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[www.autodistribution.international](http://www.autodistribution.international)

## ADI MARKETING DAYS

Responsible editor: Autodistribution International, Kortenberg, Belgium





**Dear colleagues, dear partners,**

ADI members are often leaders or strong challengers in the markets in which they operate, and have been for many years.

A leader needs to stand up for his or her position, by participating in industry events, organizing professional events for clients and celebrating successes.

You will find several examples in this issue:

- CARAT's 25<sup>th</sup> anniversary event was a huge success
- The Autodistribution stand was the central hub of activity at Equip'auto and was an opportunity to celebrate the Group's 60<sup>th</sup> anniversary
- Our Marketing Days at the new Grup Eina facilities demonstrated our leadership in technical support with our EurelCar program.

Another topical issue is inflation: in addition to its impact on all our distribution costs (salaries, transport, fuel, energy, rent, etc.), we are all very concerned about its potential consequences on motorists and their attitudes (lower mileage, postponed or even cancelled maintenance operations), and therefore on our after-sales market overall.

In addition to this gloomy situation, there may be a shift from Premium brands to B brands, private labels or even first price brands, as garages, under pressure from motorists concerned about their purchasing power, look for more economical alternatives.

ADI has always taken the decision to highlight, promote and defend Premium brands, and the quality and the limited number of our suppliers proves it.

Nevertheless, the temptation - understandable but nonetheless culpable - that many of our suppliers have had to include in their repeated price increases much more than the increases in raw materials (many of which have returned to their price levels of 18 months ago), transport (almost the same for sea freight), salaries (real) or energy

(increases still to come and announced) has resulted in increasing the price gap with these alternative offers (their producers being more “reasonable”) until it becomes inexplicable and incomprehensible from the customer’s point of view.

In some cases, the suppliers prices are now even higher than the manufacturers’ prices, which adds to the incomprehension.

During our next exchanges, we will therefore ask you:

- To take control of your pricing to prevent our customers from turning away from your brands
- To assume the consequences: asking for progressions on products (if available 😊) that become unsellable is not understandable.

- To accompany more strongly the efforts we are nevertheless making and will continue to make for quality automotive maintenance, relying on reinforced technical expertise -through our actions- of multi-brand independent garages and on premium parts, of unequivocal performance and reliability.

You know you can count on the commitment of ADI members if you show us your understanding of this major issue and if you provide tangible and operational proof.

### **Stéphane Antiglio**

ADI President - on behalf of all Members of the Board of Autodistribution International

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latest news from the  
AD Group

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# CARAT MESSE 2022



This year Carat's trade fair took place at the logistics center ad-Cargo in Castrop-Rauxel on 7 & 8 October. At the first live trade fair after the pandemic, the more than 4000 visitors were able to see the latest solutions for a successful workshop at the stands of more than 150 exhibitors.

In the halls of the central warehouse and the adjacent exhibition area, suppliers presented their product innovations and provided information on technical innovations and current product developments.



The Carat group was represented at various stands with its own brands (such as Corexx, Men@Work,...) and the extensive service modules for workshops.

Following the success of the digital-only trade fair 2021, this year's CARAT trade fair combined live on site and digital/online. Here visitors were able to discover all trade fair promotions and innovations around the clock.



On top of the exhibitors, the highlights of this fair were the numerous fair offers and attractive incentives, racing driver Sascha Lenz, who attracted all attention with his racing truck, and the many special surprises at the exhibitors' stands. The guided tours of the AD-CARGO central warehouse were much appreciated by the visitors, who were really impressed by the 300.000 m<sup>3</sup> storage space.



In the evening, the visitors were treated to another spectacular event, the CARAT Circus Show: a breathtaking variety show in the specially mounted circus tent featuring top-class show acts with 26 artists from 6 nations. The CARAT celebrations at the occasion of the 25<sup>th</sup> anniversary of the Carat Group culminated in this outstanding event.



**Congratulations to Carat with this successful event and to it's 25<sup>th</sup> Anniversary!**



# The Data Act: Opening the Gates of Digital Fortresses

From its headquarters in Brussels, the European federation of the automotive aftermarket distributors, Figiefa, monitors and accompanies the development of European and International legislation affecting the automotive aftermarket. Figiefa represents the interests of its members towards European and international institutions.

In a series of articles in this newsletter, Figiefa and ADI, who is assisting Figiefa in various dedicated working groups, intend to give you an executive overview of key topics that are bound to affect tomorrow's IAM playing field.

In this edition: **The Data Act - Opening the Gates of Digital Fortresses**

**Brussels, November 3.** The European Parliament, together with the Council of the EU, and the European Commission, are moving towards their triad (the triangular legislative procedure for most of EU norms) on the Data Act, one of the most important regulations for European digital markets.

Notably, the Data Act will make machine generated data from IoT products and related services available to people or companies who own, rent or lease such products. It will define rights and obligations for all parties, including 3rd party service providers to whom users could assign a right of access. This regulation

will apply across all economic sectors in the European Union. According to the Commission, the new rules are expected to create €270 billion of additional GDP by 2028.

## What is the Commission proposing?

First, fairness of data access and use in business relationships (B2C & B2B), secondly improved access to private sector data for the public sector (B2G); thirdly, new rules allowing customers to effectively switch between different cloud data-processing service providers.



## How does this affect the Automotive industry and its aftermarket?

It establishes an important right for users to access the data generated through their use of connected products, and to assign rights of access to the data to a third-party service provider of their choice. Also, aftermarket repair and maintenance services and access to diagnostics information are explicitly included. Other important provisions include the manufacturer's obligations to make the data transparent and "easily accessible" to the user, restrictions on the manufacturer to monitor the activities of the user or third-party and on compensation for the costs of making data available, particularly for SMEs.

However, while FIGIEFA recognises the Data Act represents a relevant step forward towards the development of the European Data Economy, we strongly believe that it will not be sufficient by

itself in the automotive sector. The ecosystem needs sector-specific automotive legislation translating the principles and provisions of the Data Act into concrete, legal and technical measures for the automotive sector.

Also, certain aspects of the Data Act require more clarity for the automotive sector, as they currently leave too much room for interpretation, creating legal uncertainty and a high risk of litigation. Only a dedicated piece of legislation will provide the confidence and incentive independent service providers require to invest in new data driven services, which will benefit consumers and the whole society by providing smarter, safer, and more sustainable mobility solutions.



In this regard, FIGIEFA's CEO, Sylvia Gotzen, represented AFCAR on October 26's European Parliament hearing, as one of the five selected stakeholders, in a session entitled 'Data Act: creating growth and innovation'.

"We need that users not only have effective access to their data, but also their chosen service providers need an efficient way to retrieve them," asserted Ms Gotzen. "And to be able to do it in real time, as the data is generated. Data which is accessible should be made available. Without this, third party service providers will be condemned to providing 'me-

too services', at a pace defined by the manufacturer. This will artificially limit our scope to innovate and differentiate, and consumers will lose out."

She also reminded another important aspect, the fairness of rules for contract terms and compensations. These rules would rightly apply to SMEs under the current European Commission proposal, but such contract terms and fees for data should be fair, reasonable and non-discriminatory, and apply to all companies in a clear imbalance of negotiation power.

# ADI MARKETING DAYS



On 29 & 30 September around 80 marketing experts from the automotive parts industry and the ADI partners attended ADI's Marketing Days. This event during which the annual marketing and communication program is presented, took place in the wonderful surroundings of the Wine and Golf resort Hotel Peralada in Figueres, the north of Spain.

Manuel Van Royen, CEO of AD International, opened the session with an update on the market tendencies and development of ADI and its partners. Petra Vanfroyenhoven, Marketing Director, presented the 2023 Marketing and Communication program, with all events, brochures and tools both on and off-line at the service of the ADI contract suppliers and supporting their business with the ADI Partners in their countries!



The next day all participants were invited to the new premises of Grup Eina Digital, who has been running the AD Technical Center for many years providing technical services to ADI's training program Eure!Car.

Divided in smaller groups, participants were then taken on a tour through the new installations and given detailed insight in the 4 main pillars of ADI's training approach: hands-on courses, assistance, digital information tools and new education areas.



Petra Vanfroyenhoven demonstrated digital/online ways of providing trainings and support to professional mechanics, such as the Eure!Car campus (<https://eurecar.campuseina.com>, featuring many e-courses and technical webinars) and the Technical Corner on the Eure!Car website ([www.eurecar.org/technicalcorner](http://www.eurecar.org/technicalcorner)), while Manuel Van Royen showed the newest training modules for the crash repair shops (metal and aluminium welding and repair techniques, plastic and glass repair, equipment,...) and the first Eure!Car training truck.



Nuria Pinent, Head of Marketing at GED, demonstrated the principle of practical trainings on the specially equipped Eure!Car training vehicles, while Frédéric Vandenhende, Head of Sales Department, presented the new technical call center and the online troubleshooting database, tools that help mechanics to quickly find solutions to the most challenging cases they encounter in their day-to-day work.



The 2022 ADI Marketing Days were concluded with a joint networking lunch in a typical Spanish atmosphere including... Paella!



# AUTODISTRIBUTION FRANCE:

Over 1300 m<sup>2</sup> at the heart of EQUIP'AUTO PARIS



After a successful 2021 “On Tour” Edition, Autodistribution participated live in the Equip’Auto show in Paris from 18 till 22 October.

For this event, Autodistribution installed an open space environment of 1323 m<sup>2</sup>. The area was larger than at the 2019 edition in order to encourage traffic and exchanges... and of course to celebrate the Group’s 60<sup>th</sup> anniversary!

Visitors discovered the world of Autodistribution and its new products and services portfolio, presenting in different areas the group’s multi-specialist expertise:

- parts
- bodywork
- equipment,
- tyres
- paintwork
- glass





MÉCANIQUE

**1443**

Members



CARROSSERIE

**788**

Members



**963**

Members



**296**

Members

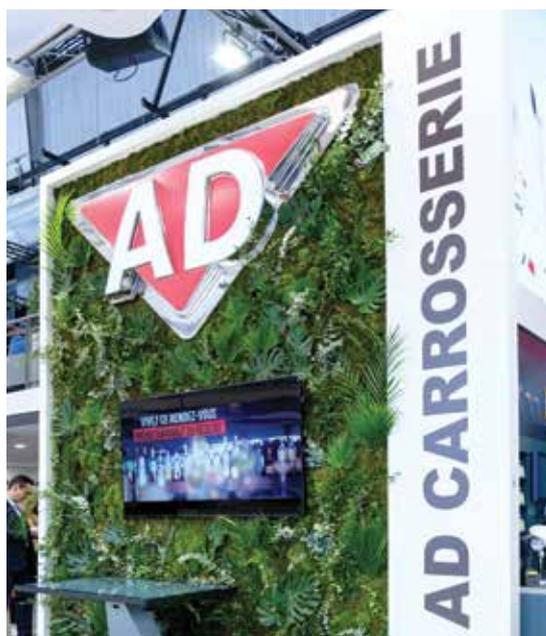


**343**

Members

Furthermore each of the Autodistribution networks had their own corner on the booth and showed their expertise and innovations to the visitors.

- AD Mécanique (AD Garages): 1443 members
- Glass Auto Service: 343 members
- Autoprime: 963 members
- AD Carrosserie (Body shop): 788 members
- Staff Auto: 296 members



Laurent Desrouffet, General Manager of the Networks and Light Vehicle Repair Activities at Autodistribution, explained: "We are delighted that EQUIP'AUTO is back at Paris Expo! We are looking forward to presenting all of our multi-service expertise to our customers, as well as the developments and innovations in our business. With a strong focus on innovation, particularly for sustainable mobility, our stand will offer various events and activities during the show to celebrate the 60<sup>th</sup> anniversary of Autodistribution. And of course, we will already be looking ahead to the major AD Network Congress in Marrakech".

# ADI BREAKFAST CATCH-UP



## automechanika FRANKFURT

For the first time in 4 years, the international trade fair Auto-mechanika opened its doors on September 13 in Frankfurt. 78.000 visitors from 175 countries came to the industry's leading platform in Frankfurt to experience products and services from workshops, industry and retail live and in person. 2,804 companies from 70 countries exhibited their products and services across 19 hall levels and in the outdoor exhibition area.



For ADI, the international setting in Frankfurt was a great opportunity to gather trade and industry for an update during the so-called ADI Breakfast Catch-Up.

Keeping in mind that "the early bird catches the worm", over 100 aftermarket professionals attended the event at 7am in the Maritim Hotel, where Manuel Van Royen presented market trends and commented on ADI's overall performance to date.

Further testimonials by the ADI Partners gave insight in the status of different ADI Partners, their markets and latest developments.

Despite the early hour, all participants shared a great enthusiasm for the event and found it a great way to start a trade fair week at Automechanika.

