESS CONFERENCES

Denmark, Finland, France, Norway, Spain, Sweden, United Kingdom

### MEETINGS WITH INTERNATIONAL TRADE ASSOCIATIONS

China, Japan, Poland, South Korea, Türkiye, United States of America

### ATTENDANCE AT INTERNATIONAL TRADE FAIRS

China, Germany, Japan, South Korea, United States of America

### AUTOPROMOTEC TALKS

Four- date Italian roadshow from Rome to Milan to promote the themes of the exhibition

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The **International Delegations Area**, set up at the services centre, the heart of the entire exhibition centre, hosted buyers and associations from all over the world.

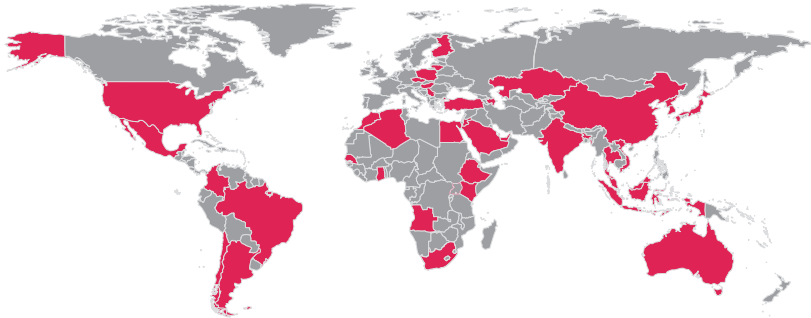
Thanks to the support of MAECI - Ministry of Foreign Affairs and International Cooperation and the Italian Trade Agency – ICE Agenzia, more than 250 top buyers selected from over 40 foreign markets took part in Autopromotec 2025, organising 858 B2B meetings, involving 146 representatives of at least 110 Italian exhibiting companies.

A concrete support to manufacturing companies, in sectors that have always had a strong vocation for internationalisation and the search for distributors and partnerships in almost every market in the world.



## ***Buyers and importers from the following countries were invited:***

Algeria, Angola, Argentina, Australia, Azerbaijan, Brazil, Chile, China, Colombia, Côte d'Ivoire, Czech Republic, Egypt, Ethiopia, Finland, Hungary, India, Indonesia, Japan, Jordan, Kazakhstan, Kenya, Korea, Lithuania, Malaysia, Mexico, Morocco, Poland, Qatar, Saudi Arabia, Senegal, Serbia, South Africa, Thailand, Türkiye, UAE, USA, Vietnam.





***“Autopromotec is not just a product showcase, but a real hub of ideas”***

This has always been our motto and our goal, a commitment we have met by hosting more than 200 events this year, including institutional appointments, partner conferences and technical sessions organised by the exhibitors themselves. This 30<sup>th</sup> edition was inspired by fundamental themes for the automotive aftermarket sector, such as **sustainability, artificial intelligence, and data access and management**, all matters already introduced during the Autopromotec Talks, a series of press conferences that prepared the public for the event. Our exhibitors, the true strength of Autopromotec, have perfectly articulated these questions, analysing them at 360°: the halls were animated by events that considered the regulatory aspects of the matter, by conferences that instead discussed the policy-making perspective and, finally, by technical demos that showed how to put these topical and urgent concepts into practice.



## IAM - International Aftermarket Meeting

Reaching its seventh edition, the **IAM - International Aftermarket Meeting** represents the most important international debate on the most topical and challenging issues on the European and international scene.

The title of this edition was “Cybersecurity vs Competition: how independent will the aftermarket be in the future”, delving into the need for vehicles to be protected against cybersecurity risks. Such measures could include restrictions on access to vehicle diagnostic information and the possibility to offer and install cybersecurity-relevant components.

IAM was introduced by 2 keynotes: a market overview by Martin Frommer (S&P Global Mobility) followed by an in-depth look at the state of cybersecurity with Gianfranco Burzio (Drivesec).

This was followed by a panel discussion coordinated by Frank Schleuber (CLEPA) with Kim Borsting (Head of Vehicle Data Management & Regulatory Affairs - HellaGutmann), Kris van der Plas (Head of EU Public & Regulatory Affairs, LKQ Europe), Massimiliano Oliveri Del Castillo (Country Sales Manager Italy - Robert Bosch), Alexander Matthey (VP Marketing, Spread) and Nicola Morzenti (Partner, Roland Berger) representing all segments of the supply chain.

The panelists discussed the possible effects of future EU legislation, aimed at balancing the need for IT security with access to OBD information of vehicles for independent repairers, but also delving into technological aspects, with service functionalities that will be significantly expanded and their possible impact on the future of the independent market.

**The appointment is at the next IAM meeting, at Autopromotec 2027**





## Sustainability

On the occasion of its 30<sup>th</sup> edition, Autopromotec wanted to confirm its support in the promotion of initiatives and practices aimed at strengthening policies that are increasingly attentive to global challenges, by obtaining the prestigious **ISO 20121 certification**, which attests to the event's concrete commitment to sustainable organisation from an economic, social and environmental point of view. Recognition of this kind requires an active and conscious participation, which passes through

targeted decision-making processes, which translate, for example, into a control of the supply chain with the selection of suppliers that apply ethically sustainable best practices, the involvement of stakeholders and local communities, and the promotion of innovative solutions such as materials from re-use or recycling.

Through this certification Autopromotec stands out for responsible governance and an integrated strategic approach along the entire organisational process, not only limiting itself to reducing environmental impacts, but also promoting issues of social inclusion and transparency in communication and efficient use of resources.

With the aim of leaving a positive legacy on the territory and on the reference sector, through continuous monitoring of performance and capacity, the event becomes a model of best practice for responsible innovation and ethical management, improving the reputation of the organisers, strengthening the trust of exhibitors and visitors especially in the automotive sector in transition towards all-round sustainability. In fact, this recent milestone is part of a wider path that has already been underway for several years. Promotec S.r.l., organising company of the trade fair event, already certified as sustainable, thus confirms itself as a reference point for an industry that evolves in respect of the environment and communities.



## Green Smart Responsible

Thanks to the support of **MAECI** and **ICE-Agenzia** and the coordination of **ANFIA - Associazione Nazionale Filiera Industria Automobilistica** (National Association of the Automotive Industry), the service centre of the fair district has hosted the launch of the project **“Green Smart Responsible – The ESG values driving the future of automotive aftermarket”**, through which environmental, social and economic sustainability goals were translated into objectives of decarbonising the automotive ecosystem, within the framework of evolving EU legislation.

A didactic-emotional path committed to make professionals of the sector curious and closer to fundamental themes, with the help of illustrated graphic panels, developed on walls whose position made the visitors find themselves completely immersed in the exhibition. In addition, informative videos were projected, accompanied by the gaming activity 'ESG Quiz 'and conference appointments.





# autopromotec



## DIGITAL RESULTS

### SOCIAL MEDIA STATISTICS

Followers

14,844



5,670



5,355

Followers



Profile visits

23,701



16,435



113,972

Impressions



Views

474,612



420,689



2,984

Profile visits



### WEBSITE STATISTICS

73,647

Active users

878,494

Page views

1,9 mln

Interactions

### APP STATISTICS

7,789

Downloads

81,083

Views

847,326

Interactions



### WEB TV

Given the extent of the exhibition spaces and the range of events held during this 30th edition, in order to ensure that all those present could make the most of the opportunities for exchange, discovery and comparison that the exhibition guarantees, Autopromotec opened its own television channel, the **WebTV**.

During the exhibition, the editorial staff produced television reports covering the institutional events, conducted interviews with exhibitors with the format **'News from the stands'** and they reported the content of the conferences that animated the days of the exhibition.

Links to the contents were shared daily throughout the duration of the exhibition, through dedicated newsletters, and were always accessible on Autopromotec's YouTube channel.

For a more in-depth look at some topics, the interviews are accompanied by dedicated articles that can be consulted in the AutopromotecBlog section of our website.





**60 YEARS!**

## The exhibition which celebrates the 60 years of Autopromotec

*It was with great emotion that we inaugurated this exhibition dedicated to the 60<sup>th</sup> anniversary of Autopromotec, an exhibition that represents not only the evolution of technology, but also of customs and, may I say, of the dreams of so many entrepreneurs large and small in such an economy's driving sector as mobility.*

*Emotion accentuated by a further consideration: there is a lot of talk about connected cars, with systems that only a few years ago seemed like science fiction, but it all started 130 years ago, on the hills of Bologna, when a certain Guglielmo Marconi launched the first radio signal from right here. Thanks are also due to the Italian Post Office, which to underline the solemnity of the moment wanted to do us the honour of creating a special cancellation on the occasion of the 60th anniversary of Autopromotec, placed on the stamp celebrating the 150th anniversary of the birth of the great inventor.*

*When emotion is combined with the passion of this land of motors, the skill and the desire to create international partnerships, it is easy to understand how no goal is precluded, through a path that this exhibition tries to represent, and as Confucius said: Study the past if you want to predict the future.*

**Renzo Servadei**

CEO Autopromotec






See you at

*Save  
the  
Date*



**autopromotec**

**Autopromotec 2027**

**26 –29 Maggio/May 2027,  
Quartiere fieristico di Bologna  
Bologna Fair District**



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